

Points of Pride

FERRIS STATE UNIVERSITY • SPRING 2009



**Students Give Back
Through Community Service**

page 4



**Ferris Foundation Makes
Commitment to Student Opportunity**

page 8



**Michigan College of Optometry
Building a Reality, Construction Begins**

pages 6 and 7



FERRIS STATE UNIVERSITY

Imagine More



President's Corner

As you can see from this issue of *Points of Pride*, there are extraordinary events taking place at Ferris State University. We are very excited to have broken ground for our new Michigan College of Optometry building. This is a much-needed project that will provide the best resources for the next generation of health care providers.

We are also very excited about our *Opportunity@125* initiative to help Ferris students pay for their education in these difficult times. Opportunity is one of our core values, and this effort applies that value in a most real, practical and meaningful way.

Additionally, I'd like to welcome our new Provost and Vice President for Academic Affairs Fritz Erickson, who begins his duties on July 1, and Vice President for Administration and Finance Jerry Scoby, who has already begun making an impact at Ferris.

And, by visiting www.ferris.edu regularly, you can keep up-to-date on information about events related to Ferris' 125th anniversary, which we will begin celebrating this coming fall.



David L. Eisler

On Campus

Erickson Named Provost and Vice President for Academic Affairs

Fritz J. Erickson was named provost and vice president for Academic Affairs. His appointment is effective July 1.



Erickson brings more than 25 years of administrative experience in higher education to Ferris, having spent the last six years at University of Wisconsin-Green Bay, a campus of more than 6,200 students and 330 faculty.

At UW-Green Bay, Erickson oversaw undergraduate programs in Business, Teacher Education, Social Work, Nursing and Physical Education, as well as four on- and off-campus master's degree programs. His area of responsibility extends to The Institute for Research, a campus resource for faculty who seek outside funding to support their scholarly and creative activities.

"I have been a dean for nine years, and the opportunity to expand my interests and serve as a provost, particularly at Ferris, has great appeal," Erickson said. "Ferris' unique combination of professional and liberal arts programming is a real fit for me along with the opportunity to work with multiple location programming. I also look forward to working in a collective bargaining environment, again because I have been on each side of the table and believe it can work for all."

Scoby Named Vice President for Administration and Finance

Jerry Scoby has been named vice president for Administration and Finance. Scoby, who was among three finalists in a national search, began his new job April 6. He replaces Interim Vice President for Administration and Finance Rick Christner, who has held the position since Richard P. Duffett's retirement last June.



"I'm honored to have the opportunity to serve Ferris in this capacity," Scoby said. "As I studied and learned more about Ferris in the search process, I was impressed with the people I met, the programs offered to prepare students for careers and the placement rates in some of the programs," he added. He also indicated he is looking

forward to contributing to the leadership team in providing the best possible programs and services for students, faculty and staff.

As vice president for Administration and Finance and treasurer for Alma College, Scoby has overseen a \$50 million operating budget and long-term fiscal and capital planning, including the construction of a student recreation center and student apartments. His areas of responsibility have included personnel, conferences, physical plant, purchasing, payroll, accounting, short-term and endowment investments, operating and capital budgeting, dining, bookstore, printing, mailroom, and insurance and risk management. During part of his tenure, he also led financial aid, information technology and the medical center.

Timme Center Staff Help Local Charities

Taking inspiration from Ferris' annual United Way Campaign, Timme Center staff have spent the winter months raising money to benefit Big Rapids area food pantries and charities through 50/50 raffle drawings held among workers in the building.

Many local food pantries have benefitted from this raffle, including Project Starburst, the Manna Food Pantry, God's Helping Hands, the Reed City Ministerial Community Food Pantry and the Northwest Osceola Food Pantry, Senior Financial Aid Specialist Phil Tetsworth said.

"We use the donations for items such as food, personal hygiene products and transportation for our clients," said Mary Doran, director of Project Starburst. "We receive a lot of continuing support from Ferris; we greatly appreciate the efforts during such challenging times for so many people in our community."

Added Tetsworth, "People that work in this building are some of the most caring, giving people I have ever been associated with. This has been a great way for us to give back to the community."





