

Points of Pride

FERRIS STATE UNIVERSITY • SUMMER 2008



Vision, Mission and Values

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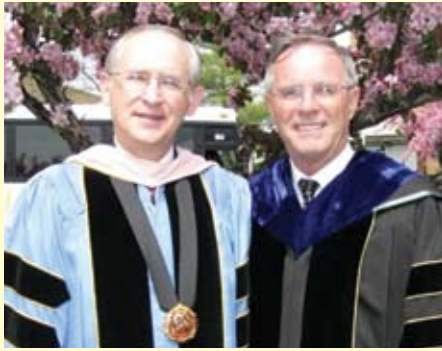
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FERRIS STATE UNIVERSITY

Imagine More



President's Corner

The new mission and vision statements highlighted in this issue of Points of Pride articulate some of the qualities most important to Ferris State University, including partnership, innovation, collaboration, engagement and leadership. We see these traits in the dedication of our faculty, in the service provided by our Michigan College of Optometry doctors, students and staff, and in so many others at Ferris.

For more than 30 years, these qualities have also been embodied by Rick Duffett, who recently retired as vice president for Administration and Finance and University Advancement and Marketing. He started his Ferris career in 1975 as men's hockey coach. Rick helped us merge with Kendall College of Art and Design, grow The Ferris Foundation, reach record enrollment levels, upgrade the campus and classrooms, and much more. He leaves the University a richer place with even greater expectations for future achievements. His legacy will be felt in the many points of pride he helped make a reality and will benefit Ferris students for years to come.

A handwritten signature in black ink that reads "David L. Eisler".

On Campus

Imagine More Student Life Bus Tour Recruits Students

The Ferris motor coach hit the road this spring as part of the Imagine More Student Life Bus Tour, setting a new standard for recruitment strategies unlike any others seen among colleges and universities across the state of Michigan.

Not only is it the only known bus tour used to market Ferris to Michigan high schools, but it is also primarily aimed at recruiting minority students, said Matt Chaney, director of Multicultural Student Services and bus tour creator.

This year was the second bus tour, which included Ferris students from minority-based organizations who volunteered to perform skits, songs and presentations aimed at giving high-schoolers a taste of campus life at Ferris. Following the performances, there was a Ferris student panel answering questions.

"Utilizing students in this type of capacity is definitely thinking outside of the box in terms of recruitment and enrollment," Chaney said. "Minority students from inner-city areas with different backgrounds have different needs. When students are faced with more challenges than the norm, you have to do different and creative things to reach out and spark interest."

FPW Names Horn its Woman of the Year

Cindy Horn of Hawkins, interim director of University Recreation, has been named the 2008 Ferris Professional Woman of the Year.

The Ferris Professional Women annually recognizes an outstanding woman on campus who has stimulated the awareness of women by participating in activities to enhance the status of all women, encouraging women to exercise their rights and roles in the Ferris community and continuing to be a model of professionalism to students and other colleagues.



Pictured left to right are FPW President Shelly Armstrong, Cindy Horn and Susan Hastings-Bishop, the 2007 FPW Woman of the Year.

Before taking the helm in University Recreation, Horn served as director of Student Leadership and Activities, a position in which she worked tirelessly to provide quality programs for students outside the classroom. She is known for her positive attitude in working with students, as well as being a mentor in a compassionate and supportive environment.

"There are very few people that care as much about students as Cindy Horn," said Matt Eickhoff, interim director of Student Leadership and Activities. "She's an advocate for the school and in supporting a well-rounded university experience for students both in and outside the classroom."

Ferris Softball Team Helps Build Homes, Hope in Houston

Rachel Wade, like many of her fellow Ferris State University student athletes, swelled with a sense of pride as she joined hundreds of her peers in a concerted effort to create homes and hope for families in need.

The opportunity was part of a collaborative effort between the National Collegiate Athletic Association and Habitat for Humanity International as part of the weeklong Division II Spring Championships Festival in Houston during April. The NCAA and Habitat for Humanity teamed up to help build 10 houses in south Houston during teams' breaks in competition.

