For more than 130 years, Ferris State University and its forebearers have been absolutely committed to our students and to creating change on their behalf.

Steadfast in our alignment with our core values of collaboration, diversity, ethical community, excellence, learning and opportunity. And responsive, using those core values, to the educational, research and economic needs of our state and our nation.
It is in that spirit that we proudly embark on Now & Always: The Campaign for Ferris State University.

**NOW** — REPRESENTING THIS MOMENT OF PROMISE AND OPPORTUNITY, WHEN EVERYTHING IS ALIGNED FOR A MAJOR LEAP FORWARD FOR FERRIS, OUR STUDENTS AND OUR STATE.

**ALWAYS** — HONORING OUR LONG HISTORY OF, AND STEADFAST DEDICATION TO, OUR STUDENTS’ LIVES OF LEARNING AND THE ECONOMIC WELL-BEING OF MICHIGAN.

Signaling our readiness and energy to use each and every innovative, effective and results-defined path enabling this campaign, along with your vision and generosity, to power tomorrow at Ferris State University.

This is our time. Our first-ever comprehensive campaign will build upon our leadership as the preferred and obtainable choice for every deserving, motivated student. It will strengthen our reputation as an outstanding education and research partner for Michigan and our region. And it will advance our exceptional, student-centered learning community on the path to a better, bolder future.

We can’t do it without you. Please join us now and always as we support, motivate and elevate our students, faculty and staff and all they will discover and achieve. A remarkable tomorrow awaits.
“Education is life. It involves growth, development and training.”

— WOODBRIDGE N. FERRIS
We are passionate about Ferris State University.

This is a value-added institution, one that delivers an impressive return on investment. By investing in their education, students graduate job-ready, prepared to stand out as leaders in their careers. Industries, communities and donors benefit by having access to this talent pool of knowledgeable, involved and responsible citizens.

We want to see this winning, value-added combination continue, to build on it and to help it grow. As co-chairs of *Now & Always: The Campaign for Ferris State University*, this is our mission. We are excited about Ferris’ future, one that is driven by opportunity, vision and need. With strong leadership and an experienced team in place, Ferris will advance our legacy of success.

Now is the time that we, Ferris and its supporters and co-visionaries, can make a reimagined, reenergized and revitalized Ferris State University a reality. We urge you to join us in supporting this campaign so that future generations of students can access Ferris’ unique, “go-to-work” education — one that benefits our region, our nation and our world.

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Gary Granger, Campaign Co-Chair
Jeff Rowe, Campaign Co-Chair
“From the top down, Ferris is committed to students. The University prepares them to succeed. Ferris’ forward-thinking programs produce graduates who are well-prepared to enter the workforce.”

— MINDY ANDERSON, Chief Marketing Officer, Intrprtr, Ferris Foundation Board of Directors
“Because of Ferris …” This is a common refrain when Ferris State University graduates relay stories about their college education or careers. “Ferris gave me an opportunity,” they might say, or “My Ferris education made the difference I needed.” They recognize their Ferris experience as crucial and life-changing. Ferris has always put students first, so it is fitting that students are the first priority of Now & Always: The Campaign for Ferris State University.

Financial Realities

Over the past two decades, traditional government funding for higher education has sharply declined. In Michigan, appropriations for higher education have not kept pace with tuition. Out-of-pocket costs for students, who must make up the difference, have risen dramatically. Graduates from Michigan public universities rank 12th nationally in total student debt. At Ferris, the average student leaves campus owing more than $35,000.

This reality affects all students but hits those with the least financial means hardest. On average, 40 percent of Ferris students qualify for federal Pell Grants and state Tuition Incentive Program (TIP) assistance, meaning they come from very low-income families. Ferris students are often the first in their families to attend college; when they pursue a degree, their families are typically able to offer little or no financial support. As a result, our students borrow heavily, work part-time jobs, incur credit-card debt and extend their time to a degree. They graduate with a large debt load, which takes them a decade or more to pay off. This leads them to delay things like buying a house, starting a family and saving for retirement.
“THERE AREN’T TOO MANY PLACES THAT GIVE PEOPLE A CHANCE. Ferris State University is one of those places. I know from experience. I struggled in high school and was accepted at Ferris into a summer probationary program in 1965. It was small. They noticed whether or not you were there. They taught you how to study. Because of that start, I was able to go on to graduate from college and start my own successful real-estate development company.

