

June 1, 2005-June 15, 2005

Media Packet

- **Ferris to stage second summer bus tour**
- **Students use poetry as learning tool**
- **Business Education: MCC, Ferris team on four-year degrees**
- **Ugliness of ‘everyday racism’ shown in Jim Crow collection**
- **Ferris chief makes trek to MCC campus**
- **First free band concert tonight**
- **Personnel changes**
- **Nine additional Ferris printing students receive scholarships**

News Release

May 18, 2005

Ferris to stage second summer bus tour

BIG RAPIDS - Ferris State University President David Eisler and top administrators will visit nine cities and four community colleges during their second annual Presidential Bus Tour of Michigan. Dr. Eisler and Ferris staff members will spend June 6 to June 9 meeting with alumni, friends and local higher education officials. The initial tour in 2004 introducing Eisler to the state made 16 stops over five days and earned the University a special events award from District V of the Council for the Advancement and Support of Education.

The unique approach to engaging constituents allows Ferris officials to tell their story directly and interact face to face with state residents. In addition to discussing academic matters, Ferris staff members in alumni relations, community relations and media relations are able to meet with their counterparts and bolster relationships.

Since 1974, Ferris has taken higher education to the citizens of Michigan through partnerships with local entities, particularly community colleges. With the heightened awareness of the need for education beyond high school and the recent recognition that Michigan lags the nation in baccalaureate degree holders, Ferris has expanded its efforts to offer distinctive baccalaureate-level programming in additional communities. President Eisler and Michael Harris, vice president for academic affairs, have established expanded off-campus programming as a high institutional priority.

The University currently offers certificates and degrees at 19 different sites throughout the state. During the next year, that number will increase to 26 with the addition of programs in Alpena, Auburn Hills, Howell, Livonia, Port Huron, Roscommon and Warren, in partnership with the local community colleges. Through these partnerships, the community college will offer up to three years of the required coursework leading to a baccalaureate from Ferris. To complete their bachelor's degrees, students will enroll for 30 or more credits through Ferris, depending upon specific educational backgrounds, making the cost of higher education more affordable.

The tour itinerary starts in Lansing and Detroit the first day with subsequent stops in Flint, Grand Blanc and Rochester on June 7, Warren, Dearborn and Birmingham on June 8 and Grand Rapids on June 9. The tour also visits Lansing, Mott, Macomb and Grand Rapids Community Colleges.

Ferris and community college officials will tour facilities and discuss articulation agreements, sharing resources and mutually beneficial partnerships on June 6 from 9 a. m. to noon at Lansing Community College, on June 7 at Mott Community College, on June 8 at Macomb Community College and on June 9 at Grand Rapids Community College.

As part of the tour, Ferris has scheduled five receptions for alumni and friends. A dinner reception will be held June 6 at 7 p.m. at Troppo's in downtown Lansing; a June 7

reception at 2:30 p.m. at the Rochester Elks Club and a dinner reception at 7 p.m. at the Holiday Inn Gateway Center in Flint; a dinner reception June 8 at the Townsend Hotel in Birmingham; and a luncheon reception June 9 at Noto's in Grand Rapids. Alumni or friends interested in attending must make advance reservations by calling 231-591-2345.

Pioneer

June 6, 2005

Students use poetry as learning tool

BIG RAPIDS - Tucked away in a room no bigger than a small classroom on the campus, of Ferris State University is the Jim Crow Museum of Racist Memorabilia - an unlikely stop for 10th- through 12th-grade students at Big Rapids High School.

However, this is exactly where a group of students participating in BRHS art teacher David Szot's poetry class are going. Szot is taking his students to the museum to learn; learn not just about tolerance but how their actions and words affect other people.

Szot is encouraging his students to open their eyes and really take a look at a part of American history some people do not believe or simply choose to ignore: the degradation and oppression of African Americans. Through their experience, students are using the written word to convey these atrocities and spread a message of tolerance.

Seniors Jackie Anger and Justin Eveland both agree they were shocked by the images they saw when they visited the museum but said the racist memorabilia lining each wall and a center console of the museum are eye-openers.

"The image of dead people hanging from trees was revolting," Eveland said. "But then after you are desensitized, you have shame for our culture."

"Seeing these things first-hand, your poetry comes from a deep reaction and a decision to want to do the right thing," he said.

Senior Tim Luce added, "(Our poetry) may make people self-reflect if they have problems ... make people see the error in their ways and how their actions affect others."

