

Points of Pride



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STUDENT SPOTLIGHT: Morgan Toms

ACADEMIC MAJOR: Business Administration with Legal Studies

DATE OF GRADUATION: May 2011

HOMETOWN: Frankfort, Mich.

CAMPUS ORGANIZATIONS: Student Government (president), Legal Studies Association, Political Engagement Project, Traffic Safety Taskforce, Debate and pre-law fraternity Phi Alpha Delta.

PROUDEST ACCOMPLISHMENTS: "My proudest accomplishments are my efforts to collaborate this year. I have tried to encourage other organizations, along with Student Government, to work with every department and organization possible. We have been very successful in Student Government with our collaborations, including working with You Beautiful Black Woman to sponsor the Women Investing in Leadership and Learning (W.I.L.L.) Conference."

AWARDS: Most Improved Debater (2009), Member of the Month for Student Government (2010), Representative of the Year for Student Government (2010).

FUTURE PLANS: "I want to continue to work with the paralegals and eventually apply to law school. I am currently looking at Michigan State's law school, but I am looking into North Carolina, as well."

ADVICE FOR INCOMING FRESHMEN: "The key thing is for students to get involved. We have more than 200 student organizations, so there is something for everyone. I urge new students to get involved in anything and everything. The students, faculty and staff you meet are some of the most supportive people you can find."

Ferris Officials Report Increase in Spring Enrollment

Ferris State University officials reported strong enrollment numbers for the 2011 spring semester.

Systemwide, enrollment increased 2.98 percent with 13,543 students enrolled this spring compared to 13,151 last spring, an increase of 392 students. On the Big Rapids campus, enrollment increased by 1.6 percent with 9,321 students enrolled compared to 9,172, an increase of 149 students.

"What these numbers reflect is that, systemwide, Ferris remains very strong as an institution," said Dan Burcham, vice president for Student Affairs. "That strength is not necessarily reflected in any one area. In looking at the numbers, it is evident that a number of areas at the university continue to show steady growth and strength."

Burcham's comments were echoed by Fritz Erickson, provost and vice president for Academic Affairs. Erickson believes Ferris' commitment to tailoring programs that fit the changing needs of students and the economy has made the university, and continues to make it, attractive to students and industry.

"We are delighted to see continued growth in so many of our career-oriented programs," said Erickson. "Our graduates get great jobs and have a direct economic impact on Michigan's economy."

Reflecting the university's overall growth, the College of Arts and Sciences experienced a 12-percent increase in enrollment during the past year. Reinhold Hill, interim CAS dean, credits the college's "strong emphasis on student success" for the positive enrollment growth.

"Our faculty and staff work hard to ensure that students not only gain the knowledge, skills and experiences they need for successful careers and continuing study, but also learn the sometimes complicated process of navigating through a degree program," he said.

Two Michigan Business Leaders Named to Ferris Board of Trustees

Grand Rapids-based real estate developer and former Ferris State University trustee Gary Granger, and Ferris alumnus and Meijer vice chairman Paul Boyer of Grand Rapids were recently appointed to the university's Board of Trustees by Gov. Rick Snyder.

They replaced outgoing board members R. Thomas Cook of Fife Lake and James K. Haveman Jr. of Grand Haven. Granger and Boyer were appointed to eight-year terms expiring in 2018.

Granger is president, founder and owner of the Granger Group, a national design-build and development group. He was first appointed to Ferris' Board of Trustees by former Michigan Gov. John Engler in 2001 and served until 2008.

Granger began his business career with his family's construction company before starting his own development company. His parents, Alton and Janice Granger of Lansing, are 2004 Ferris honorary doctorate recipients and benefactors of Ferris' Granger Center for Construction and Heating, Ventilation, Air Conditioning and Refrigeration.

"Having had the experience of working with the Ferris team, I am honored and privileged to be associated with a university that so well-equips its students for the working world. I look forward to collaborating with my board colleagues and others throughout the university to focus on Ferris' niche in the higher education landscape and to ensure that we are adding value to citizens' lives."

Granger earned a bachelor's degree in Architectural Engineering from the University of Colorado and is a 1992 graduate of the Harvard Business School's Owner/President program. His son, Jason, of Grandville, is a 2004 graduate of Ferris' College of Business and served as Student Government president. He is employed by the Granger Group and currently serves on the Ferris Alumni Association Board of Directors.



Granger



Boyer

In addition to his previous service as a trustee, Granger was a member of Ferris' 2006 Commission for the Future and has remained active in the university.