BIG Event

Students Give Back Through Community Service

More than 700 Ferris State University students took the opportunity to say thank you to nearly 100 Big Rapids households during the second annual "Big Event," sponsored by the Student Government Association, April 18.

The "Big Event" was a day filled with various community service projects Big Rapids residents needed done around their homes, Coordinator Claire Gould said. Service projects included, but were not limited to, raking leaves, painting fences and washing windows.

"Big Rapids is so open to the Ferris community and attends our events frequently; it was one day for students to say thank you and that they appreciate the city," Gould, a fourth year Armada student double majoring in Biology and Medical Technology, said.

The idea for the event was uncovered when Ferris' SGA leaders attended a conference at Texas A&M University, which had coordinated its own "Big Event." Gould, currently SGA vice president, said she knew the event was the perfect answer to help continue building the bridge between Ferris and the Big Rapids community.

In April 2008, more than 200 students participated in Ferris' first "Big Event" while working on 20 homes, including Mecosta-Osceola United Way and Women's Information Services, Inc., which is a home for women and children impacted by domestic violence.

"The community was extremely thankful for the help by young adults last year, and we received numerous requests to continue the program," Gould said, adding, "I'm so happy the community opened its doors again and so proud of the students wanting to participate. I was so excited for this year's event."

And, with overwhelming requests for faculty and staff to get involved with the "Big Event," SGA this year included campus departments and individuals who wished to sign up and help, she said. Everyone involved was grouped based upon talents and comfort levels, and spread throughout the community to help in whatever way necessary.

Hospitality Gala Gives Students Hands-On Experience

Elements of the world's colorful cultures united this spring during the Hospitality program's 18th annual gala, coordinated to the theme "World's Fair."

The gala is the Hospitality program's most extensive annual fundraising event. It gives students a chance to gain community experience while replenishing the department's funds for student scholarships, travel expenses for field trips and new equipment.

"This event is not only financially successful, but is also an excellent learning experience for all of the students in the program. The faculty and program coordinator work closely with the executive board to make this event a learning fundraiser," said Liz Block, a senior in the Hospitality program and chief operating officer for the 2009 Gala.

There are many meticulous details that go into the yearlong planning of the annual gala. Being the COO, Block was responsible for day-to-day operations of planning the execution of the event. She, along with the other members of the executive board, interviewed and selected applicants for management committees for seven departments: Dining Room, Food & Beverage, Special Services, Fundraising, Theme & Decor, Production, and Marketing & Logistics.

The Dining Room managers selected the linen and napkins for the tables, trained wait staff and planned how guests would be welcomed upon entering the gala. Meanwhile, the Food & Beverage managers worked to select items for the menu, aided the guest chefs and helped fellow students with the preparation of the menu.

The Theme & Decor managers set the tone for the event by using their creative minds to bring the theme to life. By working with professionals in the industry, they incorporated the theme into all aspects of the gala. Concurrently, the Production team handled the lighting, stage and entertainment.

"I've been part of the planning committee for the Hospitality Gala for three years. I can't explain the feeling I get when I look around the ballroom and see what I was a part of. Not to mention all the learning experiences that I obtained while planning it," Block added. "It gives me a sense of pride to see all our hard work displayed."





Breaking Ground

Michigan College of Optometry Kicks Off Construction of New Facility with Groundbreaking Ceremony

The architect has been selected and the ground broken for the new facility to house the Michigan College of Optometry/Center for Collaborative Health Education.

After receiving state funding in the fall of 2008, and selecting Neumann/Smith Architecture of Southfield, Mich., to design and build the new facility, Ferris kicked off the construction process with a ceremonial groundbreaking May 8.

After years of lobbying efforts by Ferris and the Michigan Optometric Association, the state of Michigan has committed funds for the new facility, which has a total projected cost of \$26.9 million, with the state of Michigan providing 75 percent of that cost, or \$20,175,000. Ferris is responsible for raising the remaining 25 percent, or \$6,725,000. To date, more than \$1,356,000 has been pledged to or raised by the university for the new facility, including a \$1 million gift from the Dow Foundation.