Seeing these images and using the written word to make people step back and search their souls is important, Anger continued. The memorabilia displayed in the museum may be shocking at first but very necessary to open people's eyes to a part of American history, she said.

"The message there is harsh," Dr Phillip Middleton, Ferris professor of languages and literature, said. "But it doesn't let them close their eyes ... it keeps them aware and awakens some sense of history with vestiges of the past in the present."

Many images are good learning tools that spark conversation about the past and what people hope to achieve in the future, he said, adding once people open their eyes, they see there are poems every place they go.

"It's a visual experience and also a historical and we're trying to make it poetic," he said.

Szot takes students to the museum each spring and then display their poetry online at www.brps.k12.mi.us, the school district's Web site. More information about the Jim Crow Museum can be found by logging on to www.ferris.edu/jimcrow.

Crain's Detroit Business

June 6, 2005

Business Education: MCC, Ferris team on four-year degrees

Macomb Community College has joined with Ferris State University to offer four-year degrees targeted toward those already employed.

Three new programs - industrial technology and management, business administration/leadership and organizational development, and criminal justice - are expected to begin in the fall at the MCC South Campus in Warren. The programs are being conducted with Ferris' University Center for Extended Learning.

While MCC already has several educational programs in cooperation with other universities, the partnership with Ferris is unusual because it combines strong features from both schools and allows students to remain at work while furthering their education, said Roberta Teahen, dean of the University Center.

Macomb has a strong focus on career orientation, helping students learn skills needed to perform specific jobs, Teahen said. The mission statement on Ferris' Web site, meanwhile, also calls for the university to be a national leader in career-focused education, she said.

Macomb also emphasizes serving industry and Ferris has one of the largest programs for technology in the country, Teahen said.

The MCC-Ferris programs would allow students to receive three years of MCC tuition rates and one year of Ferris tuition rates, because so much of the coursework already is established at MCC, said Richard McMillan, MCC vice provost for career preparation. It also allows students to remain in the area while completing a four year degree program - a great benefit to people currently employed here, McMillan said.

"A lot of people in this region have been trained or are skilled in the arena, but they haven't had the opportunity to pick up a degree in business or management, which would give them an opportunity to move up in (their respective) organizations," McMillan said.

"It's great to have technical talent, but a lot of employers are saying, 'Can you take that technical talent and develop it into management skills?'"

The business administration program developed from one such employer - the U.S. Army Tank Automotive and Armaments Command in Warren, McMillan said. TACOM officials approached the colleges, asking for an opportunity to train workers and allow them to get degrees and recognition for their work, McMillan said.

Such partnerships between educational and other institutions also can help to improve the state's economy, Teahen said. The manufacturing industry has lost jobs as the automotive companies struggled, which caused a trickle-down effect to their suppliers, and

development in other industries could encourage entrepreneurship, leading to more jobs, Teahen said.

The state, which for decades depended on the automotive industry for economic stability, also now needs to turn to other growing industries to thrive, she said.

“Like everyone else in the state, we’re concerned about the future of manufacturing in Michigan,” Teahen said. “With people in the industrial technology and management program, we can compete with global companies (in China and India) on engineering, creative products and with a skillful workforce that adds value to businesses.”

The Grand Rapids Press

June 6, 2005

Ugliness of 'everyday racism' shown in Jim Crow collection

Museum curator hopes to raise funds to expand showcase for offensive memorabilia
BIG RAPIDS - He has spent three decades roaming flea markets, antique stores and, now, the Internet, seeking items for his collection, yet David Pilgrim says he hates the objects that have claimed so much of his time and money.

For example, this piece: a print showing nine black children, all naked and sitting in a row above the caption, "alligator bait." He has dozens of postcards showing blacks being bitten by alligators and other animals.

"It's a way of saying, 'You're not as human,'" he said.

When he was 14, Pilgrim bought his first piece, a ceramic "mammy" saltshaker, then smashed it on the ground in front of the seller. He bought more racist collectibles and destroyed them, but eventually decided the pieces, although offensive, are part of America's past and present.

Thus, Pilgrim, 45, a Rockford resident and sociology professor at Ferris State University, began building his collection of racist memorabilia. A decade ago, he donated his collection to Ferris and, in 2001, opened the Jim Crow Museum of Racist Memorabilia.

Now Pilgrim, the museum's curator, is helping raise \$1.2 million to renovate a larger space at Ferris for the museum and another \$1 million endowment to operate it. John Thorp, the museum's director and head of the college's social sciences department, said he hopes the new museum opens by the fall of 2007.