“Through the years, I’ve never forgotten what Ferris did for me. I understand that school isn’t easy for everyone; I established the Mickey Shapiro Opportunity Scholarship to recognize those people who have to work extra hard to succeed. Through this scholarship, I am supporting promising students who struggle and giving back to the school that first gave me a chance.”
Containing Costs

Ferris State University has always been an institution of opportunity, one that meets challenges head on. While the student debt crisis is a national problem, Ferris has been working diligently to develop practical solutions for current and future students. Not content to simply hold the line on student debt, we have made an unqualified commitment to reversing the trend. Since 2012, the University has held tuition increases to an average 2.51 percent annually while increasing financial aid and scholarships to reduce the net price by 12.3 percent. We also provide financial literacy training for first-year students and are examining ways to reduce time to a degree.

These are all positive steps, but we recognize that more must be done. To help hardworking Ferris students, we must significantly increase institutional aid. The University is off to a good start: Through cost containment, philanthropy and other sources, Ferris has increased its level of financial aid. Assistance from the University’s general fund has more than tripled from FY 07 to FY 16, despite falling state appropriations.

Through the campaign, our aim is to grow scholarships substantially, with a stretch goal of doubling our scholarship endowment. The beauty of an endowment is its permanence: The principal is never spent. Rather, a small percentage of the interest on those funds is directed to student support year after year, in perpetuity. This is why endowments are a key strategy for future scholarship funding at Ferris. Increasing our scholarship endowment will provide future students with permanent, reliable and predictable support.

In an era of rising costs, the net cost to students at Ferris has actually declined since 2012 by 12.3%.
The Ferris Futures Scholarship Challenge

Through an extraordinary convergence of vision and resources, The Ferris Foundation is able to offer an exceptional opportunity to support students. The Ferris Futures Scholarship Challenge provides $18 million in matching funds. Every qualifying charitable gift donors make to endowed scholarships will be matched, dollar for dollar.

Donors may start new endowed funds, ranging from $25,000 to $1 million or more. Through June 30, 2022, The Ferris Foundation will match up to $3 million in gifts per year toward new or existing endowments. In turn, all of these endowed funds will be put to work for the financial support of students. Donors with existing endowed scholarships may add to them to qualify for the match. Donors who have funds of less than $25,000 may give more to trigger the match and bring those funds to the minimum threshold. Alumni, parents and friends are able to direct funds for student support to the college, academic or athletic program of their choice.

Through the Ferris Futures Scholarship Challenge, many Ferris students will have a chance to succeed in life, a chance they might not get elsewhere. These motivated students go on to become the capable citizens, hard-working employees and agile entrepreneurs our state and our world so desperately need.

“We see it all the time: A Ferris education can change the trajectory of not only an individual student’s life, but also the lives of his or her family.”

— JEANINE WARD-ROOF, Vice President for Student Affairs
“I LOVE FERRIS STATE UNIVERSITY AND HAVE MADE IT A POINT TO TAKE ADVANTAGE OF AS MANY OPPORTUNITIES AS I CAN. I’m a member of the Alpha Kappa Psi Professional Business fraternity, the National Organization for Women, the National Association for the Advancement of Colored People and the Black Student Union. I also volunteer as the assistant cheerleading coach, at the Big Event and the annual Christmas food drive. I am so grateful to Mr. Shapiro for his generosity and financial support of my college education. Receiving the Mickey Shapiro Opportunity Scholarship allows me to concentrate on what is important to me: my education in the classroom and involvement in student activities. Words can’t express my gratitude for being selected as a recipient of the scholarship.”
"Ferris State University is always looking to offer new programs that create more opportunities for more students. I’m excited by the possibilities ahead."

