

President's Memorandum to Faculty and Staff

Office of the President
September 27, 2011

Good News

It is remarkable that we have already completed four weeks of our fall semester. Each month we collect Good News about your work at Ferris State University. Although we have yet to hit mid-term, there are many good news stories to share. These are just a few examples -

- Ferris has been awarded a grant by the National Science Foundation in the amount of \$330,860 for a project entitled Digital Laser Microscopy Analysis of Active, Altered, and Damaged Media for Security and Digital Forensic Recovery. The grant principals are Information Security and Intelligence faculty Greg Gogolin and Barbara Ciaramitaro. The funds will be used to purchase a digital laser microscope and high speed video camera.
- Fred Heck, Mike Cairns and Kristen Salomonson presented at the Association of American Colleges and Universities Conference on General Education and Assessment titled "Assessing Student Affairs' Contributions to General Education Learning Outcomes."
- Biology professor Jim Hoerter received \$58,000 in National Institute for Health funding to support post-baccalaureate fellow Alexandria Casillas in his lab this year. The purpose of this fellowship is to encourage diversity in the research experience and career mentoring in environmental health sciences.
- Marketing Professor Susan K. Jones has published two new books this fall. *Creative Strategy in Direct and Interactive Marketing - Fourth Edition* and *The IMC Handbook: Readings and Cases in Integrated Marketing Communications - Second Edition*.
- On-campus Housing 7th day counts are at 93 percent of capacity which is up 5 percent from fall 2010.
- This fall the University is serving nearly 500 students of Veteran status, and certifies over 260 students with G.I. Bill educational benefits.

There are many more wonderful examples of the extraordinary work of you and your colleagues. I hope you will take a few moments to look at the positive efforts taking place at Ferris. You can access the full list of good news stories at <http://www.ferris.edu/president/GoodNews.htm> .

ArtPrize

ArtPrize in Grand Rapids, which opened last Wednesday and runs through Oct. 9th, has become an extremely important event for west Michigan. This year ArtPrize includes 1,582 works of art displayed or performed in 163 locations including Kendall College of Art and Design, which is a major venue for the competition. The work in Kendall's gallery by artist Jonathan Brilliant needs to be seen to be believed. Among the artists displaying work are Kendall faculty, alumni and students. The ArtPrize lecture series is sponsored by Kendall and is also streamed on the web at <http://www.ustream.tv/channel/ArtPrize> .

I hope you have the opportunity to view some of this extraordinary work. More information about ArtPrize and the lecture series is accessible at their website - www.artprize.org.

Legislative Activity

I continue to work with state lawmakers and Governor Snyder over the issue of allowing community colleges to offer four-year degrees. A bill that passed the Michigan House of Representatives in June would allow community colleges to offer baccalaureate degrees in five areas of study: concrete technology, culinary arts, nuclear energy production technology, maritime technology and nursing, but in my opinion, just a prelude to community colleges offering far more degrees. Currently this bill is awaiting action in the Education Committee of the Michigan Senate.

Granting community colleges the ability to offer four-year degrees would mean stretching scarce state resources for higher education even more. I believe, as do many others, that this legislation is a very poor idea. Ferris has strong articulation agreements with Michigan's community colleges, and we are expanding the ability of community college students to earn the majority of their four-year degree - and in some cases complete all of the work - at the community college they attend. Because of these factors, we will continue our work to inform our state lawmakers about what we believe would be the best ways to provide access and opportunity so Michigan citizens can earn a college degree.

Athletics

After its first two competitions this fall, the Ferris State University women's cross country team has risen to third in the nation in the most recent United States Track and Field/Cross Country Coaches Association Division II rankings. Congratulations to head coach Steve Picucci and all of our student-athletes.

This past weekend was a very good one for our Bulldog athletic teams. On Sunday women's soccer won their third straight game 1-0 in an away match against Lake Erie, and are now 4-1-1 in the GLIAC. They next play Grand Valley on Wednesday in Allendale.

Women's tennis prevailed over Michigan Tech in a home match to improve to 6-2 in the GLIAC, 7-2 overall. The team next faces Grand Valley this Friday, Sept. 30, 2 p.m. at our Racquet and Fitness Center.

Women's volleyball is also nationally ranked after a very strong start to their season. This past weekend they blanked Wayne State 3-0 maintaining a perfect 10-0 record at home and 11-1 record overall. Congratulations to the team and to coach Tia-Brandel-Wilhelm. The squad next plays Saginaw Valley State in a home contest at Ewingleben Sports Arena at 2 p.m. on Saturday, Oct. 1.

Friday is the induction banquet for the Bulldogs Athletic Hall of Fame, which will take place at the Holiday Inn, with a reception starting at 6 p.m. and the dinner and ceremony at 7 p.m. One of the inductees this year is President Emeritus Bob Ewingleben. President Ewingleben did much to expand opportunities for student-athletes at Ferris, including helping to create our men's ice hockey team. More information about the event is available at <http://www.ferrisstatebulldogs.com/information/releases/halltickets11>.

Finally, Men's football won this weekend convincingly over Tiffin 48-13. The team is now 3-1 overall and 2-1 in conference play. The team next faces Lake Erie in a home match at Top Taggart Field on Saturday, Oct. 1, at 7 p.m. Game day will also be an opportunity to raise funds

to combat cancer. Starting at 5:30, a “Paint Big Rapids Pink” event has the goal of setting a world record by having participants launch more than 2,500 plastic discs, and hopefully raise more than \$5,000 in the process. More information is available on the Ferris home page, www.ferris.edu .

Sincerely,

David L. Eisler, President