



Points of Pride



Creating Significant Learning Experiences:

New Faculty Orientation Week Sets the Stage for Success



FERRIS STATE UNIVERSITY
Imagine More FALL 2010



President's Corner

Before the start of classes this fall, I had the pleasure of meeting new Ferris faculty during New Faculty Orientation Week, and it is another pleasure to help introduce them to the University community. Unlike many other universities Ferris does not use teaching assistants. From their first class as freshmen, Ferris students learn from faculty members who deliver the highest-quality instruction.

The title of one of the sessions during new faculty orientation sums up the teaching that takes place here at Ferris – “Student Success: At the Heart of All That We Do.” The commitment to excellence embodied in our core values is nowhere more important than in the classroom, and our Faculty Center for Teaching and Learning has been a great resource in our efforts to provide students with the best possible education.

The technology of education has changed extraordinarily from when the University was founded to now. However, our dedication to mission has not. The key to educational success is still a skilled, caring and dedicated faculty member working with our students. As a learning-centered institution we embark upon our second 125 years of creating opportunities for students with more commitment than ever.

A handwritten signature in black ink that reads "David L. Eisler". The signature is written in a cursive, flowing style.

David L. Eisler

Creating Significant Learning Experiences

New faculty at Ferris State University and Kendall College of Art and Design of Ferris State University find themselves on the other side of the desk during New Faculty Orientation Week (NFOW), held for one week each August.

Just as a freshman is new to the university's campus, so are some of the school's faculty before the first day of classes begin. So, NFOW serves the same purpose for faculty as freshman orientation does for first-time Ferris students: it acclimates them to Ferris State's campus environment.

“New Faculty Orientation Week provides the Faculty Center for Teaching and Learning the opportunity to help new faculty have a smooth transition into the campus community,” Faculty Center for Teaching and Learning (FCTL) Director Todd Stanislav says. “This helps us identify for them what's important at the university and build relationships from day one.”

There is a lot to learn about the university's culture, people and students, Stanislav adds, saying he likens NFOW to L. Dee Fink's concept of “Creating Significant Learning Experiences.”

“In making New Faculty Orientation Week a rich experience for new faculty, they in turn can provide significant learning experiences for their students once they enter the classroom,” he says.

“We're asking ourselves, ‘What can we do to help faculty be successful in the classroom?’”

Meegan Lillis explains NFOW provides the FCTL the opportunity to identify campus resources for faculty. There are not only resources through the FCTL, but across campus, that enhance a faculty member's ability to create significant learning experiences for students, the FCTL instructional technologist says. For example, NFOW introduces new faculty to FLITE, Student Services, University College, and Educational Counseling and Disability Services, among a number of other resources.

“New Faculty Orientation Week brings all of these experiences together versus faculty having to dig them up on their own,” Lillis says.

Stanislav points out another bonus to NFOW is that all sessions held throughout the week are led by current faculty.

“When you peel back the layers, you realize we're utilizing the expertise and diversity of our campus,” he says.

But the learning process does not stop at NFOW for new faculty. Bea Griffith-Cooper, FCTL instructional designer, notes NFOW as the first step in creating a support network for faculty. After faculty begin teaching at Ferris, they participate in the New Faculty Transition

Program throughout their first year on campus. The FCTL also provides a myriad of resources for faculty whether they are new or not.

"So much is changing on the higher education landscape that other faculty are more than welcome to participate in NFOW, from learning about new things on campus to mentoring a new faculty member," Griffith-Cooper says. "We encourage faculty to get involved."

Lillis adds there also are a variety of programs sponsored by the FCTL that are open to all faculty. Weekly, one-hour sessions are held from 5 to 6 p.m. on Tuesdays and noon to 1 p.m. on Thursdays that cover everything from academic dishonesty to PowerPoint presentations. Additionally, such services as Small Group Instructional Diagnosis (SGID) is available for faculty wishing to gather feedback during the semester about how well students are responding to current courses.

Griffith-Cooper uses a metaphor when describing the SGID. "Faculty should look at this like a road map," she says. "She asks, 'What's the destination and where do you want to stop along the way?' This creates a great resource to help faculty achieve success in the classroom."

Faculty interested in learning more about what FCTL has to offer may call FCTL Secretary Laurie Daniels at (231) 591-2440. As the first point of contact at FCTL, Daniels can help direct faculty to the resources that best fit their needs. Visit www.ferris.edu/fctl for more information.