His community outreach includes service on the Van Andel Institute Board of Governors and the Lansing Christian School Board, among others.

Boyer, who earned a bachelor's degree in Marketing from Ferris in 1968 and a master's degree in Business Administration from Western Michigan University, began his professional career at Meijer 39 years ago, serving in multiple senior leadership positions, including co-CEO, before becoming vice chairman.

"I deeply respect the commitment demonstrated by Ferris' board, the administration, faculty, staff and students. I hope I can have a positive influence by applying some of the business practices I learned at Ferris and in my professional career, as we work together to move Ferris forward," Boyer said.

A 1992 Distinguished Alumni Award and 2005 Honorary Doctorate in Business and Industry recipient, Boyer has remained active in Ferris alumni and fundraising activities as a former member of the Ferris Alumni Association Board of Directors, co-chair of Ferris' Commission on the Future and as a member on the university's capital campaign feasibility study leadership team.

His wife, Cathy, also earned a degree from Ferris.

In addition to his corporate board work with Meijer and Topco Associates, Boyer serves on the boards for Goodwill Industries, J.E.M. Mentoring and The League, a non-profit education organization.

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Student Helps Establish Scholarship for Incoming Freshmen

Matt Valleau, president of the Phi Sigma Kappa Fraternity chapter at Ferris State University, has helped establish a new scholarship available to incoming freshmen.

Valleau, a senior from Traverse City studying Public Relations, said the idea came to him while attending a regional conference for Phi Sigma Kappa at Purdue University last year.

"I wanted to establish a scholarship because it is a great way to get our organization more involved with the university and work with them to help benefit future students," he explained.

The Phi Sigma Kappa Emerging Leadership Scholarship was established to recognize incoming first-year students who have demonstrated leadership, involvement and a strong academic record while in high school. The fraternity members hope that, by emphasizing these merits and the importance of being a well-rounded student, applicants will continue their tradition of involvement throughout their careers at Ferris.

"We have some outstanding freshmen leaders on campus who have the potential to emerge as the future voices of leadership at Ferris," Valleau said.

Valleau and other members of Phi Sigma Kappa worked with Carla Miller, associate vice president of Advancement at Ferris, to finalize criteria and the language of the application.

Applicants must be incoming freshmen with a high school grade point average of at least 3.5, have demonstrated financial need and submit a resume and 500-word essay on the importance of being a well-rounded student. More information about the scholarship, including the application deadline, its requirements or the application can be found on the Financial Aid website at <http://www.ferris.edu/admissions/financialaid/scholarships.html>.

The fraternity's long-term goal is to have the scholarship fund endowed so that permanent funds can be made available on a recurring basis.

To learn more about making a scholarship gift, call (231) 591-3825 or visit the Advancement website at <http://www.ferris.edu/htmls/administration/advance/>.

Ferris Board Chair Snead Earns Giants Award

Ronald E. Snead Sr. recalled that his father once received a Giants award for his achievements as an African American.

Twenty years later, elected chairman of Ferris State University's Board of Trustees on Nov. 5, Snead follows in the footsteps of his father as a proud recipient of a Giants award from the Bob and Aleicia Woodrick Diversity Learning Center at Grand Rapids Community College. Snead also was named a 2011 recipient of the William Glenn Trailblazer Award – two decades after his father received the Martha Reynolds Labor Award.

This year's 29th annual Giants banquet and awards ceremony were held Jan. 29 at DeVos Place in Grand Rapids.

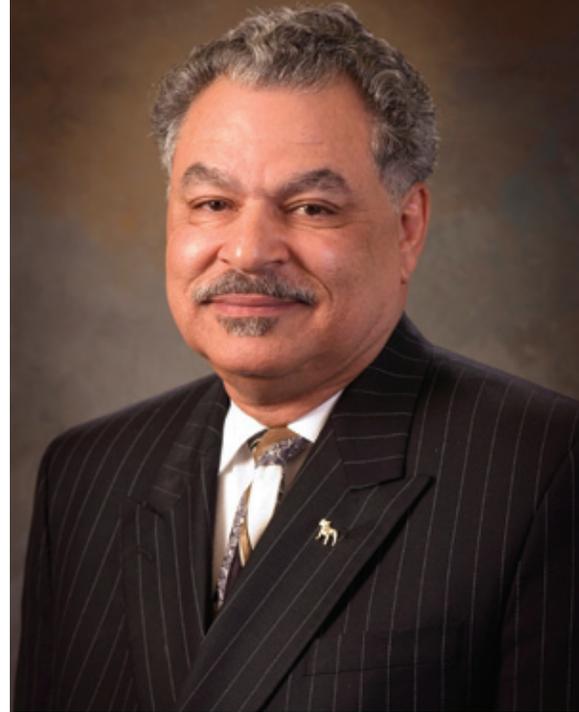
"I understand the premise behind the Giants awards, that a lot of African Americans have not been recognized for what they have done in the community, and I think it's a great idea to do this and have such recognition," said Snead, who was unable to attend the banquet due to a prior commitment but had his wife and sons accept the award on his behalf. "My goal one day is that we will have community awards and that there won't be awards based on gender or race."

