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Pioneer

November 13 & 14, 2004

Ferris trustees approve AFSCME contract

BIG RAPIDS - The Ferris State University Board of Trustees approved a three-year collective bargaining agreement with AFSCME-FSU Local 1609 at its special meeting Friday.

The contract was ratified last week by Local 1609 members. Highlights of the agreement include wage increases of 30 cents per hour for all AFSCME classifications for the first year and a 2.9 percent wage increase for both the second and third years of the contract.

In addition, the union members converted certain wages and benefits for use toward insurance premiums. The agreement has a significant increase in the university's contribution toward member's health insurance, which is equal to the contribution level that the university provides to its administrative employees and public safety unit members.

Approximately 215 custodial, dining services, grounds and skilled trades' employees are represented by AFSCME Local 1609.

Trustees also granted an exception to the board-approved personnel policy to allow for an internal search for the position of Dean of the College of Arts and Sciences.

Pioneer

November 15, 2004

Bulldogs win first GLIAC title in volleyball since 1990 with sweep

ALLENDALE - Ferris State and its fans cried tears of joy as Grand Valley State's Fieldhouse, once a house of horrors for the Bulldogs, served as scene of one of the program's most satisfying triumphs Sunday evening.

Ferris State swept Grand Valley 30-27, 30-24, 30-16 in the championship match of the Great Lakes Intercollegiate Athletic Conference Tournament, before a crowd of 625, to claim its first league championship since the 1990 campaign. The Bulldogs exorcised 13 years of volleyball frustration, and a host of near misses (three times finishing as runner-up), to claim of the conference championship trophy.

Among Ferris players, coaches, and even a lot of fans, it was difficult to find a dry eye Sunday evening.

"We are so thrilled to be able to win a conference championship," said Ferris State head coach Tia Brandel-Wilhelm, who could not hold back the tears as she watched her players celebrate the victory minutes after the final point had been recorded against the host Lakers, their biggest rival. This group, as players, committed itself to being successful as a team.

"Their work ethic, their dedication and determination all came with no guarantee of any success. ... This is truly a blessing to be able to be here with this team and win a conference championship."

Ferris, 25-6, was led by sophomore Danielle Baucher, who paced all players in the match with y kills and 15 digs. That effort came one night after she picked up second team all-conference honors with Brittny Godlewski.

Karla Fairbanks, one of two seniors on the Bulldog roster, finished with 11 kills and 14 digs. Sophomore Karla White had 10 kills. Setter Ashley Green, Ferris' other senior, tallied 44 assists and five kills with eight digs.

"Ashley did a good job spreading the ball around and getting a lot of people ... a lot of different people in our offense," Brandel-Wilhelm said.

Ferris attacked at a percentage of .266, but as good as the offense was - the defense proved even better. The team's blocking (seven team blocks in three games) was solid, but the overall effort earned praise from Brandel-Wilhelm.

"One of our main focuses, in preparing for this match, was our floor defense," said the coach, who now has her first GLIAC title in nine seasons as head coach at Ferris.

“We came in with a good plan and our floor defense was as good as it was because we stuck with the game plan for the whole match.”

Winning the GLIAC title and doing it in Allendale was sweet for Ferris.

“It wasn’t a matter of us imagining ourselves being able to do it ... It was about knowing we could do it,” Brandel-Wilhelm said.

In addition to big matches enjoyed by Baucher, Fairbanks, White and Green, Ferris also had five kills from Becky Thurau and four from Lauren Heine. On defense, Heine had one solo block and one block assist.

“Grand Valley is a great team and we know they did not play their best in this match,” BrandelWilhelm said. “Grand Valley really is about even with us, so we know this was not the best they are capable of playing and we have a lot of respect for them.”

Tina Tromblay led the Lakers with eight kills, Stephanie Maciasz and Cadillac native Tracy Kirk finished with six apiece.

The Lakers’ offense struggled against Ferris State’s defense as it mustered an attack percentage of just .085.

Ferris, ranked No. 20 in the American Volleyball Coaches Association Division II Top 25 Poll, earned the conference’s automatic bid to the NCAA tournament. Either the Bulldogs or Lakers, ranked No. 15, are expected to serve as host of the regional championship tournament.

The Grand Rapids Press

November 15, 2004

Ferris wants downtown street

GRAND RAPIDS - Ferris State University had a presence in Grand Rapids for years, but who knew?

With, offices and classrooms scattered downtown, the Big Rapids-based university lacks a unified campus in Grand Rapids people can recognize, administrators say.

Today, Ferris leaders are unveiling a plan to create an urban campus aimed at increasing the school's profile in Grand Rapids. They want to close a street and build an outdoor plaza that would link three high-profile buildings, including the Grand Rapids Art Museum and Ferris' Kendall College of Art and Design.

The cost: \$6 million to \$10 million over five years.

To create the plaza, Ferris planners propose closing one block of Pearl Street NW between Ionia and Division avenues and making it a campus focal point. The street closing would need city approval.

"To make a campus, it has to feel like a campus," said architect Ken Neumann, of Southfield.

The art museum, at 155 N. Division Ave., would anchor the campus. The city will turn over the historic building to Ferris in 2006, when the museum relocates to a building overlooking Rosa Parks Circle NW.