— DR. PAUL BLAKE, Provost and Vice President for Academic Affairs
Ferris’ founders, Woodbridge and Helen Ferris, were entrepreneurs. They saw a need for higher education: a school where students could gain marketable skills, one that focused on doing rather than theorizing. They opened the Big Rapids Industrial School, which flourished over the years, ultimately becoming Ferris State University.

In keeping with our founders’ vision, we offer 190 degree programs in growing fields, such as health sciences, technology and business. Twenty of the University’s programs are one-of-kind in the state or the nation. Industry partners advise Ferris’ academic programs and provide excellent internships, ensuring that students can access more relevant coursework and hands-on educational experiences.

Through the campaign, we want to strengthen our career-oriented focus and expand the University’s horizons into other practical, productive ways of learning.

Ferris State University has eight colleges that produce graduates with doctoral, master’s, bachelor’s and associate degrees.
Phil ‘75 & Jocelyn Hagerman

Donors leading the way for the College of Pharmacy

“THIS GIFT IS A SYMBOL OF OUR COMMITMENT TO EDUCATION AND FERRIS. The University has played an important role in our success, in our family’s success and in the growth of our company, Diplomat. Ferris is a top choice for pharmacists because of its history and its legacy. Ferris State University is a tremendous place for me and my wife, Jocelyn, to give this legacy and know that it’s going to have long-term impact and make a difference.”
College of Pharmacy

The College of Pharmacy has a distinguished tradition of providing Michigan and the region with exceptional pharmacists capable of advancing the profession while providing the highest level of patient care. As it nears its 125th anniversary, the College has grown to more than 140 graduates annually and almost 7,000 alumni serving in every type of pharmacy practice.

In June 2017, the College completed its first-ever campaign, raising almost $12 million for student scholarships, programmatic enrichment, and renovations to the Hagerman Pharmacy Building. Pharmacy alumni and friends in large numbers have stepped forward in support of the College, not only with generosity, but also with continued engagement and considerable pride in its rich history and ongoing work.

Pharmacy practice today demands an enhanced learning experience featuring the most current, hands-on and simulated instructional environments. Consequently, funding for the renovation of the Hagerman Pharmacy Building remains a critical focus, along with increased scholarships to recruit and retain the nation’s best students. The College’s commitment to research and discovery is reflected in an initiative to establish endowments that support faculty-led innovations to healthcare delivery and improved healthcare for our communities.

50%+ of all Michigan community pharmacists are Ferris alumni.
“WELDING ENGINEERING TECHNOLOGY OFFERS A REAL EXPERIENTIAL EDUCATION WHERE STUDENTS WORK WITH ACTUAL EQUIPMENT, LASERS AND ROBOTS. By the time they graduate, students have programmed it, taken it apart and put it back together. This makes them very confident when they take their first jobs. I’ve also seen how we change lives: Our graduates make an average of $70,000 just out of college — which is remarkable when you consider the average income in this country is $50,000.”
Stephanie Leonardos

President and CEO of Amerikam, Inc.
Ferris Foundation Board of Directors

"WE ARE CELEBRATING MORE THAN 40 YEARS OF COLLABORATION BETWEEN AMERIKAM AND FERRIS STATE UNIVERSITY IN THE ANNUAL AMERIKAM-FERRIS PROJECT. As a result, Ferris faculty and students have shared with us that these real-world experiences surpass even the best case studies and simulations in the classroom. And our culture of workmanship, dedication and passion for what we do at Amerikam has inspired the students as they prepare to enter the workforce and to walk their path in life. Our team is proud of that result, and we look forward to assisting the next generation of Ferris students to learn and achieve."

College of Engineering Technology: Swan Annex Expansion and Renovation

Sixty years ago, Ferris launched its manufacturing curriculum with the Machine Tool program. In the years since, the College of Engineering Technology has expanded and diversified its offerings to reflect the transition from the mechanical age to 21st-century technologies. Today, Ferris’ welding and manufacturing programs represent the pinnacle of manufacturing in higher education, as evidenced by the waitlists for students for these programs and a job placement rate of nearly 100%. As the laboratories and facilities are expanded and upgraded, Ferris students will have the opportunity to learn on the latest equipment and stay abreast of the rapidly changing developments in processing technologies, tooling, robotics, adhesives, friction-stir welding and more.