Visitors will enter through a door labeled "Colored." Another door, labeled "Whites Only," will be closed. The new museum will give a history of Jim Crow, the stage name of a white vaudevillian who performed in black face, and will include sections on Jim Crow laws, the violence used to enforce them and items of popular culture that stereotype blacks. Other sections will chronicle the rise of the civil rights movement and the accomplishments of blacks.

For now, most of the collection is in storage, while about 4,000 items are arranged in display cases in a 500-square-foot room. The Museum is open by appointment only. Pilgrim knows his collection offends many. Children aren't allowed in.

"There are some people, they're not ready to come in here yet," said, Pilgrim, who grew up in Alabama and attended segregated schools. "I believe there is value in this, and it's the same value medical researchers have when they look at disease in the hope of finding a cure."

Display cases are filled with the items of everyday racism: a box of Aunt Jemima pancake mix, advertisements stereotyping blacks. Some are more blatant: an ax handle signed by Lester Maddox, similar to the one the former Georgia governor used to chase blacks away from his restaurant.

Pilgrim picked up a plastic cookie jar shaped like an alligator and opened its mouth.

“Mmmm, mmmm, these sure are some tasty cookies,” the alligator said in an exaggerated black dialect. Pilgrim bought the talking cookie jar at a large discount store three years ago.

After he demonstrated it for a couple of the chain’s executives, they ordered the cookie jars removed from their stores.

A final display case contains a Ku Klux Klan hood and other Klan items. Last January, Pilgrim attended an auction of Klan memorabilia in Howell, enduring Nazi salutes and other racist taunts.

“You can imagine the tension in the room,” he said. “When you do what I do, you end up in situations like that. The whole night was surreal.”

The Livingston County Diversity Council paid \$750 for a Klan robe and donated it to the Jim Crow Museum.

“We don’t emphasize the Klan,” Pilgrim said. “Our focus always has been on everyday racism. One of the points we try to make is this stuff right here is fertile ground for the most extreme stuff.”

In recent years, demand for such collectibles has increased, and so have the prices, Pilgrim said. Some collect to get the items off the market, some as investments, some to reinforce their racist views, some, like Pilgrim, for educational purposes.

“Any item with the word ‘Nigger’ in it sells for more on the secondary market,” he said, but added: “A lot of people, if they don’t see the word ‘Nigger,’ they don’t think there’s anything wrong with it.”

It bothers him that people make money on this stuff. “I hate that,” Pilgrim said. “I absolutely hate that.”

Recently, he has broadened his search, collecting a couple thousand pieces that demean other groups, including women, Jews, Polish Americans and Asian Americans. He still buys 10 or more items a week that portray blacks unfavorably.

“This is one of my favorite sections here,” he said, then reconsidered. “I don’t like any of this,” he said. “I refer to myself as a garbage collector for good reason.”

Flint Journal

June 7, 2005

Ferris chief makes trek to MCC campus

Welcome to our college town, Ferris State University President David Eisler.

Perhaps you'll get the chance to meet some of the 25,000 college students who are studying for degrees in Flint when your presidential bus rolls into town today and makes a stop at Mott Community College.

Eisler's visit to the MCC campus is a part of his second annual Presidential Bus Tour, which kicked off Monday.

He plans to visit nine cities and four community colleges, including the MCC, which scheduled a series of meetings until noon today.

Some local students are enrolled at Ferris through a longtime partnership with MCC's University Center, which allows area college students to complete their bachelor's and master's degrees while studying at the MCC campus in Flint.

Ferris' current offerings at MCC include a certificate in human resource management; bachelor's degrees in business administration, criminal justice, elementary and secondary education, and nursing; and master's degrees in career and technical education and curriculum and instruction.

A master's degree in nursing will be offered in winter 2006.

Students at your service They're supposed to be the slacker generation.

Wrong.

Local college students are stepping up to serve the community in lots of special ways.

In May, Brenda Caldwell, central district coordinator for the Area XIII Special Olympics, was looking for help with an event at Northwestern High School.

She didn't have to look too far. Husband Tony Caldwell, an instructor at Mott Community College, put out a call for volunteers on campus.

Students from various MCC clubs responded and served as huggers, timers, recorders and ribbon-givers.

Student Shey Cobb even lent her vocals for the cause, singing "The Star-Spangled Banner."

Across town, Baker College of Flint nursing students planned to host a health fair this morning for students in kindergarten through third grade at Flint's Brownell Elementary School.