"It's great for us not only to be able to come down here to compete in the softball nationals, but also to be able to do something for families and to just, in general, help others," said Wade, a Bulldog outfielder who helped lead the Bulldog softball team to a fifth-place finish at the championships in Houston's Memorial Park. "It's a great feeling to know so many student-athletes came from all over the country and were able to help make a better way of life for families here in Houston."

This spring's effort was the largest building project in the collaboration between the NCAA and Habitat for Humanity since 2005. The two organizations have worked together to construct houses for families in Houston, Pensacola, Fla., and Indianapolis.





Mission, Vision and Core Values: What does this mean?

As Ferris continues to change and grow, the staff of *Points of Pride* wanted to promote awareness on how each of us plays a role in helping the University's goals come to fruition. We sat down with Chief Diversity Officer David Pilgrim to discuss the University's Mission, Vision and Core Values. Here are a few of his thoughts.

(Points of Pride) What is the purpose of a Mission, Vision and Core Values?

(Pilgrim) From my standpoint, the biggest reason the University has a Mission, Vision and Core Values is because these tie into the Strategic Plan, which is a road map to where the University is moving. The Core Values specifically are something that the majority of the University community can agree upon to create an environment that embraces diversity, and not just racial or ethnic, but a diversity of ideas. We want being an ethical community to become a part of who we are. Of course, the challenge is asking ourselves, 'How do we live these Core Values out and have them be more than just pretty words on a piece of paper?'

(Points of Pride) How did the University arrive to the point it's at now?

(Pilgrim) We arrived at where we're at based upon the Strategic Planning process, in which our consultant outlined that early on we would want to determine Core Values, then a Mission, Vision and goals would be put into practice. For example, in the future when we construct buildings, we determined that shared space for people to congregate is how we hope to shape campus. Shared space would be a specific initiative.

(Points of Pride) How do we translate the University's Vision, Mission and Values into our everyday activities?

(Pilgrim) To start, we need to have sustained, open dialogue within all divisions. There also has to be an effort to learn – it's got to go both ways. We need to have productive, honest dialogue about what would make working relationships better so that our work environment is better. Really, it's about sustained dialogue at the most local level possible where you create a situation where people trust you. Staff meetings can be more than just reports. Time can be set aside where you just sit and talk. I think even having a staff meeting that just dealt with the Mission, Vision and Core Values would be good to ask people what they think.



There's nothing this office (Diversity Office) can do in terms of strategies or tactics for helping the University live out its Core Values that people couldn't do on their own. We need to look at ways to be collaborative in everyday stuff.

(Points of Pride) Where are we, as a University, going from here?

(Pilgrim) We're nearing the end of the planning stage, and we're looking at timelines and budgets as we speak. Specific timelines will not be concrete for another several months. It's hard to change a culture and change is hardly perceptible at any given time. It's a hard thing to figure out how to live out the Mission, Vision and Core Values on an everyday basis. We'll get information out to the campus community so that there's a rise in people's expectations – they will expect collaboration, opportunity and being treated with dignity.

(Points of Pride) What do you say to the cynic who says the Mission, Vision and Core Values are just a bunch of pretty words on a piece of paper?

(Pilgrim) One, this was one of the most open processes we've had as an institution in terms of opportunity for input. Two, the Strategic Planning and Resource Council includes good representation from leaders of campus groups. SPARC working well means we know the members and can lobby people for our concerns. Three, some things are already being done. Four, just wait. You can't really judge whether or not plans become actions based on things that haven't occurred yet; you have to give things an opportunity to happen. People said we'd never get a Mission statement approved. It's not impossible; it wasn't easy. Even the planning is action – in other words, in planning there were things that were produced. It's hard to change a culture, but there's nothing I can do that people couldn't do themselves.

To view the University's Mission, Vision and Core Values visit President Eisler's home page at www.ferris.edu/htmls/administration/president.





Thapa Receives Distinguished Teacher Award

Teaching for Dr. Khagendra Thapa means making a difference in the lives of others. Thapa's colleagues agree and have named the professor of Surveying Engineering Ferris State University's 2008 Distinguished Teacher.



An honor bestowed upon one faculty member each spring, the Distinguished Teacher Award recognizes Ferris faculty for their teaching excellence.

"Dr. Thapa creates a friendly environment for students that allows them to actively learn," the awards committee said. "Relating course material to real-world applications, he sets high standards for his students and makes learning worth their time."