The description of the Trailblazer Award is as follows: Mr. Glenn made his voice heard for the cause of civil liberties. In 1941, he was one of the first African-American employees in a Grand Rapids war-production factory. He played an active role in getting all Grand Rapids war-production plants open to hiring African-Americans, in planning the Campau Housing Project and in demanding the city take a stand against dilapidated housing. In 1972, he was honored by the ACLU for his lifelong actions to follow the basic intent of the Bill of Rights. Last year's recipient of the William Glenn Trailblazer Award was Lauri Parks.

Snead, of Greenville, was one of more than a dozen individuals recognized by the Woodrick Diversity Learning Center with Giants awards.

"Giants come in all sizes and all shapes and there are many in the community of Grand Rapids and all over who are making great contributions and doing things behind the scenes that help people," said Snead, the first African-American graduate of Ferris and second African American to chair the board. "We have to give back to this community. With the changing demographics in this country, diversity is more important than ever."

Snead was first appointed to Ferris' board in 2005 by former Michigan Gov. Jennifer Granholm and will complete an eight-year term as a trustee in 2012. From his days as an undergraduate until the present, he has worked with nine of the university's 18 presidents.





Ferris 9-13 Initiative Reaches Out to Underserved Youth

Prior to becoming an All-American and the NCAA Division II national player of the year, Ferris State University men's basketball senior standout Justin Keenan, like millions of other kids, had high hopes and big dreams.

That is the foundation that steadies what became known as the 9-13 Initiative.

Keenan, a 6-foot-7 native of Grand Rapids, was a man on a mission as he headed back to his hometown of Grand Rapids for the 131 Showdown on Jan. 29. On the one hand, Keenan was ready to lead the Bulldogs to a win over rival Grand Valley State University in Van Andel Arena before a large crowd that included family and friends. From a basketball standpoint, Keenan did his part as he scored 24 points and grabbed 12 rebounds to lead Ferris to a thrilling 79-72 overtime victory against the Lakers.

The day and evening were bigger than basketball, however.

Keenan's other mission was just as important, with the potential for an impact that extends well beyond his competitive basketball playing days. He and Bulldog teammate Jerrell Sanders share a bond that goes back to their youth — a bond that is a part of the foundation of the university's 9-13 Initiative. The 9-13 Initiative is an effort to engage elementary and middle school youth from Grand Rapids area schools, charter academies and youth groups from underserved regions to spark hope for a brighter future filled with opportunity.

Keenan and Sanders, once affiliated with the Seidman Center Boys and Girls Club, were eager participants in the 9-13 Initiative, motivated largely by opportunities to give back and inspire.

"It feels good to think that these kids would look up to us as role models," said Keenan, who went on to star at Ottawa Hills High School in Grand Rapids before he brought his skills to Big Rapids to play at Ferris. "We started off playing football and basketball like they did, and we've been able to make it to the collegiate level. So, one of the things Jerrell and I want to continue to show the kids is that they can make their dreams come true, too." Sanders, who suffered an injury early in the season and was out of the lineup for the duration of the 2010-11 campaign, echoed Keenan's statement. "This is a way to show them that anything is possible and to encourage them to keep their dreams ahead of them and do whatever needs to be done to make those dreams come true," said Sanders, who prepped at Creston High School in Grand Rapids.

The Ferris Foundation and the Ferris Alumni Association, both of which serve as auxiliary fundraising arms of the university, organized the effort to host the more than 700 youths, their families and instructors at the 131 Showdown through the 9-13 Initiative. As part of the initiative, the students each received a complimentary ticket to the game and

an "I'm a Bulldog" T-shirt, in addition to group photos with Ferris' Brutus the Bulldog mascot.