The health fair was designed to provide information for kids on healthy hearts, hand washing and healthy eating.

Car show at Kettering Phil Martens brought along a Mustang GTR, F250 Harley, Mustang Convertible and - just to show off - a torch red Mustang Coupe when he visited Flint last week for "Ford Day at Kettering University."

If the mini-car show weren't enough, Martens, the group vice president of product creation for Ford Motor Co., also gave students a job tip.

"Ford wants to be a digital, high-tech company in the future," Martens said. "As a fresh graduate, you are the most qualified to do the jobs we're talking about."

If that didn't get students revved up, they also got a chance to see some of the company's high-tech automotive products up close.

Martens also brought along a Ford GT, EX Concept 1, Ford Freestyle, Ford Five Hundred and Ford Escape XLT for students to view.

Shena Abercrombie covers colleges and universities. She can be reached at (810) 766-6307 or sabercrombie@flintjournal.com.

Pioneer

June 9, 2005

First free band concert tonight

BIG RAPIDS - The Ferris State University Community Summer Band, under the direction of Richard Scott Cohen, will present the first of its six free summer concerts tonight (Thursday) at 7:30 p.m.

The concert will take place on the Old Jail lawn, 220 S. Stewart Ave., Big Rapids. In case of rain, the concert will be at First United Methodist Church, 304 Elm St., and Big Rapids.

This concert is being presented in conjunction with the Old Jail's Roof Restoration Project. Refreshments will be available, with proceeds benefiting the historical renovation effort.

The program will include the following works: "Air for Band," Frank Erickson; "American Folk Rhapsody," Clare Grundman; "Azcarraga (pasodoble)," Richard Scott Cohen; "Beguine for Band," Glenn Osser; "Down a Country Lane," Aaron Copland; "Eine Kleine Nachtmusick," Wolfgang Amadeus Mozart; "On the Mall (march)," Edwin Franko Goldman; and "The Pink Panther," Henry Mancini.

Upcoming concerts will take place June 16, 21, 23, 30; July 7, 14 and 18. Upcoming rehearsals, for interested musicians, will be 7:30 to 9 p.m. at FSU's Music Center, Room 108, on the following dates: June 13, 20, 27, July 5 and 12.

The Grand Rapids Press

June 9, 2005

Personnel changes

Charles Christmas, senior vice president and chief executive officer of Mercantile Bank of West Michigan; Dan Dershem, president of Lean Logistics in Holland; John Parker, chief marketing officer at Alticor; and Michael Suman, with Management Consulting in Holland; have joined the newly formed Leadership Advisory Board of Ferris State University's College of Business.

Jane M. Meyer was promoted to vice president of branch operations for Independent Bank West Michigan.

Greenridge Realty Inc. welcomes new agents: Cammie Hollinger, Newaygo; Michael Lansford, White Lake; Cathy Williamson, Caledonia; and Laura Kaminski, Lake Eastbrook. Melissa Wager and Brandy Bronson joined as mortgage officers.

Groups and organizations

Joan L. Irons, Suzanne McCune and Brent A. Vander Kolk were appointed to the Foster Care Review Board that will be administered by the Child Welfare Services Division at the State Court Administrative Office of the Michigan Supreme Court.

Pioneer

June 11 & 12, 2005

Nine additional Ferris printing students receive scholarships

BIG RAPIDS - The Ann Arbor Graphic Arts Memorial Foundation recently awarded scholarships to nine additional printing technology, printing management or new media printing and publishing students at Ferris State University.

Each award was a \$2,000 annual continuing scholarship, said Patrick Klarecki, department chair of printing and imaging technology management. This brings the total to 29 Ferris students currently receiving assistance from the Ann Arbor organization, Klarecki added.

Representatives from six of the main contributing companies to the trust fund recently visited campus to make the award announcements. The scholarship recipients were incoming freshmen Dennis Boyd of Detroit, Kyle Bozelak of Saline, Jennifer Enos of Otsego, Sandra Kammeraad of Fennville, Amela Mujkic of Clinton Township, Joseph Periord of Saline, Heather Pirlot of Quinnesec and Daniel Visel of Ann Arbor. Klarecki will select the ninth recipient at a later date.

“Each year we host a book symposium/scholarship announcement for the printing students at Ferris,” said I Garecki. “The book printing companies from Ann Arbor all send representatives to give presentations and display information about their firms.”

The presentations and displays give printing students an opportunity to begin to network and make contacts for internships and employment.

In addition, it provides the students an opportunity to meet and personally thank the people who provide the scholarships.