Ferris has a presence in buildings on two sides of the museum: Kendall College to the south and student apartments at 5 Lyon St. NW to the north. The school also will keep its presence on the nearby Grand Rapids Community College campus, where its professional and technical college is based, administrators said.

At 5 Lyon, plans call for adding classrooms and a student run optometry clinic on the building's lower floors.

At the museum, it calls for transforming the building for classrooms, student workshops, faculty offices, a library, art exhibition galleries, a cafe and an art supply/bookstore.

But the university has a long way to go before it will be allowed to close Pearl Street, city Patrick Bush, the city's public works director.

Seventeen city departments, including police, fire, streets and traffic safety would have to review and sign off on the plan, he said. Buried utilities also would be considered.

Ferris also must submit a traffic impact analysis, Bush said. The block is used by about 8,000 vehicles a day.

The school's lack of parking downtown also is a concern for Ferris administrators. Based on campus growth, they project needing space for 2,300 cars. There are nearly 1,000 Ferris students in Grand Rapids, and nearly 12,000 at the main campus in Big Rapids.

"If they did all the other things and did nothing (about) parking, they're going to have a growth impediment," Neumann said.

Ferris President David Eisler said he realizes parking is a major issue, but he is not ready to roll out a long-term solution. "There aren't simple answers."

Pioneer

November 15, 2004

Ferris' Zobeck appointed to state board

BIG RAPIDS - David L. Zobeck, assistant professor of respiratory care and director of clinical education for Ferris State University's College of Allied Health Sciences, was appointed by Gov. Jennifer M. Granholm to a four-year term on the Michigan Board of Respiratory Care.

"Dave will be a great asset to the board because of his ability to think creatively and represent all constituents," said Dean Jacque Hooper.

The board oversees the licensure of respiratory therapists in Michigan and reviews and approves rules in the scope of practice for respiratory therapists.

Ferris respiratory care students serve internships at hospitals across the state, including Mecosta County General Hospital and Spectrum Health Systems in Reed City.

Pioneer

November 15, 2004

Recycling group assists county

BIG RAPIDS -As the U.S. recognizes America Recycles Day today, a local recycle organization continues to perform its duty to preserve the environment.

For the past 15 years, Recycle of Mecosta County has collected and recycled a wide variety of items, including newspapers, phone books, magazines, cardboard, books, junk mail, aluminum, plastic containers, tin cans and more.

Located at 424 N. Fourth St. in Big Rapids, Recycle of Mecosta County helped celebrate America Recycles Day, as more than 200 local residents dropped items off between 9 a.m. and 1 p.m. Saturday.

In exchange, the center offered patrons donuts, cider and the chance to enter in a national contest to win a new Ford Hybrid.

“We had a record number of vehicles - more than 200 - stop in today,” Recycle of Mecosta County Coordinator Chris Luchies said. “The greatest contributors to the success of the organization are the volunteers.”

Open Mondays from 9 to 11 a.m., Thursdays between 4 and 6 p.m. and on Saturdays from 9 a.m. to 1 p.m., the center is solely run by volunteers.

A few volunteers include students from Ferris State University. Students Emily Tribble, Kristy Lambris and Nick Maluchnik spent Saturday sorting recyclable items into the proper categories.

Tribble and Lambris are both members of FSU’s Lambda Kappa Sigma sorority, and volunteering their time at the center allows them to complete community service hours.

“This is cool that there is a program like (Recycle of Mecosta County).

“It makes me more willing to bring in my own recyclable items,” Tribble said.

“We make sure people are putting their recycling in the proper bins,” Lambris said.

Maluchnik also is performing community service hours at the center.

“I didn’t realize how many people recycle (in Mecosta County)” he said.

Other organizations that have contributed over the years include families, churches, the Mecosta County Osceola Intermediate School District and local Cub and Girl Scouts of America.

Recycle of Mecosta County began 15 years ago by a group of area residents in the back of a semi-trailer at Ferris State University.

At first, the group only collected milk jugs and newspaper, but other the years, the organization has expanded and now collects Styrofoam, fiberboard, catalogs and even Reader's Digest and TV guides.

According to Luchies, who became interested in recycling in 1994 as a plastic engineering student at Ferris, more than 766 tons of combined material was received in 2003.

He expects that number to rise above 775 tons this year.

For more information about information about America Recycles Day, check out its official Web site at <www.americarecyclesday.org>

Fox 17 News

November 15, 2004

Ferris State Expanding Downtown Grand Rapids Campus

GRAND RAPIDS -- Ferris State University has big plans for downtown Grand Rapids. In the next five years, the school will move into another building plus add new programs and students.

Much of the expansion will happen when Ferris moves into the old Grand Rapids Art Museum in June 2006. School officials say the additional space for offices and classes will allow it to broaden its curriculum.

In fact, the school is also talking about working with the city and state to possibly shut down Pearl Street from Ionia to Division. Ferris wants to develop a campus between its current building and the Art Museum site.

The expansion allows Ferris State and Kendall to create an emerging urban campus in downtown Grand Rapids. "It strengthens the economy, it strengthens the city and it makes us cool like the Governor is asking for," said Ferris-Grand Rapids Dean Don Green.

Ferris State University President David Eisler wants to develop an entire campus in Grand Rapids, not just a collection of buildings. He is hoping to close down the section of Pearl Street. "That could be a beautiful plaza with a fountain. It's an opportunity for people to come together and have outside art and a cafe. It could become part of the center of Grand Rapids in a powerful, positive way," President Eisler said.