“The new facility will be a tremendous asset in meeting MCO’s goal of educating students to become successful optometrists,” Ferris President David Eisler said. “Not only will a modern facility attract the best and brightest students and faculty from across the U.S., but it will provide patients with a more comfortable health-care environment,” he added.

Specifically, the new facility will feature a ground-floor eye and vision care clinic offering clinical training for optometry interns and optometric/medical eye care to area residents; optical and contact lens dispensary where student interns receive practical hands-on training in the fitting of optical devices; a laser surgery room for staff ophthalmologists allowing student interns to gain experience on campus in the handling of pre- and post-operative care of patients undergoing eye surgery; classrooms, laboratories and faculty/administrative offices; distance-learning facilities; research laboratories; and an Optometric Center for Lifelong Learning and Competency for the continuing education of MCO/FSU graduates.



"The MCO family has dreamed of a new building for more than 15 years," said Dr. Nancy Peterson-Klein, interim dean of the Michigan College of Optometry at Ferris. "We are extremely grateful to all those who have helped us secure funding for our building, and we look forward to our continued success in realizing our vision of graduating outstanding healthcare providers of tomorrow."

Neumann/Smith plans to build the estimated 87,000-square-foot modern health-care facility at the corner of State Street and Ferris Drive, next to the College of Allied Health Sciences, creating an educational synergy within the health sciences complex of Optometry, Pharmacy and Allied Health Sciences at Ferris.

The architecture firm is no stranger to the Ferris campus. The firm most recently designed the Interdisciplinary Resource Center connector, and they also designed the Ferris Library for Information, Technology and Education, and the Timme Center for Student Services.

Neumann/Smith's design and management capabilities are complemented by the construction management firm Clark Construction Co. of Lansing and Petoskey; the medical expertise of Medical Design International (MDI); mechanical and electrical engineers from DiClemente Siegel Design, Inc.; technology specialists from The Sextant Group; site/civil engineers and landscape architects from Hubbell, Roth and Clark; and structural engineers from Desai/Nasr Consulting Engineers. Collectively the team offers extraordinary expertise and experience to complete the new Michigan College of Optometry facility at Ferris. For more information, visit www.ferris.edu/alumni/develop/realize.



Ferris Makes Commitment to Student Opportunity, Raises Scholarship Funds

Ferris State University leaders announced a major scholarship effort this spring to assist Ferris students who have been severely affected by the challenging circumstances of the economy.

The “Ferris Cares” Scholarship was created to meet the needs of students faced with the possibility of not attending college, or returning to school, due to unforeseen financial difficulties impacting their families, said Dan Burcham, acting vice president for Academic Affairs and vice president for Student Affairs. The need-based scholarship is designed to bridge the gap between accessibility and affordability.

“Ferris Cares” is partner to a broader initiative and was a response to The Ferris Foundation’s effort called *Opportunity@125*. The Foundation’s initiative will mark Ferris’ upcoming 125th anniversary celebration with the objective of raising at least \$250,000 to be distributed as scholarships during the 2009-10 academic year. The Ferris Foundation is the fund raising arm of the university and manages gifts contributed by independent donors for the benefit of Ferris.

Burcham is challenging the Ferris campus community with an objective of raising \$50,000 during the coming months, he said.

“Our objective is that no student enrolled at Ferris should decide to leave school and no student



Pictured (left to right) are Ferris State University President David Eisler and his wife, Patsy, Ferris Foundation Chair Sueann Walz, Ferris Acting Vice President for Academic Affairs Dan Burcham and Ferris Foundation Chair-Elect Dick Shaw.

accepted for admission should decide not to come here because of the financial difficulties of their families. ‘Ferris Cares’ and its partners through *Opportunity@125* will provide the resources to expand need-based financial aid quickly,” he said.

Ferris Foundation Chair and university Trustee Sueann Walz, added, “Student opportunity has always been at the heart of Ferris’ mission. We want to emphasize that principle when students who will shape our future are especially vulnerable.”

Ferris President David Eisler re-inforced the efforts to build scholarship resources. “These initiatives are so important because of the immediate difference they can make,” he said. “Ferris State University was founded as a place to transform lives, and that is exactly our concern now when students need our assurance of opportunity.”