A major expansion and renovation of the Swan Annex will expand opportunities for students and the industry partners who hire them. The new space will allow for substantial enrollment growth and will transform the labs, doubling their size and significantly improving their use for manufacturing-related programs such as CAD drafting and tool design, mechanical engineering technology, automotive engineering technology and rubber and plastics. Additionally, it will enable the College to launch a Center for Welding Excellence and a Center for Advanced Manufacturing.

Construction began with a $22.5 million grant from the state of Michigan; Ferris is obliged to match a minimum of $7.5 million in funding and resources. This support will help produce a whole new level of graduates for our business and industry partners, provide an educational resource for manufacturers across the state and prepare Ferris students to be the next generation of leaders in engineering technology.
“The Center for Athletics Performance will enable Ferris’ student-athletes to train at a higher level by providing a state-of-the-art weight room, team meeting rooms and offices. This facility will give our student-athletes a much better experience.”

— JEFF SCHMITZ ’96, Center for Athletics Performance donor
Center for Athletics Performance

The Ferris State University Bulldogs have a track record of excellence, with nationally ranked teams in football, hockey, basketball, volleyball, golf and tennis. Student-athletes are among Ferris’ most dedicated and disciplined students. They compete at high levels while also developing sought-after skills in leadership, teamwork and perseverance.

Campaign support will make Bulldog training facilities match the student-athletes’ commitment and bring Bulldog recruitment onto a more level playing field. A $6.5 million expansion will include a Center for Athletics Performance, with a new, larger weight room and much-needed additional locker rooms, team meeting spaces and coaches’ offices. The addition will also allow for the reconfiguration of the women’s volleyball arena, which will enable the University to host NCAA tournaments.

College of Business: Professional Golf Management

Ferris has a nationally renowned Professional Golf Management program. Through the campaign, the University seeks to raise $3.5 million for the Ken Janke Sr. Golf Learning Center, which will provide a state-of-the-art functional indoor facility for year-round golf instruction and practice. In addition, the center will house the Michigan Golf Hall of Fame, a distinction that will ensure national prominence for the Ferris PGA Golf Management program.
College of Arts and Sciences: Summer Research Grants

Campaign support will strengthen the student experience by establishing Summer Undergraduate Research and Creativity Grants and Fellowships. These awards provide students with real-world, hands-on experience that accelerates progress toward degree completion and makes them top candidates for employment.

College of Education and Human Services: Criminal Justice Training Center

The Criminal Justice Training Center will bring together job-ready education and community partnerships. With campaign investment, this center will integrate smart classroom technology, industry-inspired curriculum and adaptive technology, along with contract training for a variety of public agencies.

Center for Academic Literacies

Campaign investment will allow us to strengthen Ferris’ commitment to students by opening a Center for Academic Literacies, a facility that will enable us to address student academic challenges actively and holistically. By combining a writing center, optometric clinic and experts in reading, writing and mathematics, this new center will give students one-stop access to services that will support their progress toward a degree.

Ferris State University partners to offer programs to 21 sites statewide.
College of Health Professions

Institute for Mobile Health and Technology

This collaborative priority between the health disciplines will improve healthcare delivery and serve the holistic health needs of the underserved, rural populations in our region. Campaign support will create a collaborative institute — a mobile health clinic that will provide health screenings and community education across Northern Michigan. At the same time, it will prepare future healthcare providers in a setting that stresses inter-professional and transdisciplinary education, research and practice. It will further serve as a site for evidence-based research and practice for faculty and other healthcare professionals in our region.