Part of the growing pains will be parking. Right now, Ferris needs more than 600 spaces to accommodate new students. The school is looking to buy some.

The school expects 1,000 additional students to be added in the next five years, most of them coming to class at night. Ferris-Kendall also is considering new classes in sculpture, painting and architecture.

The Detroit News

November 15, 2004

Fewer enroll at 6 state colleges

U of M and MSU siphon off more students while others go to community colleges. At a time when Michigan's two largest universities have unusually large freshman classes, six of the state's 15 public universities are grappling with fall enrollment drops that are forcing them to ramp up recruiting efforts to offset millions of dollars in lost tuition.

With dwindling state aid causing an increased reliance on tuition to fund college operations, enrollment downturns such as the 4.6 percent shortfall this year at Western Michigan University are straining already tight budgets and putting quality at risk, some college officials say.

Some schools have increased class sizes and cut back on the frequency of core class offerings, according to the Presidents Council, a coordinating agency and lobbying arm for the heads of the state's public universities. Others have cut library staff and hours of operation. Although some staff has been replaced by making resources available on the Internet, universities also are under pressure to make cuts in counseling and student health care.

Christina DeYoung, an Eastern Michigan University freshman, is worried that reductions in class offerings will delay her graduation.

The university enrolled 2.2 percent fewer students this fall and is dealing with a \$1.5 million shortfall as a result.

"I'm already in a five- to six-year program (to become a special education teacher)," she said. "I'm taking summer courses to try to get out in four years. If they cut back on class offerings, it will make it even harder to find and take the course you need to take."

Other universities that saw fall enrollment dip include U-M Dearborn, Lake Superior State University, Michigan Tech University and Ferris State University. No one reason is cited for the drops, but officials say they are paying the price for previous cost-saving cuts in advertising and recruiting efforts. Some also point to Michigan State University and University of Michigan taking more students than expected from the pool of about 44,000 college-bound high school seniors.

"When they enrolled their huge freshman classes, it affected us," said Judith Bailey, president of Western Michigan, where 1,349 fewer students enrolled this fall.

Whatever the reasons, the declines are turning up the heat in the competition for students. Western Michigan is spending about \$100,000 for 30 Metro Detroit billboards featuring successful WMU alumni and faculty. Eastern Michigan invested \$300,000 to increase mailings and hired an expert to recruit students in Ohio. Lake Superior State University hired a new marketing director. And Ferris State President David Eisler said he recently went on a five-day, 1,400-mile bus tour to visit college-bound seniors in 18 communities.

For 17-year-old Jennifer Brown, such efforts are having an impact.

Brown, a senior at Grosse Ile High School, said she grew up wanting to attend U-M, but recruiting efforts by other colleges have her considering them as well.

“I’ve gotten a ton of stuff from Eastern Michigan,” she said. “They have sent me letters, catalogs, football tickets. It’s almost every week I get another packet, and from Central (Michigan University), too.”

Brown said schools are offering honors programs with special dorms and one-on-one time with professors.

“It’s making me look at them very seriously,” she said.

Cutting back

University officials say they have to do what they can to increase enrollment because they can’t count on state revenue or tuition increases, which are capped at 3 percent this year. Meanwhile, for every \$1 in tuition paid by students 30 years ago, the state contributed \$3. Now, the state contributes 70 cents. In the last two years, Michigan’s public universities cut expenses by eliminating a combined 2,000 full-time employees. Many institutions long ago sliced marketing and recruitment budgets.

“You will see efforts to cut in physical plant and utilities, defer maintenance and cut back on some student services, but there also will be cuts at the edges of the academic programs,” said Dan Hurley, director of university relations for the Presidents Council. “There will be some larger class sizes, some classes might be cut. At some point, quality has to be threatened.”

The enrollment drop at WMU resulted in a \$4.4 million shortfall. Officials in Kalamazoo hope some of that is offset by an increase in winter enrollment as a result of new, aggressive advertising. Administrators have vowed to protect academic programs while squeezing other areas. A recent proposal to cut library hours was rejected.

“You are going to see more of them (billboards) all over the state,” said Western’s Bailey. “We don’t think the problem is with our program. It really has to do with recruiting.”

Eastern Michigan administrators say enrollment applications are up 56 percent over this time last year, in part because of more targeted mailings, said Bernice Lindke, assistant vice president for enrollment services.

Still, the reality of pending cuts looms.

“Eventually, we know you can’t do this without reducing something that impacts academics,” Lindke said. “We have to look at programs, and we can’t cut faculty programs; where do you cut? We will have to cut something.”

Both Eastern and Western officials blamed part of their downturn on the increased number of freshman students drawn to MSU and rival U-M. Eastern's interim President Craig Willis said the two schools accepted too many students to compensate for fewer applications.

"At the point that it looks like you aren't going to feed the machine, you get nervous," Willis said. "You take more to be assured of no downturn."

But U-M and MSU officials insist they sent fewer acceptance letters, but more students than expected actually enrolled. "Our number of applications was down, so we were being urged to send more letters of acceptance to compensate," said Pamela Horne, director of admissions at MSU. MSU generally sends out 17,000 letters of acceptance and receives about 7,000 letters from students pledging to come to East Lansing.