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Israel Davis

Eric Anderson**Great Teachers Inspire Other Great Teachers**

Eric Anderson is a teacher because of his positive experiences in college with outstanding faculty. The Art History assistant professor was inspired to join the faculty ranks of Kendall College of Art and Design of Ferris State University based upon the importance of the school and Grand Rapids in the history of design. "I also believe in the social importance of architecture and design, and the importance of students developing the intellectual tools to interpret design," he says. Anderson earned his Ph.D. from Columbia University and his expertise lies in the history of modern design and architecture, with specialties in the cultural history of the home, and German and Austrian design and architecture. When not in the classroom, the Lawrence, Kan., native can be found cooking and eating, playing violin or watching college basketball.

Maj. Chuck Bron**On Assignment**

Maj. Chuck Bron's current tour of duty is Ferris State University where he hopes to mold the future leaders of the Army. With a Bachelor of Science in Mechanical Engineering and a master's in Business Administration under his belt – not to mention 24 years of service, with 12 years as an officer, in the United States Army – Bron will work with students in the Reserve Officers' Training Corps as associate professor of Military Science. Outside his tour of duty responsibilities, the Tucson, Ariz., native might be found on a volleyball court, playing violin or spending time with his family.

Karen L. Carter**Inspiring Passion in Young Artists**

Greenville, S.C., native Karen L. Carter finds her inspiration to teach by working with young artists passionate about their work who are open to learning about art of the past. The Kendall College of Art and Design of Ferris State University Art History assistant professor can draw upon her own research and travel experiences to develop classes that blend well with the demands of the Fine Arts and Design programs. Carter's expertise lies in modern European art, specifically 19th century French posters, with teaching interests in the history of photography, graphic design, illustration and Asian art. "Kendall's broad range of art history courses connect with my own research and

teaching interests," Carter says. Earning her Bachelor of Arts and Master of Arts in Art History from the University of South Carolina, and Ph.D. in Art History from the University of Chicago, Carter spends her free time biking, hiking, traveling and exploring new places.

William Culpepper**Shaping the Future of Graphic Design**

William Culpepper believes, as Goethe said, "Treat people as if they were what they ought to be and you help them become what they are capable of being." Working together with students, Culpepper helps them set challenging goals that stretch the possibilities and focus on high-caliber outcomes. This belief, and a love of teaching graphic design, led the assistant professor of Graphic Design to Ferris State University. In choosing Ferris, he was impressed the Graphic Design program strikes a balance between business, marketing and practical core classes in Graphic Design – not to mention the true dedication of faculty and staff at Ferris to student learning. His research interests include hybrid and online teaching methods and evaluations, socially interactive design, and curriculum development and implementation. Culpepper feels he is shaping the future of the discipline in the classroom with teaching specialties that include typography, history of graphic design and typography, information graphics, and the fundamental principles of aesthetics, design and professional development. The Lafayette, Ind., native earned his Bachelor of Fine Arts with an emphasis on Graphic Design, Photography and Sculpture from Montana State University. He is currently working on a Master of Fine Arts in Graphic Design from Academy of Art University. When not teaching or learning himself, Culpepper can be found enjoying outdoor recreational activities, photography, sculpture or instrumental music without lyrics, among other creative activities.

Israel Davis**Artist, Ceramist and Mentor**

The opportunity to mentor others and provide students with the skills necessary to hit the ground running upon graduation not only inspires Israel Davis to teach but is the reason he chose to become assistant professor of Sculpture and Functional Art (Ceramics) at Kendall College of Art and Design of Ferris State University. "The university offers a good balance between learning how to make art with impeccable craftsmanship and conceptual prowess," he says. Earning his Bachelor of Fine Arts from School of the Art Institute of Chicago,

and his Master of Fine Arts from University of Iowa, Davis' work is an investigation of the symbols, people and objects that affected his perceptions growing up, his subconscious and life experience. The Rockingham, N.C., native's interdisciplinary work is driven by the physicality of material and the boundaries between two and three dimensions. He approaches art making as research into thought, memory and play, and finds it is a study of metaphor through fantasy and authenticity. The ceramic medium is the vehicle for this investigation, but is not limited to the use of clay. Outside of the art studio, Davis might be found writing music, playing guitar or riding bicycles.

Clay S. Dedeaux

Providing Students a Head Start

Clay S. Dedeaux has 30 years of advertising experience in agency management specializing in automotive marketing. This, coupled with his expertise in cross cultural communications, international advertising and nonprofit communication plans, have brought Dedeaux to Ferris State University as associate professor of Marketing. Inspired to help students select the right career for them, he strives to give them a head start and prepare them for the workforce. Dedeaux saw Ferris as a good fit with his specialties because the school offers its Advertising program through the College of Business, which he sees as giving students the business perspective sought after by employers. The Garden Grove, Calif., native earned his Bachelor of Arts in Marketing from University of Southern California, Master of Business Administration in Marketing from University of Illinois-Chicago and Ph.D. in Media and Information Studies from Michigan State University. When not in the classroom, Dedeaux can be found bicycle riding, playing tennis, weight lifting, learning new languages, and reading about foreign countries and cultures.