Michigan College of Optometry

Michigan College of Optometry (MCO) has long been recognized for developing leaders in this vital healthcare field. Campaign support will secure this position by allowing us to offer scholarships to all optometry students at Ferris. This goal will help our current doctoral students complete their studies and create a distinct, competitive advantage for MCO in attracting and retaining the best doctoral candidates in the future.
“There are so many opportunities for students to interact creatively with the community, from the city to individual neighborhoods. I’ve been at other institutions in my career and have never seen anything quite like it.”

— LESLIE BELLAVANCE, President, Kendall College of Art and Design of Ferris State University
Since our founding, Ferris State University has been woven into the fabric of West Michigan and beyond. When Ferris became a state institution in 1950, that charge to serve the community officially became part of our mission. That service has ranged from the more general — educating workers and citizens — to specific partnerships that reach into communities around the state.

The first of these began in 1991, with a formal partnership with Grand Rapids Community College (GRCC) to create the Applied Technology Center (ATC). This collaboration allows students to earn an associate degree and a bachelor’s degree from Ferris, all in one location. By focusing on the unifying elements of a shared vision for academic and career success, the partnership has helped both institutions facilitate dual enrollment and to share space and resources for more than 25 years. Thousands of people have been able to earn current and competitive two- and four-year degrees in a familiar and comfortable learning environment, without being displaced from the community in which they work and live.

This simple proposition — meeting needs where you find them — became the model for scores of subsequent partnerships. Ferris now offers programs online and at 21 locations throughout Michigan and partners with more than 100 nonprofit organizations around the state.

Such partnerships are mutually beneficial. They help increase diversity by building welcoming and supportive capacity for students facing significant socioeconomic, cultural and language barriers to education. They prepare students for successful careers, responsible citizenship and economic success, especially those from underserved communities. They create synergy with nonprofits by matching specific expertise and community involvement with academic quality, and they supply job-ready graduates to the many industries and businesses in Michigan.

Now & Always: The Campaign for Ferris State University will expand the reach and impact of these collaborations.
“FERRIS STATE UNIVERSITY IS A VERY MISSION-DRIVEN INSTITUTION, CARRYING ON THE VISION OF OUR FOUNDERS. Woodbridge and Helen Ferris believed in opening the opportunity for an education to everyone who wanted one. In the 1880s, that meant women, African Americans and international students — a pretty radical notion at that time in rural Michigan.

“That spirit continues today both through the education we offer and through our many community partnerships. These partnerships with community nonprofits are growing, and growing for all the right reasons. Our work with the Latino and Asian communities in Grand Rapids, for example, addresses real needs and provides hands-on educational experiences for our students at KCAD, and in programs ranging from Pharmacy to Nursing, Optometry, Education, Architecture, Construction and more.

“These collaborations are an investment in our region and state, one that creates a pipeline of opportunity for underserved and underrepresented groups. Ultimately, these programs make Ferris State University and West Michigan stronger.”
Latino Community Development

Latinos are one of the largest ethnic groups in West Michigan — and the fastest growing. Studies show, however, that Latinos lag in education performance, income levels, employment rates and health status.

Over the past five years, Ferris has joined forces with community nonprofits to change these statistics. Summer programs, such as Advancemos and Promesa, work with middle and high school students to close the education achievement gap. The University’s Latino Business and Economic Development Center offers programs that invest in up-and-coming community leaders and business people through the Latino Talent Initiative and the Latino Entrepreneurship Initiative. Campaign support will allow these multifaceted partnerships to grow, building a strong, diverse workforce that will allow West Michigan citizens, communities and businesses to flourish.

Plaza Roosevelt for Grand Rapids

Our vision is to build a Center for the Community in collaboration with neighborhood stakeholders. The community-driven facility will be a learning space that hosts seminars, classes and community workshops. Utilizing the wider resources of the university, our intent is to provide healthcare outreach programs including pharmacy, optometry and professional health services.

The center and its programs will be designed for mutual benefit, not only teaching and empowering the community, but bringing vital understanding of cultural heritage to Ferris students.