"When deposits started to flood in February, we actually cut off our acceptances and ended up making 347 fewer offers than in 2003. I know the same thing happened at U-M, too," Horne said. "It would be very hard to accuse us of over admitting."

Various factors

The biggest schools weren't necessarily the biggest gainers. Grand Valley State University saw the largest percentage increase, gaining 634 students. The fastest-growing school was Saginaw Valley State University, up 3 percent to a total student population of 9,448. Both schools have seen their image raised by successful football and other sports programs.

Wayne State University, which gained 223 students this fall, had a surge in student population two years ago after building the school's first dormitories for almost 2,000 residents. But it was the school's unique programs that attracted Anthony Miller.

The 18-year-old from Troy said he wasn't even considering Wayne until he received mailings during his high school senior year that touted programs that lined up with his desire to become a surgeon. A campus visit also helped change his mind.

"I focused on a lot of specifics before I applied. I was totally against Wayne State because it was in Detroit and it might be unsafe. When I visited, it was fine and everybody was so nice."

He received offers from Rochester College, Calvin College, Oakland University and Michigan State.

Wayne State clinched the deal with guaranteed entry into its graduate medical school if Miller maintains a 3.6 grade-point average and excels in core curriculum classes. Area community colleges also have enjoyed increased enrollment this fall, following a national trend of 20 percent growth in the last three years. The two-year institutions generally see enrollment rise during tough economic times when students are looking to save money and when workers are seeking retraining. A full year at U-M costs \$8,201 in

tuition and fees for first- and second-year students. Room and board is an additional \$7,030. At Western, tuition and fees total \$5,668, and room and board is \$6,496. However, a full-time, in-district student at Macomb Community College can expect to pay \$1,464 a year.

Cameron Mattox, 18, of Troy chose to attend Oakland Community College over offers to go to Western and Central Michigan.

He plans to live with his parents to save money before transferring to a university in two years. He also said watching his older brother struggle at MSU before dropping out made him cautious about going to a big school.

“I wasn’t really ready for a major university,” Mattox said. “This way I can stay at home and work to save some money while I also improve my study habits.”

MiBizWest

November 15, 2004

Sustainable business program stepping up

GRAND RAPIDS - The sustainable business program at Aquinas College continues to gain momentum and the arrival of a \$1 million grant could energize the program even further.

Matthew Tueth Ph.D. is assistant professor of geography and environmental studies and coordinator of Aquinas College's sustainable business program. Tueth told *MiBiz* the sustainable business program at Aquinas has just submitted a grant to the Steelcase Foundation for \$1 million.

"We were approached by Steelcase Foundation for this. It's a \$1 million over four years," said Tueth. The funds would be used for program development.

"With that money we could do a lot of things we would have never been able to do."

Launched just over a year ago, the sustainable business degree program is the only one of its kind in the country and it has been earning both national and international attention. Tueth conducted sustainability seminars at a national conference on sustainability at the University of Colorado in Boulder and at the North American Society of Environmental Educators National Convention in Biloxi, Ms. as well to students at Oklahoma State University.

Because of the positive response he received from presentations given to education, business and government officials during a trip to Japan this spring, Tueth returned to Japan as the keynote speaker at the country's first sustainable business conference held in Tokyo Nov. 26.

The Aquinas program focuses on the sustainable business strategy, which stresses the elimination of waste and the maximizing of efficiencies to strengthen an organization's triple bottom line - a build up of environmental, social and financial capital. The educational component combines business, science and environmental studies with specialized courses on sustainable business.

Tueth said enrollment in the sustainable business program at Aquinas continues to grow, with just over 25 majors and close to a dozen minors in place and heightened interest in the program going into the spring semester.

Two new elective courses are being added to the sustainable business curriculum for spring - a course on environmental economics and policy and a course on building social capital, which is being taught by Cascade Engineering CEO Fred Keller.

The sustainable business message is being heard far beyond the walls of Aquinas College.

Tueth explained that Aquinas has had informal talks with administrators from Ferris State University and Grand Valley State University about how the trio of educational institutions can collaborate on broadening the sustainable business program.

“How we’re going to do that has not been decided, however all three of us have decided to keep a dialogue going,” said Tueth. “I think there’s plenty of room out there for more academic programs, but we don’t need to be in competition.”

Tueth said that he could see GVSU weaving a sustainable component into its engineering program while FSU could add the sustainable business element to its construction and design program.

“The analogy I use is a thriving restaurant district. The more good restaurants you have, the better the business will be for everyone,” said Tueth. “I think Grand Rapids can be known as a center of sustainable business, not just from the policy side but from the practical application side as well.”

Aquinas also is taking its sustainable message to young people through an outreach program that includes presentations to high school students. Tueth has spoken to juniors and seniors in science and business classes at a number of West Michigan schools.

“Hopefully this will get the message out and we’ll get even more people in the program,” said Tueth.

A partnership between Aquinas and Metropolitan Hospital should also increase awareness of the sustainable business program. Specifics of a partnership are still being worked out, but the concept involves student and faculty interaction at the Center for Sustainable Energy and Education, which will be located on the 170-acre Metro Health Village campus in Wyoming. The partnership includes use of the center’s classrooms and conference rooms and internships for Aquinas students.

“The center will be like a living, functional classroom. Rather than students talking about things in abstract, in theory, we’ll be able to come here and see things in action, like the center’s green energy generation system,” said Tueth.