Blair Entenmann

Paying it Forward

Blair Entenmann earned his Bachelor of Science in Marketing from Ferris State University with highest honors. Having capitalized on the opportunities Ferris State provides students to earn an education, he is excited about now being a professor of Marketing to give students a helping hand in their career preparation. "I owe Ferris a lot for preparing me for my successful business career. It's cool I now have the opportunity to teach here," he says. "I have wanted to 'pay it forward' for a long time." Entenmann sees higher education as a silver bullet for most problems today, and he seeks

to share his 30 years of sales and marketing wisdom to help develop the current generation of future business leaders. The Midland native credits his great professors for inspiring him to teach and motivate students to become critical thinkers in search of excellence. He earned his Master of Business Administration in Finance from Indiana University with highest honors. His field of expertise includes branding, new product development and introductions, business and marketing plans, customer acquisition and retention programs, and sales. In his spare time, Entenmann can be found fishing, canoeing, hiking, and making road trips around the Midwest visiting art fairs.

Karen A. Kehbein, O.D.

Helping Students Become Optometrists

Karen Kehbein, enjoys working with students, and helping them answer questions and learn new procedures in the classroom that will benefit them once they graduate and enter the optometry profession. This is what inspires the Brighton native to teach. Earning her Bachelor of Science in Chemistry from University of Michigan and Doctor of Optometry from Indiana University School of Optometry, Kehbein's interests are in pediatric optometry and vision therapy, specifically in the areas of development of the visual system and learning-related vision problems. The assistant professor was drawn to the Michigan College of Optometry because she can teach classes and laboratories, and utilize her diagnostic skills in the college's clinic. During her downtime, she can be found reading, walking, hiking or shopping.

Nicolas Mata

Establishing Solid Foundations

A passion for learning in tow, Nicolas Mata enjoys finding different ways to approach and solve problems, and create solutions that are simple and easy to understand. His desire to help others learn, and a knack for self-discovery, bring him to Ferris State University as a one-year temporary faculty member teaching Graphic Design. An alumnus who earned his Bachelor of Arts in Visual Communications, Mata has spent his career specializing in self-education for the discovery and implementation of Web-based technologies that have enhanced his employers' adaptation to the digital environment. Mata has worked in traditional graphic design environments, and has worked for a software development company that exposed him to the principles of application development and allowed him to advocate for design and user experience. He hopes to share his unique knowledge to help students understand both sides of the design and development environment. While the Waterford native enjoys



Clay S. Dedeaux



Karen A. Kehbein, O.D.



Nicolas Mata



Blair Entenmann

Anthony "Tony" J. Noto



Lisa Meny



Cpt. Jason Sannis



Tim Powers



exploring new Web-based development techniques, and hardware, software and network implementation, he can also be seen on the golf course and cycling during his free time.

Lisa M. Meny

Inspiring the Next Generation of Pharmacists

Lisa M. Meny is grateful for the opportunity to return to Ferris State University on the other side of the desk as assistant professor of Pharmacy Practice. Earning her Doctor of Pharmacy from the university, she is looking forward to giving back to a program that provided her a positive educational experience. "I am inspired to teach because I see this as an opportunity to improve the profession by shaping new pharmacists," she says. Her expertise lies in community pharmacy practice, with her focus on enhancing the community pharmacy through outreach to students and practitioners. She hopes to enhance the quality of Ferris State's Pharmacy students by incorporating innovative medication therapy management services and support to students and practitioners. When not in the classroom, or spending time with her family that includes two young daughters, Meny enjoys photography, traveling and reading.

Anthony "Tony" J. Noto

Entrepreneurial Spirit

Since 1979, Anthony "Tony" J. Noto has dedicated his career to growing the family business, Noto's Old World Italian Dining and Banquets, while at the same time educating future leaders for the hospitality industry. The Grand Rapids native is thrilled to now be able to share his knowledge with current students at his alma mater, where he was a member of Sigma Phi Epsilon and the baseball team. "Students are 25 percent of our population and 100 percent of our future," he says. Ferris State has a reputation for being a career-focused institution. Noto sees his background in education as a teacher and learner as an important benefit to furthering the university's tradition of preparing students for careers. "My goal is to teach students not only to work for the Kool-Aid stand but to own it." In addition to growing the family business, Noto has worked for Kentwood Public Schools as Business department chair, Career Technical Education chair and School-to-Career coordinator. Beyond his adjunct Hospitality faculty position, Noto enjoys family, food, volunteering, athletics, traveling and entrepreneurship, along with his volunteer work for SCORE.

