

President's Memorandum to Faculty and Staff

Office of the President
October 10, 2011

On-Line Learning at Ferris State University

On Tuesday the Ferris Academic Senate approved recommendations from the E-Learning Management Advisory Team (EMAT) for on-line learning at Ferris. Last fall, Provost Fritz Erickson charged the EMAT with developing a comprehensive plan for online learning at our University. With input from faculty and student surveys, along with a series of stakeholder meetings, the advisory team developed eleven recommendations in the areas of Student Capabilities and Responsibilities, Faculty Capabilities and Responsibilities, Course-Program Quality Considerations, Technology Support, and Planning and Administration. The goals of the plan are to:

- Enhance the quality of the online learning services, programs and courses at Ferris
- Create a more effective infrastructure for support of high-quality online learning
- Position the University for its future in online learning
- Improve the efficiency of both the delivery and support of E-learning at Ferris

Approval of these recommendations by the Academic Senate is an indication of the quality and thoroughness of the team's work and the transparency and inclusiveness of the process.

I want to thank the members of the advisory team for their efforts: Stacy Anderson, Cheryl Cluchey, Teresa Cook, Elise Gramza, Paula Hagstrom, Leonard Johnson, Meegan Lillis, Elaine McCullough, Ron McKean, David Nicol, Larry Schult, Roberta Teahen, Spencer Tower and John Urbanick.

The entire E-learning plan is available online at <http://www.ferris.edu/HTMLS/administration/academicaffairs/online/E-Learning-Plan.pdf> .

ArtPrize

Wednesday evening's ArtPrize awards provided much recognition for the efforts of faculty and staff at the Kendall College of Art and Design. Alumnus Tracy Van Duinen won second place in the ArtPrize competition for the mixed-media mural, "The Metaphorest Project." His team created a multi-media mosaic mural 40 feet high and 88 feet wide that is permanently installed on an outside wall of the West Michigan Center for Arts & Technology. Tracy also led a team that placed second in the 2009 ArtPrize with the Mural, "Imagine That."

The Jurors Award for Best 2-D work, went to Mimi Kato, "One Ordinary Day of an Ordinary Town." This work was displayed in the student gallery at Kendall. There was a special site award given to the former Junior Achievement Building at Fulton and Division. This exhibition space in an empty building was curated by Kendall adjunct faculty member Paul Amenta. Other Kendall faculty and staff were involved in this, as well as with, numerous pieces in the ArtPrize competition. Finally Friday's *Grand Rapids Press* featured two works displayed at Kendall in the article, "Unsung pieces are worthy of your attention."

Fulbright Display

On your next visit to the IRC, I encourage to see the new display honoring Ferris faculty members who are Fulbright scholars. This was dedicated Tuesday as part of International Education Week at Ferris, which included comments by Fulbright Association Executive Director Jane Anderson. Her visit helped highlight the commitment Ferris faculty members have to the Fulbright program and to international education.

In last week's University-wide message listing our Fulbright scholars I omitted the names of two faculty members: John Jameson of Pharmacy, and Kristin Morrison of Kendall College of Art and Design. They, along with our other Fulbrighters, are featured on the new IRC wall display. I want to extend my thanks to all of our Fulbright scholars for their commitment to give our students a truly global perspective on their studies.

Ferris Foundation Board

The Ferris Foundation Board met this past Friday and Saturday for their annual retreat and selected new officers. Kevin Cross is chair, Howard Stross is chair-elect and Dick Shaw is now the board's immediate past-chair. Committee chairs include Sueann Walz (Development), Joe Mikols (Gifts and Grants), Tom Scholler (Audit), and Karl Roth (Investment). I appreciate the efforts of the Ferris Foundation very much for creating new support for our University. Please join me in thanking all of these men and women for their willingness to give their time, energy and resources toward the advancement of Ferris State University.

I encourage you to join the Ferris Foundation at their annual Foundation of Excellence Gala the evening of Friday, Nov. 4th at JW Marriott in Grand Rapids. Information on the Gala is accessible here - <http://www.ferris.edu/htmls/foundation/benefit.htm>

SPARC

On Tuesday, Oct. 11, from 3-5 p.m. in the West Campus Community Center, the Strategic Planning and Resources Council will meet to discuss the University's Strategic Plan with a focus on these three goals:

- Provide a state-of-the art, sustainable and safe learning, living and working environment
- Foster collaborative internal and external working relationships
- Foster innovation and improve processes to move the University forward

Discussion will focus on progress made toward these goals and on possible revisions to initiatives in the Strategic Plan. SPARC meetings are open to all members of the Ferris community. I hope you will attend to contribute your perspective on these important issues.

Good News

We are fortunate at Ferris to have students, faculty and staff who are accomplishing extraordinary things. I very much enjoy both hearing about these achievements and sharing them with our University community. The latest list of good news items is available at - <http://www.ferris.edu/htmls/administration/president/GoodNews/GN102011.pdf> . I hope you will take time to read about these accomplishments. Thank you for taking time to share these achievements and for the exceptional work you are doing.

Homecoming

Today begins a week-long series of Ferris Homecoming activities for our students, alumni, faculty, staff and friends. Many of the week's early events, such as this evening's Lip Sync Contest at 7 p.m. in Williams Auditorium, are geared toward students on our Big Rapids campus. However, next weekend we will have many, many alumni visiting to attend the gathering before Friday's hockey match, our annual Homecoming Parade, cheer on the men's football team and meet up with Ferris friends at Saturday evening's social.

A full list of Homecoming events is available on the Ferris website at www.ferris.edu/alumni/Homecoming/Schedule.htm . I encourage you to attend some of the activities this week. If you are one of the many people who help to make these events possible, thank you for helping the University to continue this long-standing tradition.

I look forward to seeing you at Homecoming 2011.

Sincerely,

David L. Eisler, President