Wood TV 8

November 16, 2004

Ferris Expansion Downtown

Ferris State University is looking to expand its presence in downtown Grand Rapids. Ferris President Dr. David Eisler showed off their master plan yesterday. They have taken the Commerce Building and created apartments for Kendall students, they'd like to bring an optometry clinic to the ground floor there and seek closure of Pearl Street between Division and Ionia for a plaza, once Ferris moves into the old federal building.

Wood TV 8

November 16, 2004

Ferris State University is about to get a new look in Grand Rapids

The school's president unveiled a five-year plan Monday that will turn its Grand Rapids building into a campus.

The university will keep the building it shares with Kendall College on Fountain Street, and then take over the Grand Rapids Art Museum when it moves into its new facility in 2006.

The school will eventually buy the Commerce Building for classrooms and housing, which will mean some 300,000 square feet for some 3,000 FSU and Kendall students.

Officials plan to buy a private parking lot to cut into the more than 600 spots they will need.

WZZM 13 News

November 16, 2004

Ferris State Looks To Develop In Grand Rapids

Grand Rapids - Ferris State University unveiled an expansion plan Monday that could close a block of one downtown Grand Rapids Street.

The Big Rapids-based school is trying to unify its downtown presence. Officials are talking about the possibility of closing Pearl Street between Ionia and Division.

They want to build an outdoor plaza that would link the Grand Rapids Art Museum and Ferris' Kendall College of Art and Design along three city blocks.

The plan would cost six to ten million dollars over the next five years.

Grand Rapids Business Journal Express

November 16, 2004

School Plan Includes GRAM Building

GRAND RAPIDS - Ferris State University today will announce long-term plans to expand its downtown Grand Rapids presence to include a full three blocks of Division Avenue.

The new Kendall College/ FSU-Grand Rapids Master Plan details plans for the annexation of the current Grand Rapids Art Museum location at 155 N. Division Ave. in June 2006, along with an expanded presence and eventual purchase of the Commerce Building at 5 Lyon St.

The GRAM is moving to a new location adjacent to Rosa Parks Circle in 2006. The former post office and courthouse known as the Federal Building will be conveyed to the school at no cost provided the college maintains the appearance of the exterior facade.

Kendall College began leasing the top two floors of the Commerce Building this past fall from owner Rockford Construction for student housing. The agreement allows the college to lease additional floors as its needs extend past its current 48-bed commitment.

“What we will have is three contiguous blocks in downtown Grand Rapids,” said FSU President David Eisler. “When you think of the potential of Kendall, the art museum and the Commerce Building, we are going to be able to define ourselves as an urban campus.”

Since the merger of FSU and Kendall College of Art and Design in 1996, the physical identity of FSU-GR has been splintered by a two-block gap between Kendall and the university’s primary downtown location in Grand Rapids Community College’s Applied Technology Center.

When the possibility of acquiring the GRAM building emerged, Eisler led a team of FSU officials on a tour of other emerging urban campuses in the nation to help determine how to immediately approach the school’s Grand Rapids development.

Ken Neumann of Southfield-based Neumann, Smith and Associates was contracted to study the area and write a master plan that fit the school’s objectives. He was the master planner of the Big Rapids campus as well.

“We wanted to put together a campus in a way that everybody in Grand Rapids has an understanding so that if they were asked where Ferris State University in Grand Rapids is, they could point right there,” Neumann said. “This will have image-ability; it will look and feel like a campus with all the components, classrooms, offices, libraries and signage and open space.”

Unlike the expansion efforts of neighboring institutions, Kendall/FSU plans to solidify its commitment to downtown Grand Rapids by forgoing new construction in favor of renovating existing buildings.

Although how exactly the GRAM building will be used by both schools is not yet certain, Kendall President Oliver Evans said that it will be first used for expansion needs of the sculpture and industrial design programs, as well as for studio space and to host community events and exhibitions. FSU hopes to expand some of its industrial programs into the space as well.

Before the transfer of the GRAM building, Kendall will first finish the sixth and final floor of its own facility. The school should be able to move into and make use of the first two floors of the GRAM shortly after the takeover in 2006. The upper levels, however, will require extensive renovations.

Eisler said that the needed renovations are expected to cost \$6 million to \$10 million. Fundraising efforts for the project will begin shortly.

Besides raising the necessary construction funds, the master plan presents one large unresolved problem: parking. Kendall currently has an enrollment of 920 while FSU-GR has 1,250 students, for a total of 2,170. Kendall's growth is averaging 3 percent a year, while FSU-GR's enrollment is increasing by 10 percent a year.

GRCC had helped shoulder some of the parking burden but was forced to remove a large number of spaces for its own students this past fall. The school did gain 75 DASH lot spaces, but remains in a parking deficit.

With plans calling for Kendall enrollment to increase by nearly 300 students in the next five years, there are as yet no plans to provide new parking for additional students.

"We have spent a fair amount of time working on that piece," Eisler said. "It is something that is going to constrain us if we don't solve that problem in the near future."

According to Eisler, FSU will not be vacating the ATC any time soon. The school has a 26-year lease agreement with GRCC with an automatic renewal option.

The relationship with GRCC is one that Eisler intends to keep intact both physically and philosophically. The proximity has propelled Ferris to become GRCC's second-favorite transfer destination, behind Grand Valley State University. **BJX**

The Grand Rapids Press

November 16, 2004

Ferris: Downtown a growth opportunity

GRAND RAPIDS - With some key dominos falling in downtown Grand Rapids, Ferris State University is beginning to consider what a campus there might look like.