"All of us involved with the Ferris State University Alumni Association and The Ferris Foundation were thrilled with the success of the 9-13 Initiative at the 131 Showdown this past January. More than 700 city youth, their parents, coaches and counselors from the Grand Rapids Public Schools, Potter's House School, the Seidman Center Boys and Girls Club and a number of other city-based youth groups were a part of this outreach effort," said Jeremy Mishler, who serves as Ferris' director of Alumni Relations.

"The game and the event gave the kids a different perspective to know not just that these universities exist, but that there are also a lot of opportunities to play sports," said Gerardo Aguilar, youth advocate and employment specialist with the Supporting Our Leaders Program at the Hispanic Center of West Michigan. "With the exposure, they start to ask about sports and that eventually leads to them asking about other programs as far as academics."

The Ferris effort met with success as the university's outreach sparked enthusiasm and hope in hundreds of kids from Grand Rapids. The initiative included groups from Messiah Missionary Baptist Church Youth Group, Martin Luther King Leadership Academy, Potter's House, South West Community Campus, Riverside Middle School, Sherwood Park Middle School, City Middle School, Academy for Design and Construction, Seidman Center, and Westwood Middle School.

"We had a chance to speak to both the coaches and kids, and they could not stop talking about how much fun they had," said Mike Remo, Seidman Center Director." Jordan Smith, who is 12 years old, and Tyra Smith, who is 15, both Seidman Club members, were happy to see their cousin, Justin Keenan, play for Ferris.

"I was happy to see my cousin play at the Van Andel, I am very proud of him," said Jordan, who was one of hundreds of Seidman center's youth who were thrilled to cheer the Ferris State men's basketball team to an overtime victory.

"It was a great opportunity to take the kids outside of the school environment to enjoy a very interesting game," said Francisco Paraguez, a college advisor at Weswood Middle School of Grand Rapids, who brought a group of students to the game.

For Keenan and Sanders, being role models holds significant meaning. Like Ferris, Keenan hopes to continue to engage young people and serve as inspiration. "The message from us is letting them know that all they have to do is work hard and do the right things. If they do that they're going to be in great shape," said Keenan, who led the Bulldogs to the 2010-11 GLIAC North Division championship and a berth in the NCAA Division II Sweet 16 in the post-season tournament. "That was the message we were trying to send."

Mishler believes this is only the beginning of the outreach effort. "This successful activity is only the beginning, as officials from Ferris continue to actively collaborate with the leaders of these institutions and others in an ongoing effort to facilitate engagement with the underserved youth of Grand Rapids," he said. "Our goal is to continue to help immerse them in varying opportunities that could one day be part of their futures at Ferris State University."



Watson Takes Reigns as TIP Program Coordinator

Judy Watson works to find funding for students facing financial challenges who wish to attend college.

Watson started working for Ferris State University in August as an adjunct instructor for general education. After hearing about the state-assisted Tuition Incentive Program (TIP), she soon applied for the position and now serves as TIP Scholar coordinator.

"TIP is a program that allows students that have been on Medicaid between sixth and 12th grade to go to college for an associate or bachelor's degree up to four years," Watson said.

Prior to Ferris, Watson worked in sales and management services. Originally from Detroit, Watson and her husband moved to nearby Canadian Lakes in 2003.

Watson feels blessed to be the TIP Scholar coordinator saying, "Ferris is a really good university, and I have always liked the collegiate atmosphere. I now have a position to help a lot of people. I now have a position where I can work with students from beginning to graduation."

Watson interacts on a daily basis with students through e-mail, phone conversations or in person. Her main responsibility is the retention of TIP students.

"I try referring them to the best resources possible, but I am always an additional resource," she said.

Families are frequently contacted by Watson as she strives to help find the funding each student needs to make attending college possible. The biggest concern for Watson is making those students who are eligible for TIP assistance aware of the program.

Though Ferris may not be the only school to sponsor a TIP program, it is one of few public schools that have both Phase 1 and Phase 2 elements. Phase 1 entitles students to receive funding for up to 80 credits, and Phase 2 awards students \$500 per semester.

The TIP program is designed to help recipients become successful college students and guide them in taking full advantage of the scholarship. Ferris' TIP Scholar program seeks to support the recruitment, retention and graduation of students who receive the TIP scholarship.

Ferris State University's TIP Scholar program was created by University College in 2007.