Tim Powers

Realizing New Creative Efforts

Tim Powers is excited to share his experiences and knowledge of graphic design with a new generation of designers. The Monroe native has 25 years of professional experience in graphic design, with an emphasis on 3-D components in marketing plans including packaging, and point-of-purchase and exhibit design. As an adjunct Graphic Design faculty member, he appreciates the program is placed in Ferris State University's College of Business. He believes this is an acknowledgement of design as an important and integral component of business and social function. Tim earned his Bachelor of Fine Arts in Graphic Communications from The Center for Creative Studies in Detroit and will be completing his Master of Fine Arts (Visual Arts) from The Art Institute of Boston at Lesley University in June 2011. When not in the classroom or working on his advanced degree, Tim can be found spending time with his family, engaged in professional design projects and enjoying the local arts community.

Chrystal Roach

Enforcing the Law

"The law defines who we are and who we choose to be," Chrystal Roach says, adding she is honored to join Ferris State University's Police Academy as assistant professor of Criminal Justice. The Muskegon native has practiced criminal law and procedure, as well as civil law as it pertains to law enforcement practice and administration, for 30 years. She earned a Bachelor of Science, summa cum laude, from Michigan State University and Juris Doctor from University of North Carolina at Chapel Hill. This background, coupled with her love of seeing people's eyes light up with understanding, inspire her to impart skills upon individuals who will use them well. A musician who studied classical voice for many years, Roach says law enforcement officers protect and defend us. High ethical standards and developing a keen understanding of the law and its underlying principles enables law enforcement officers to uphold the United States Constitution and Michigan Constitution. When not sharing her knowledge of the law or singing, Roach might be found cooking or gardening.

Cpt. Jason Sannis

Making a Difference

Senior Military Science instructor for the Reserve Officers' Training Corps Cpt. Jason Sannis would like to see his students continually challenge themselves mentally, as well as physically, and to each discover a love of learning. As a denizen of the area, he looks forward to his assignment at Ferris State University. Sannis earned an Associate of Arts from Northwestern Michigan College, Bachelor of Science in Sociology from Central Michigan University and Master of Arts in Criminology from Eastern Michigan University. He has expertise in the areas of Criminology/Sociology and has recently served Iraq as a Psychological Operation Detachment commander working with the 2nd Marine Expeditionary Force and the 1-82nd Advise and Assist Brigade (AAB) in Al Anbar Province. When not in the classroom, he can be found reading, playing bass guitar, running, weight training and traveling.

SSG Amanda Taylor

Developing Exceptional Leaders

SSG Amanda Taylor has 15 years of military experience she's hoping to share with Ferris State University students as instructor of Military Science and recruiter for Army National Guard and Reserve Officers' Training Corps. The St. Paul, Neb., native is inspired to teach and train exceptional leaders of high moral character for the Army National Guard. Already familiar with Ferris State as her father-in-law and husband are Ferris alumni, it was a natural fit for Taylor to come to Big Rapids. When not in the classroom or spending time with family, she can be found kayaking, hiking or cycling.

Ferris State University also welcomes the following new faculty:

Julie Alles – Health Information adjunct faculty

Rose Baran – Pharmacy Practicum director

David Bennett – Pharmacy Administration associate professor

Rhonda Bishop – Nursing faculty



Nancy Buffenbarger – Social Sciences adjunct faculty

Adam Carr – Kendall assistant professor

Lee Davis – Kendall assistant professor

Michael Dollar – Kendall part-time technician

David Du (Zhi) – Kendall assistant professor



Mary Ellen Fritz – Kendall instructor

David Gianfredi – Kendall assistant professor

Nancy Hart – Kendall part-time adjunct faculty

Priyoo Manakote – Marketing assistant professor



Beth Miskimins-Mills – Pharmacy associate professor



Steve Monty – Respiratory Care adjunct instructor

Jackie Morse – Pharmacy assistant professor

Bunnita Ouwinga – Education faculty

Sara Pavlik – Optometry faculty

Christian Peterson – Humanities faculty



Tom Post – Kendall assistant professor



Daniel Pratt – Construction Technology Management assistant professor



Peter Raphael – Business coordinator



Matthew Schenk – Kendall assistant professor



Mikael Snitker-Magin – Educational Counseling and Disability Services Educational Counselor

Chester Trybus – Marketing faculty



Erin Witte – Optometry faculty

Emily Zyla – Respiratory Care instructor



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The Faculty Center for Teaching and Learning, in collaboration with several other campus departments and organizations, hosts New Faculty Orientation Week (NFOW) each August. The weeklong series of activities are designed to help new faculty have a smooth transition into the campus community. Hear what some new faculty had to say about NFOW and Ferris State at www.youtube.com/watch?v=ioB4P7up1gE.