Thapa's colleagues are not the only people who recognize the drive and dedication of the professor, who holds five degrees from four countries, including his native Nepal, Canada, England and the United States. He also was recently recognized by the Michigan Society of Professional Engineers with the Ralph Berry Moore Education Award for his leadership at the North American Surveying Educators Conference and his contributions to the American Congress on Surveying and Mapping. Specifically, Thapa has contributed to the ACSM as a member of the Curriculum, Accreditation, Registration and Education Committee.

But, for Thapa it's not about the awards.

"Teaching is a noble profession in which I can make a difference in the lives of others," he said. "The students I teach are not my children, but when I see them succeed, I feel good that I made an impact in their lives."

Teaching at Ferris for the past 21 years, after spending two years teaching at the Engineering Institute in Kathmandu in Nepal, Thapa will continue his active involvement.

He was appointed 2008-09 commissioner of the Accreditation Board for Engineering and Technology, an organization he has been involved with as an evaluator for many years. He also will remain involved with Ferris' Academic Senate, for which he has been involved since 1989. Annually, he will continue providing scholarship assistance to one Surveying Engineering student. He and his wife, Rajni, are members of the University's President's Club Donor Society.

Ferris Opens Doors to Better Career Path for Graduate

For Welding Engineering Technology senior Tim Mikel, choosing Ferris State University as his stepping stone to a better career path was a no-brainer – hands-on learning and caring faculty sold him from day one.

What also sold Mikel on Ferris was the prospect of job security in a career field that would not only be a new challenge to the Chicago native, but mesh well with his more than eight years of experience working in the real world as a test engineer.

While Mikel found success as a test engineer at two companies – Tellabs and Network Associates – a souring economy led to corporate downsizing and job loss despite superior performance, promotions and successful completion of multiple projects.

It was the disappointment in committing vast amounts of knowledge and pride in his work, coupled with decreasing job security and low morale in the electronics industry, that made Mikel sit back and decide a career in electronics wasn't the path for him.

After a little research and meeting Ferris Welding Engineering Technology professor Ken Kuk at an American Welding Society Show in Chicago, Mikel knew he'd found the path that was right for him.

"Ferris has a hands-on approach that prepares you for the real world," Mikel said. "My experience at Ferris has been outstanding. The coursework and faculty are superior."

The choice was simple and now Mikel is ready to hit the ground running as he embarks on his next journey to Columbus, Ohio, to work as a project engineer for the Edison Welding Institute – a job he has had lined up for more than a year.

"EWI offered me a position after I completed an internship with the company during the summer of 2007," Mikel said. "I was really drawn to Edison because of the freedom the company provides its employees to work on a variety of very unique projects. You'll never work on the same project twice."

Despite the fact one chapter is closing for Mikel and another is about to begin, one thing is certain – success is part of his future, especially if his career at Ferris is any indication.

A 4.0 student, Mikel is a recipient of the College of Technology Outstanding Student Award. He also was inducted into Tau Alpha Pi National Honor Society for Engineering Technology – a honor bestowed upon only the top 4 percent of students who have completed three-quarters of their studies toward a degree in engineering technology – and received a National Silver Award from the James F. Lincoln Division II Student Arc Welding Award program.

Mikel plans on pursuing a master's degree in welding engineering or related discipline. He and his wife, Angie, will reside in Westerville, Ohio.





Ferris Students Help Uninsured Save Their Eyesight

Students in the Michigan College of Optometry at Ferris State University are helping those in need, while gaining valuable hands-on experience in a real-world setting.

“Many of our patients are diabetic, have glaucoma or some other eye disease which needs treatment,” said Beth Tonkery, 4th-year Optometry student from Allen Park, Mich. “Some of the patients we see have not had the care necessary to minimize complications from their disease... because they are unaware of the condition, they aren’t able to find a doctor who takes their insurance, or they simply cannot afford it. We are now there to help those who need it the most – and that feels really good.”

Every Thursday, three Optometry students and a supervising faculty member travel from Big Rapids to provide optometric services to patients at Family Health Care in Baldwin, Mich., a Federally Qualified Health Center, which provides medical, dental, and now optometric services, to patients in rural Lake County, regardless of their ability to pay.