Vonder Haar Submits Winning Entry in Contest to Name Sculpture

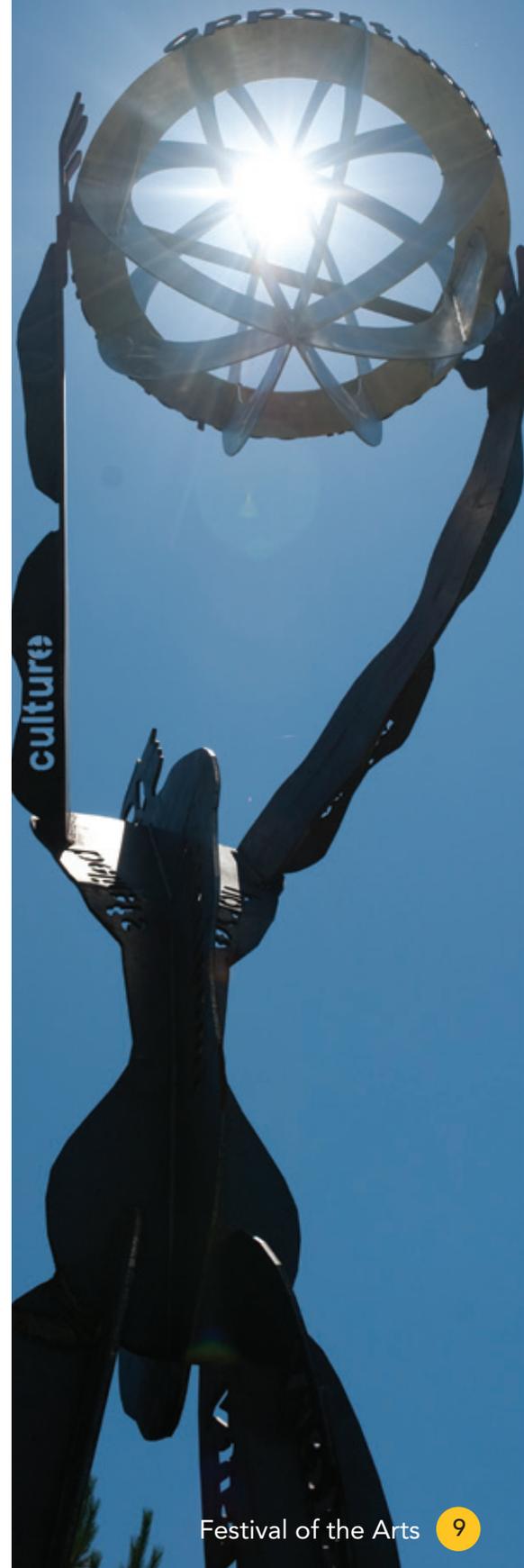
In January, the Festival of the Arts' Executive Board announced the winning entry in the competition to name the sculpture honoring Ferris State University's 125th anniversary.

Christine A. Vonder Haar, associate professor in Ferris' Department of Languages and Literature, submitted the winning entry, "To Strive, To Seek, To Find." In all, the board received 80 entries.

Vonder Haar said that an Alfred Lord Tennyson poem inspired her. "Tennyson is one of my favorite poets, and every time I drive by the sculpture, I think of the line from his poem 'Ulysses.'" Vonder Haar also is the coordinator of the university's English Education program.

The sculpture was designed by Ferris professor Robert Barnum and his art students; it was then fabricated by associate professor Dave Murray and his welding engineering students. Donated to the university as part of the 2010 Festival of the Arts, the work depicts three human figures holding spheres and is located on the south side of Perry Avenue near 215th Avenue.

Bruce Dilg, chairperson of the Festival of the Arts, said, "I'm sure this name will help this sculpture to become a vital part of the Big Rapids and Ferris communities."





Johnston Pleased to Serve as Chair of Michigan Dean's Council

Michelle Johnston, dean of Ferris State University's College of Education and Human Services, was elected chair of the Michigan Education Dean's Council for the 2010-11 academic year.

Johnston, who said that she first began to serve on the council in 2002, was selected as chair for the first time. The selection was made by Johnston's peers at public universities.

"I'm thrilled and quite honored with this appointment and opportunity," she said. "I am able to work with some very knowledgeable people, and I'm happy to be able to represent Ferris at the table and be given a statewide opportunity."

Johnston initially committed to serve one term but now hopes to serve an additional year as chair of the council.

As chair, Johnston will work to improve relationships among the state's teacher preparation institutions and the Michigan Department of Education. Through meetings and luncheons, Johnston hopes to open the lines of communication and improve education statewide.