Ferris long has had a presence in the city's center, but given opportunities to acquire the Grand Rapids Art Museum building at 155 N. Division Ave. and the Commerce Building at 5 Ionia Ave. NW, officials Monday unveiled a master plan for a downtown Grand Rapids campus.

The university since the late 1980s has had a partnership offering classes at Grand Rapids Community College's Applied Technology Center, and in 2001 merged with Kendall College of Art and Design.

But now, with the art museum planning a move next summer and the Commerce Building north of Kendall opening up, officials see a chance to create a downtown campus they hope gives the university a stronger identity.

Officials hope to close Pearl Street NW between Ionia and Division avenues for a plaza connecting the art museum building with Kendall.

"We see an opportunity to connect the two buildings so students wouldn't have to cross the street," said Ken Neuman, the plan's architect.

Plans also call for the art museum, which the city agreed to turn over to the university, to be renovated for classrooms, student workshops, faculty offices, a library, art galleries, a cafe and an art supply and book store.

Plans also call for adding classroom space and a student run optometry clinic and pharmacy on lower floors of the Commerce Building.

Ferris this year began offering student housing on the building's upper floors through a partnership with Rockford Construction. It has an option to buy the building once it occupies more than half.

If completed, Ferris officials estimate the university's student population downtown could grow from 833 this fall to an estimated 1,700 in five years.

The Detroit News

November 17, 2004

Ford College offer bachelor's

Dearborn school joins Ferris State to provide applied science degree without leaving the city.

Dearborn officials from Henry Ford Community College and Ferris State University have collaborated to help students achieve higher education without the added hassle of relocating.

For the first time, students at the community college can work toward a bachelor's degree in applied science without leaving Dearborn. Professors from Ferris State will visit the community college's Michigan Technical Education Center to teach classes in the industrial technology and management field.

"The program really caters to the student, and its convenience allows students to continue to work full time, so they will not have to relocate or interrupt their lives or families," said Robert Morrish, associate dean of the community college's trade and apprentice education division.

The program is targeted towards students who have academic experience in technology or business, those who have military or technical training, or for adults who are looking for a career move to an administrative role or an advanced technical position.

A prerequisite is that Henry Ford students complete up to 92 credit hours at the college before signing up for the university's program. Applicants must have an associate's degree with at least 56 transferable credits or 64 transferable credits without a degree to be admitted into the program.

"Students won't be able to find other programs where we accept nearly all of their credits," said Rachel Klaus Kristensen, academic adviser at Henry Ford. "This is our first time offering a program like this."

The criteria

Henry Ford Community College recently collaborated with Ferris State University to offer a bachelor's degree in industrial technology and management. Students at the community college must satisfy the following criteria to qualify for the program:

Applicants must have an associate's degree with at least 56 transferable credits or 64 transferable credits without a degree

Students must have a 2.5 grade point average overall and in mathematics courses Tuition for Henry Ford is \$57 per credit hour for residents, \$112 per credit for non-residents, and \$120 for out-of-state or international students.

Tuition for Ferris State University is \$235 per credit hour, plus a \$21 fee per credit hour.

Students can apply 48-50 hours of elective credits toward the degree.

For information, call Henry Ford Community College at (313) 845-6454.

Source: Henry Ford Community College

Pioneer

November 17, 2004

Clownin' around leads to award for 'Dynamite'

BIG RAPIDS - It is easy to see why Rudy Grahek, a.k.a. Dynamite the Clown, is a popular fixture in the Big Rapids community, walking in Ferris' homecoming parade 45 consecutive years.

Vibrant would be just one word to describe the 1959 Ferris Institute graduate dynamite would be another. His bubbly personality wasn't what got him his name, but it did recently get him an award from the Ferris State University Homecoming Committee for participating in the annual fall parade for nearly a half century.

Homecoming Committee Chair Mary Cairns, a Big Rapids senior, said people do not realize how much work goes into planning homecoming activities and it is nice to work with someone who knows what to expect.

"The whole reason we do this is to have people want to come back and be a part of homecoming," Cairns said. "It always helps that people see him every year. People like Rudy help get the word out."

Teresa Fogel, homecoming committee advisor and Ferris student activities assistant, agrees Grahek has been an asset to the event.

"We try hard to get everyone involved," Fogel said, adding Grahek is like a celebrity to area children because Dynamite also was featured on a television show on Fox 33.

It's not just about being a celebrity, though.

It's also about creating fun memories.

Fogel remembers a photo of her 24-year-old son, Josh Langworthy, who also is a Ferris student. The picture was taken when Langworthy was 3 and Fogel thinks aloud she is hoping to get a photo of her grandchild, Langworthy's daughter, with Dynamite.

Grahek says it's common for people to come back years later with their children to have a photo taken.

"One woman in Cadillac asked to have her and her daughter's picture taken with Dynamite," Grahek said. "Her husband was just about to take remember me?" She said, "You did my birthday party when I was 3," he added with a laugh.

A celebrity among adults and children, Grahek also is happy to be involved at Ferris.

"I am a highly devoted Ferris person," he said, adding for nearly 20 years he has acted as the Sigma Phi Epsilon advisor.