Tonkery, along with the other students, spend a lot of one-on-one time educating their patients, making sure they understand the importance of yearly eye exams as well as the importance of their attention to and care for their systemic health.

“In the patients we see at the University Eye Center at Ferris, many of them are college students who are very healthy. Volunteering our time at other clinics like Family Health Care give us, as students, a unique opportunity to diagnose and manage conditions not seen every day at MCO,” said Tonkery.

Students are able to receive this experience thanks to the efforts of MCO associate professor and Chief of Community-based Services, Dr. Renee Mika, and Assistant Dean of Clinical Affairs Dr. Bob Buckingham and their proposal to host a community-based eye clinic at Family Health Care.

While meeting with the leadership of Family Health Care, both parties were happy to discover they seemed to be a good match in terms of their shared missions and overall health care philosophy. After three years of careful planning and analysis, the eye clinic became a reality in January 2008 and has been a success from everyone’s viewpoint.

Linda Shively, CEO of Baldwin Family Health Care, couldn’t agree more.

“Early on in our discussions, MCO recommended they perform a needs analysis with our Baldwin patients. It was in fact determined there was an overwhelming need for eye care in our community, particularly among those who are diabetic and need vision care, and for those who are uninsured and need eye care,” Shively noted. She has been working together with MCO since the beginning of this collaborative venture and says their partnership demonstrates the true value of integrated care.

“We have had a number of patients who have given us feedback on working with MCO students, and it’s all been very positive. The patients really appreciate working with the students, because they spend a lot of time with them,” Shively added.

Her viewpoint is, the more services you can put into one building, the better.

“It just makes sense...it improves access and efficiency. Working with the students and faculty of the Michigan College of Optometry has just been wonderful, since day one.”

Mika, who teaches public health, clinical procedures and environmental vision courses, is thrilled that students are getting such a rich experience through volunteering at the clinics. She is hopeful that the benefits to MCO’s students will last far beyond their rotation through the FHC clinic.

“We have had an overwhelmingly positive response from students as well. Aside from the obvious benefits of caring for diverse populations within this inter-professional setting, students quickly develop a keen awareness of the numerous barriers to healthcare that vulnerable populations face regularly, and they begin to develop a shared sense of responsibility in providing care for those who need it the most.

“We are very thankful that Family Health Care has opened their doors to us and enabled our students to provide a needed service within our local rural community,” said Mika.





Ferris Students Rock Documentaries

Forty Ferris State University-Grand Rapids students and an innovative professor eager to add a little spice to the educational experience added an interesting twist to the oftentimes dry concept of creating a typical documentary.

David Baker's Digital Animation and Game Design 180-Video Editing class managed to rock the normal brand of documentary to create a unique and practical brand of storytelling for local bands: "Rockumentaries." The class, according to Baker, "studied a VH1 Classic Video's Rockumentary to learn how to create this film genre." The students' five-week assignment had a dual mission: Promote local bands in the Grand Rapids area and learn the ins and outs of creating a documentary -- including the processes involved in editing video and presenting a finished product. Baker, who was the executive producer of the project and steered the students' efforts, wanted the students in his class to learn and enjoy the experience at the same time.

"First of all, we wanted to learn how to make documentaries. No matter what the subject, film makers of any age can use a reality TV-type of approach to a topic and create interesting stories," said Baker, who is program coordinator and an instructor in Ferris' Digital Animation and Game Design program. "Secondly, we wanted to give some exposure to local bands through a high-traffic Web site such as 97.9 WGRD Radio. Viewers could 'vote' on a band by clicking and viewing the documentaries.

"The band with the most votes wins a recording session for WGRD's upcoming 'Bootleg' CD album project whose profits go to charity. Third, we just wanted to see what would happen. The students put together very well-produced, under-10-minute projects that entertained and educated. By using social networking skills and YouTube ... the students learned how they could market a product."

Understanding the importance of keeping the creative juices flowing inside of his young students, Baker sought an assignment that could capitalize on youthful energy and fresh ideas, but also serve an educational and practical purpose.

"As the instructor for the course, I made it one of the assignments," Baker said. "I divided the class up into three-person teams and had the teams find musical groups of any genre to do a 'behind the music' film. My instruction included how to edit, light, interview and gather 'assets' for the video. The students, however, did most of the work. They were fantastic and threw themselves into it 150 percent."