Students experiencing financial difficulties due to the challenging circumstances of the economy are encouraged to visit www.ferris.edu/admissions/financialaid/ferriscares.htm to access special consideration request forms.

For more information, or to make a gift, please contact The Ferris Foundation at (231) 591-2365 or visit www.ferris.edu/foundation. Details about establishing scholarships or endowments may be obtained from the Advancement Office at (231) 591-382

Faculty, Staff Highlights

Schuberg Helps Students Build Foundation for Success

As a mother of four, Marcia Schuberg has watched – up close and personal – as students of all ages travel the academic road to adulthood.

She and her husband, Rex, are proud parents of three Ferris State University graduates: 28-year-old Tyler, 24-year-old Kyle and 22-year-old Crystal. The Schubergs' youngest, 15-year-old Dylan, is a freshman attending Big Rapids High School. Outside of her family, Schuberg works at the Academic Support Center helping put first-and-second year college students on the road to academic success.

Valuing the benefits of education, she helps students develop important study habits during a critical time – their first and second years of college.

A former paraprofessional specializing in reading and mathematics on the elementary-school level in Big Rapids, Schuberg has long had a desire to help students of all ages learn more about strategies for academic success.

"I started doing this because I wanted to do something that had meaning not only for myself but also for students that I could help," said Schuberg, who received an Associate in Applied Science in Legal Studies from Ferris in 1979 and has worked for several law offices. "My hope has always been that students can glean something from this experience that they can use to become better, more successful students.

"I've worked with reading and mathematics at elementary schools, but I wanted to do something on an upper level in education and this was a great opportunity for me," she added, saying she typically works three days a week during the spring and four days a week in the fall in the ASC from approximately 9 a.m. to 2 p.m.

Schuberg works with students on the fundamentals of basic study skills: time management, note taking, test taking, memory, reading and more. She works with students in one-on-one and group settings at the ASC, which is housed in the Arts & Sciences Commons on Ferris' Big Rapids campus. While working with students from across campus, she more specifically works with students enrolled in UNIV 101, FSUS, UNCP and Directed Studies classes.

"I work mostly with freshman students," said Schuberg, who has been working at Ferris since 2001 and has made presentations as part of the ASC Speaker Series (most recently in January on the topic of time management). "Some of the students I work with are assigned to come



and visit with me as part of their class, but there are some who come on their own volition because they recognize the need for study skills instruction. I work with them on test-taking strategies that help them approach tests in a way that produces successful results.”

Schuberg also works with students who are on academic probation but want to strengthen their study skills and continue pursuit of an academic degree. Jane Pole, ASC supervisor, believes Schuberg is ideally suited for this position and excels in her work with students who have a variety of needs from the ASC.

“Marcia has a teaching style that is infectious. She engages the students; and once they have met with her, they are happy to make subsequent appointments for other study skills topics,” Pole said. “She helps students realize the importance of good study habits which in turn makes them a better student and of course it helps them reach the ultimate goal of graduation.”

For more information on Ferris’ Academic Support Center, call (231) 591-3543.



Adsmond Named Distinguished Teacher

Teaching is in the blood of Dr. Daniel Adsmond, an Organic Chemistry professor in Ferris State University’s College of Arts and Sciences, and has been since childhood.

A dedication to education and improving the lives of students are among the reasons Adsmond was named recipient of Ferris’ 2009 Distinguished Teacher Award. A professor at Ferris since 1998, Adsmond was honored with the award after the Distinguished Teacher Award Selection Committee’s work over the period of a year. Adsmond and other candidates were involved in a process that included classroom visitations, student surveys, personal interviews in addition to the evaluation of essays, and curriculum.

In the end, Adsmond’s name was selected by the committee chaired by Dr. Adnan Dakkuri, professor, College of Pharmacy.

“It’s a real honor to receive this kind of award and, in many ways, I think it’s an affirmation of the positive things I’ve always felt I’ve been doing with students I’ve had the opportunity to work with,” said Adsmond, who earned his bachelor’s degree from Northern Michigan University and his Ph.D. from the University of Minnesota.