Ferris State University already has more than 100 community partnerships in West Michigan.
Kendall College of Art and Design

In 2001, Kendall College of Art and Design (KCAD), a nationally recognized art and design school with its own rich 70-plus-year history and reputation for excellence, became part of Ferris State University. This partnership has paired KCAD’s reputation for art and design education with Ferris’ understanding of the importance of innovation, creativity and design in the state’s evolving economy. Today, Kendall College of Art and Design has an enrollment of more than 1,000 students.

Campaign investment will enable KCAD to grow opportunity for students and the community. Priorities include a new learning commons of redeveloped space that will feature open areas that facilitate interaction among students, faculty and the community to explore creative, interdisciplinary learning. Program support for the Pamella DeVos School of Fashion and funding to increase student scholarships and faculty development round out KCAD’s campaign priorities.

Urban Institute for Contemporary Arts

In 2013, the Urban Institute for Contemporary Arts (UICA) joined KCAD and Ferris State University. The UICA promotes inclusive cultural dialogue and lifelong learning throughout our diverse society and is a unique resource in West Michigan for students and the broader community. Through the campaign, UICA will expand its community impact by expanding curatorial support that will bolster the creative heart of UICA by expanding its ability to bring exhibitions and programs that speak to broader and more diverse communities.
Partial List of Partnerships of Ferris State University in West Michigan

ArtPrize  
artlink  
Believe 2 Become  
CARE 102  
Center for Innovational Learning and Research  
Center for Latino Studies  
Challenge Scholars Partnership  
Cherry Street Health Services  
City of Grand Rapids/Federal Building  
Cook Arts Center  
CO.STARTERS  
Destination Education  
Dick and Betsy DeVos Family Foundation  
DisArts Festival  
Emerge West Michigan  
Grand Rapids Art Museum  
Grand Rapids Community College  
Grand Rapids Community Foundation  
Grand Rapids Lions Club Vision Clinic  
Grand Rapids Public Schools  
Grand Rapids Urban League  
Grandville Avenue Arts and Humanities  
Habitat for Humanity  
Harrison Park School, Grand Rapids  
Heart of the City Health Center  
Helen DeVos Children’s Hospital  
Hispanic Center of Western Michigan  
West Michigan Hispanic Chamber of Commerce  
Latino Business and Economic Development Center  
Latino Talent Initiative  
Latino Entrepreneurship Initiative  
Lemmen-Holton Cancer Pavilion  
LINC Community Revitalization, Inc.  
Mercy Health Saint Mary’s  
Metro Health  
Promesa  
Plaza Roosevelt  
Spectrum Health  
Spring GR  
Talent 2025  
Union High School, Grand Rapids  
Van Andel Institute  
Wege Center for Health and Learning  
West Michigan Center for Art and Technology
“My plea in Michigan — and it will be my plea to the last breath I draw, and the last word I speak — is education for all children, all men, and all women of Michigan, all the people in all our states all the time.”

— WOODBRIDGE N. FERRIS
Join Us Today, Now & Always

Opportunity: This was the premise of our founders, Woodbridge and Helen Ferris, and remains at the heart of Ferris State University. Building on their inspiration and example, today we deliver a powerful education that graduates students ready for careers and for life.

Prepared for success, they grow to become leaders in their workplace and communities. This success begins with our faculty and staff, who dedicate their lives to this work. It is built on an unwavering commitment to core values, an engaged learning model where theory meets practice, and strong ties to business, industry and the professions we serve.

Now & Always, Ferris’ first-ever comprehensive campaign, will have a transformational effect on our institution. It will create a foundation of scholarship support we have never experienced, creating opportunities for our hardworking students who need this so very much. It will support our faculty and ensure state-of-the-art programs, ultimately enhancing Michigan’s future by creating the talent base our state and region needs. And, we will proudly honor our founders’ vision of producing outstanding citizens: people who make the world a better place.

This is critically important work, and we cannot do it alone. We invite you to become a part of this exciting moment and positively transform the lives and futures of our students. Together, we can shape the future of Ferris State University for our students and our community. You understand opportunity and what opportunity can do.

Please join me in supporting Ferris State University, today, now and always.

David L. Eisler
President