Perhaps nearly as gratifying was the way in which the project was received, locally.

“One Rockumentary for the band ‘Absinyth’ garnered more than 35,000 hits on WGRD Radio’s Web site,” Baker said of the Grand Rapids-based alternative rock station. “I feel we accomplished our goal and went well beyond our expectations. We have done documentaries in our DAGD 180 Video Editing class before and thought this might be a real fun spin.”

After helping the students begin their projects, Baker was pleased he had the luxury of stepping back and watching as the students enthusiastically became engaged in the process.

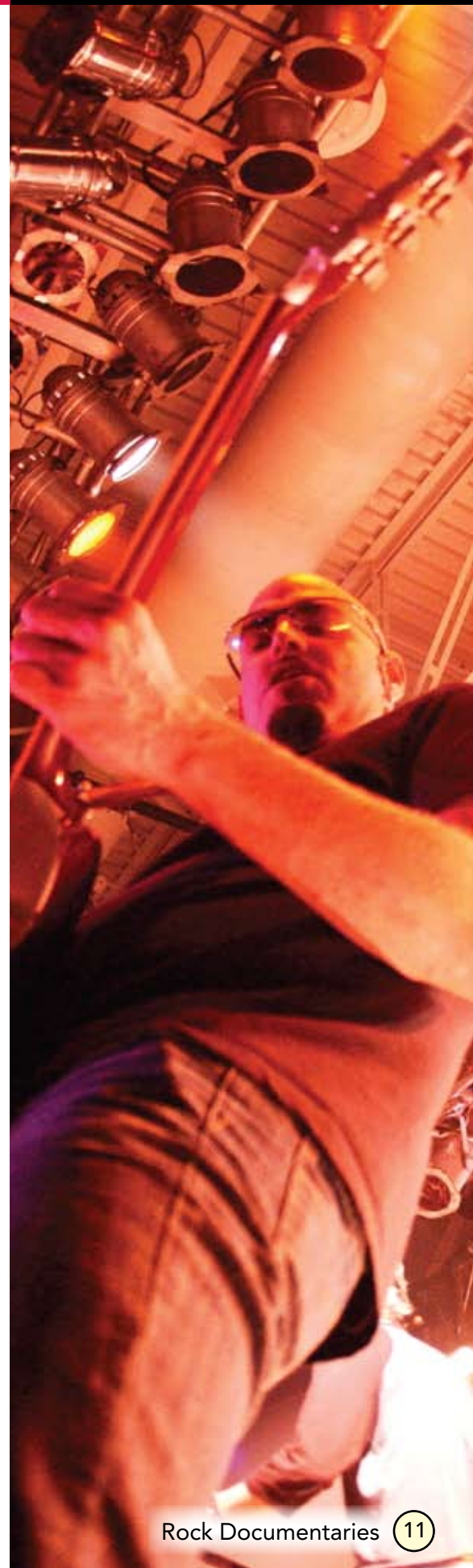
“It was remarkable to see how well the students took ownership with this project,” said Baker, who credited assistance from Jennifer Amlotte, the marketing director of FSU-GR as well as WGRD directors JT Tarrant and Gary Chenoweth, among others, for helping the project gain momentum. They all did remarkable work, and I am very proud of them.”

Digital Animation and Game Design

The Digital Animation and Game Design program is focused on educating students in the latest tools and technology used to create digital and interactive content to offer a multitude of futures for its graduates, from programming to simulation to game design. The required general education classes are targeted to future employees in digital technology as well as providing general knowledge and skills that will be useful in many aspects of life.

The foundation classes provide depth of knowledge applicable to any digital technology field with classes in design, business, 3-D animation and programming. The recommended electives allow students to further expand their knowledge in a particular area such as programming, music technology and CAD.

Before graduating, all students will also complete an internship to give them the real-world experience and people connections necessary to succeed in their chosen profession.



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Top Taggart Field has spent the summer months under construction. The \$1 million project includes replacement of the football field's synthetic turf system and is scheduled for completion by Aug. 1. The old turf was installed in 1998, with an expected lifespan of eight to 10 years.

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