Adsmond’s passion for teaching dates back to his youth when he tutored his older sister in geometry. His desire to teach has grown stronger over time. Among the distinguishing characteristics of Adsmond’s classes is his use of group work to encourage students to work and learn together in addition to extended use of laboratory time for projects – a staple of the hands-on educational experience Ferris has come to be known for since its founding 125 years ago.

“I’ve always enjoyed teaching,” said Adsmond, who was nominated for the Distinguished Teacher Award by former recipient, Mary Murnik, a professor of Biology. “One of the things I’ve always enjoyed about teaching is watching the light bulb turn on in a student’s head and you know they get it.”

Adsmond's personal desire to strengthen his own educational knowledge base also remains strong. His ongoing research is focused on molecular recognition to learn how and why certain molecules recognize and actively bind to each other. While he enjoys keeping his own knowledge as strong as possible, his true passion remains with the education of his students.

"I love seeing students begin to feel enjoyment in the learning process," Adsmond said.

Okonoski 'Cooking' with Angus

The partnership between Glen Okonoski and Angus Campbell to create "Cooking with Angus" was a given: Okonoski has made his career in television production and Campbell, a master chef, has always wanted to host a cooking show.

So, the two paired up. At the time, Okonoski was teaching in the Media Production department at Grand Rapids Community College, where the Scottish chef heads the culinary school. The cable television program was born and has since reached Season 7 with more than 70 shows completing the "Cooking with Angus" series.

Even though Okonoski left GRCC and joined the faculty in the Television and Digital Media Production program at Ferris State University in 2006, the partnership continues to flourish.

"The upside for me is I can continue to be relevant for my classes. Working on the 'Cooking with Angus' series keeps me editing and producing," Okonoski said. "I feel fortunate to have the opportunity to do this. Angus and the quality of his work are incredible."

The program introduces people to a variety of culinary selections from traditional Scottish fare to sushi by a highly-skilled and talented chef, Okonoski said. Celebrating Campbell's roots, the duo even took the show on the road by taping an episode in Scotland.

Okonoski was able to capture Campbell cooking in his mother's kitchen and working with a GRCC Culinary Arts student on internship, among other adventures during their 1,000-mile trip around Scotland.

The goal of the show is to get people interested in food, he added, saying the show is not just about gourmet cuisine.

Campbell does cook exquisite cuisine that has expanded Okonoski's palette, but he also offers a unique spin on classics such as mashed

potatoes, he said. "They are simple but new ideas on how to cook."

However, it's not just the viewers learning from "Cooking with Angus." The show also provides opportunities for students from Ferris' TDMP program and GRCC's Culinary Arts program to interact with faculty one-on-one to learn their craft.

"I am passionate about teaching and my goal is to help students prepare for successful careers in the television and digital media field," Okonoski said.

"Cooking with Angus" airs at 6:30 p.m. on Mondays and Fridays. Stay tuned to Ferris Cable 22 for schedule updates.

Contact Information

Points of Pride is published quarterly by University Advancement & Marketing, Prakken 108

Editor: Leah Nixon
(231) 591-5604
leahnixon@ferris.edu

Contributing Writers: Sandy Gholston, Michelle Herron, Leah Nixon

Design: Jeff Ek

Photography: Bill Bitzinger



Check out Ferris' Osprey Cam at www.ferris.edu/osprey to see live coverage 24 hours a day of the birds in their habitat. The Osprey cam is perched high atop a light pole in the Swan Building parking lot and overlooks the birds' nest, built on a man-made platform designed specifically for the birds which make an annual pilgrimage to Big Rapids. The Osprey is a bird of prey that specializes in capturing and eating fish. Osprey build bulky nests of sticks on structures such as dead trees. In many areas they readily build their nests on man-made structures such as power poles, billboards and communication towers.

Points of Pride

420 OAK STREET, PRAKKEN 108
FERRIS STATE UNIVERSITY
BIG RAPIDS, MI 49307

Non-Profit
Organization
U.S. Postage

PAID

Big Rapids, MI 49307
Permit No. 77