Before coming back to advise students, Grahek spent three years, from 1956-59, as a Ferris Institute student. During this time, he also was a member of Sigma Phi Epsilon.

His interest in clowning didn't come from Ferris, however. It predates even his college days.

After serving in the Korean War from 1952-54, Grahek joined and traveled with the Clyde Beatty and Cole Brothers Circus.

“After the war, I went with an outfit called the Clyde Beatty and Cole Brothers Circus,” he said. “From there, I kept going, working summers with the circus after I came to Ferris.

“Eventually, I got off the circuit and became an independent clown ... but back then I was known as Rudy the Clown,” he added.

The name Dynamite came from a couple of Ewart kids who looked at his costume and said he looked like he had been blasted with dynamite. Grahek's agent thought Dynamite was a better name than Rudy and the title stuck.

Pioneer

November 17, 2004

Bennett children establish Ferris endowment honoring parents

BIG RAPIDS - The children of late Norman and Helen Bennett, emeritus faculty members Ferris State University, have established an endowment fund in their memory.

The Norman and Helen Bennett Memorial Endowment fund, established through an estate gift by daughters, Sally Lauer of Decatur, IL, and Terry Perkins of Big Rapids; and son, Thomas, of Cedar; will benefit Ferris female student-athletes, the university's Professional Golf Management ~gram and the Bulldog men's ck program.

Most immediately, the fund endows the Helen Bennett Memorial Award for an outstanding female athlete who excels in the classroom and in her sport. The award is presented at the annual commencement breakfast hosted by the Ferris Professional Women.

The endowment also will fund Norman and Helen Bennett Memorial Scholarships to assist PGM students and members of the men's varsity track team. In addition, after the fund fully supports both the award and the scholarships, it will provide support to the PGM program and the men's track team for equipment, structures, tournaments, meets and other enhancements, including additional scholarships.

Helen Bennett began teaching at Ferris in 1956 serving as a physical education instructor and coach. She was a leader and role model for women in athletics and personally excelled in field hockey, tennis and golf, holding the club championship at Meceola Country Club for a number of years.

Norm Bennett served as head track coach from 1956-1971, leading Ferris to three unbeaten seasons. He directed the building of and managed both Katke Golf Course and Ewigleben Ice Arena. Instrumental in administering the nation's first PGM program at Ferris, he also was head golf professional at Meceola County Club from 1963-1976. Bennett was inducted into the Bulldog Athletics Hall of Fame in 2001.

For more information or to make a gift to the Norman and Helen Bennett Memorial Endowment Fund, contact Debra Jacks, director of planning giving, at (231) 591-3817 or <jacksd@ferris.edu>.

The Grand Rapids Press

November 17, 2004

Women extend lead over men on campus

When math students were men working on slide rules, Keenya Stevenson would have been out of place at Grand Valley State University.

Today, she is part of a growing majority of women flooding local colleges and universities each year and making men a campus minority.

Stevenson, a 21-year-old aspiring math teacher, is one of GVSU's 227 female math students, who outnumber males in the major by 74.

Overall, the university's female student numbers this fall hit 62 percent, well above the national average of 60 percent.

"It's shocking, but it's great," Stevenson said. "It's great that women have stepped up and decided not to be second to the men."

Aquinas College has the highest ratio of women on local campuses, at 66 percent, but Hope College and Cornerstone and Davenport universities also top the national average. The student gender gap has inched upward for years. GVSU, for instance, was at 61 percent women five years ago. Nationally, women first topped 50 percent of college enrollments in 1979, but the gender gap continues to grow, said Tom Snyder of the National Center for Education Statistics.

While female students long dominated studies in education, nursing and English, today at GVSU they also outnumber men in public administration, international relations, biology and biomedical science. The number of men still tops women in engineering, geochemistry, computer science and criminal justice.

Some schools are looking at ways to even out the ratios.

Aquinas administrators are discussing adding a lacrosse team to attract men.

"We definitely would like to have a better ratio of males to females," said Michael Keller, vice president for planning and enrollment. Lacrosse is cheaper than starting a football team, he added.

Ferris State University, which long has had a high number of technical programs popular among men, is the only local school where men still have a majority, at 52 percent.

The gender gap puzzles university leaders, said Patricia Oldt, GVSU's vice president of planning and equity.

"We recruit equally, and our admissions requirements are the same," she said.

“Could it be that we are at the point where we need affirmative action for white males? I don’t know if we are at that point, but we want to be diverse.”

As manufacturing and farming jobs dry up, men need to get serious about education, said Thomas Mortenson, who for a decade has reviewed campus gender gap ratios for Pell Institute, a Washington, D.C., group that studies opportunity in higher education.

“Men are getting about 43 percent of the bachelor’s degrees,” Mortenson said. “We’re in a world that requires high levels of education to get good salaries. Not many boys are going to make it as pro athletes or video game testers.”

So where are all the men?

The military is a big draw for many male high school graduates, Mortenson said.

Others still pursue vocational careers.

Josh Puskas passed up college three years ago for a steady job at Muffler Man in Kentwood.

The job “was full time and really good money,” Puskas said. “Then I got my own apartment and then a new car, so I have to keep working.”

At GVSU, psychology student Dominic Palacios said women often outnumber men in classes for his major.

“I don’t think it’s a bad thing,” said Palacios, a senior. “I like seeing that many women in class, not just from a social standpoint, but from a social justice standpoint.”

Women at GVSU sometimes joke it is difficult to find a boyfriend on campus, said Heidi Rodgers, 21, a senior from Three Rivers. She noted she prefers to date a college guy.

“I think it’s important that he at least have the same education,” Rodgers said.

The Grand Rapids Press

November 17, 2004

College tuition increase may not be as bad as thought

LANSING - The average Michigan family is paying only 45 percent of the full tuition sticker price at Michigan's 15 public universities, a new study released Tuesday concludes.

And the real cost of education, when scholarships, grants and federal tax credits are taken into account, actually has gone down since 1998 when adjusted for inflation, according to a study by the Presidents Council, State Universities of Michigan.

"The cost students and families actually pay is significantly less than the state tuition figures would seem to indicate," said Mike Boulus, executive director of the Presidents Council, State Universities of Michigan.

Grants and scholarships offered by the universities themselves appear to be the driving force in keeping real costs down for the average student.

Loans, and a variety of local and special-interest scholarships, were not included in the calculations.

The study looked at six years of tuition.

Tuition in 2002-03 was \$5,570 on average.

But net tuition, when aid, work study and tax credits were subtracted, was \$2,495, or just 45 percent of the sticker price.

That's even lower than 1997-98. When adjusted for inflation to 2003 dollars, tuition that year averaged \$4,758. But after subtracting for aid, work study and tax credits, it was \$2,830, or 60 percent of the sticker price.

"The biggest factor in this is institutional financial aid," Boulus said.

Universities offered \$1,165 in aid on average per student. Institutional grants and scholarships have jumped 22 percent in inflation-adjusted dollars from \$955 per student on average in 1997-98.

The average student also received \$935 in federal aid and \$582 from the state, the study estimated.

University leaders hope the report will encourage students who think they cannot afford college to think again.

“It is vital for families preparing to send students to college to apply for the substantial amounts of financial aid that are available from federal, state and university sources,” Western Michigan University President Judith Bailey said in a prepared statement.

About one in every four students nationally receives no aid to go to college, and pays full sticker prices.

But that may be lower in Michigan, which has a \$2,500 Merit Award based on passing the state standardized tests.

University aid

A study shows the cost of education actually has gone down since 1998 when adjusted for inflation. Here's a look at university aid per student at state schools in 2002-03.

- University of Michigan-Ann Arbor: \$1,720
- Michigan Tech University: \$1,474
- Northern Michigan: \$947
- Wayne State University: \$890
- Western Michigan University: \$777
- Lake Superior State: \$760
- Ferris State University: \$715
- Eastern Michigan: \$702
- Saginaw Valley State University: \$669
- U-M-Dearborn: \$625
- Michigan State University: \$622
- Central Michigan University: \$601
- Grand Valley State University: \$570
- U-M-Flint: \$531
- Oakland: \$449: Statewide average: \$828

Pioneer

November 18, 2004

Coney Island opens Monday

BIG RAPIDS- The new Cranker's Coney Island is set to begin serving its first customers when it officially opens Monday at 6 a.m.

Co-owned by Jim Crank, a 1980 Ferris State University marketing graduate from West Bloomfield, and Pete Uljaj, who originally is from Albania, Cranker's is located at 213 S. State St. - the former State Street Grille site.

When customers walk into Cranker's Monday, they are in for a surprise - the entire inside received a major facelift.

"There is nothing here from (State Street Grille). We gutted the inside, and everything here is completely new," Crank said.

Despite being a month behind schedule - originally set to open on Oct. 15. Cranker's sits approximately 120 customers and has hired nearly 30 employees to its staff.

Cranker's Coney Island is open Sundays through Wednesdays from 6 a.m. to 9 p.m., and starting on Dec. 2, it will remain open every Thursday, Friday and Saturday for 24 hours.

Crank, who owns Choice Foods Inc., which supplies various products to Coney Island establishments in the Detroit area since 1983, described Cranker's menus as "eclectic."

"Our menu will capture a little from all other menus and put it together as on ... what we feel are the four groupings of a restaurant, breakfast, lunch, dinner and late night," he said.

Cranker's also will offer customers a variety of gourmet coffees and fresh fruit drinks, as well as vegetarian dishes, Cranker burgers, Greek, Mexican and seafood entrees and Coney Island hotdogs.

Also, the dining room features two televisions, which Crank said will show sporting events, news and DVD movies every Thursday, Friday and Saturday.

There also is the potential to provide live entertainment, he added.

Uljaj, who began working in the restaurant industry nearly 30 years ago in New York, has spent the last 27 years owning nine different restaurants in Michigan.

Crank said Uljaj plans to live in Big Rapids and serve as the restaurant's manager.

State Street Grille was previously owned by local realtors Jim and Roxanne McIntyre, who closed the restaurant in January, after hearing offers to purchase the building. Crank and Uljaj achieved ownership in July.

According to Crank, the Big Rapids restaurant is just the beginning. The owners have plans to build a second Cranker's in Mount Pleasant.

"We could be on the verge of something big, starting here in Big Rapids," Crank said. "I have had offers to build up to six Cranker's across the U.S., including one in the Boston area."

Cranker's Coney Island can be reached by calling 796-1919.

"We hope to add a clean restaurant, offering fresh foods at a reasonable price, in Big Rapids, and everyone is geared up for the grand opening Monday," Crank said.