"It is challenging to keep everyone informed. Ferris, as a smaller school, has a smaller teacher preparation program," she said. "To be small yet influential is important for the university."

Johnston believes that, through her time as council chair, she will have the ability to create a wide range of connections and influence policies.

Johnston's duties as chair include speaking on behalf of deans, communicating with the Michigan Department of Education, and working with teacher preparation institutions both statewide and internationally.

Ferris Showcases its Approach to New Student Orientation

Representing Ferris State University, Jason DaDay and Nick Campau visited St. Louis last November to present the university's unique orientation process, which involves heavy student participation in a one-day timeframe, to peers at the National Orientation Directors Association Conference.

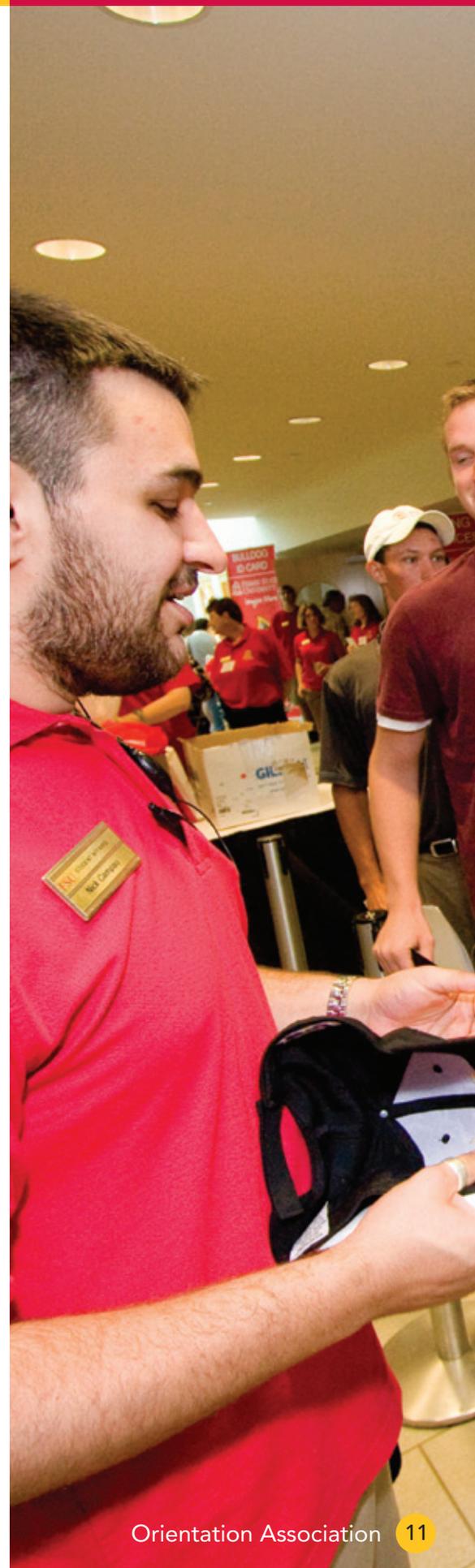
"For my first national presentation, I couldn't be happier. Jason and I invested a lot of time and energy into the presentation, and it really showed that day," said Campau, who emphasized that the Ferris orientation also is unique because its one-day session works to meet the needs of working families and students who do not have as much time to spend. "The audience seemed engaged and actively participated in the presentation."

Campau, the coordinator of Student Life, saw an opportunity to showcase the collaborative effort that has helped make summer orientation at Ferris a success over the years. He sought the help of DaDay, coordinator of Admissions Event Programming, to tell the story of what takes place during the summer as Ferris welcomes thousands of new students.

"The orientation conference really was neat, and we had a great turnout," DaDay said. "I felt that a lot of the people who attended it found it beneficial to improve their processes, and as an alumnus and an employee it's great to share the good work we're doing at Ferris with others."

More than 50 attended the event. Campau and DaDay were the only two attendees from Ferris. Other conference attendees were from colleges and universities around the United States and Canada.

As part of the presentation, Campau used a PowerPoint slideshow that showcased Ferris during the summer and during orientation. His goal of the presentation was to help audience members relate their campus orientation experience to what Ferris has found successful with its approach to new-student orientation.



Points of Pride

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Points of Pride is published quarterly by
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Prakken 108

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The Michigan College of Optometry at Ferris State University entered a new era when it opened a state-of-the-art facility on Jan. 10, 2011 in Big Rapids. The modern healthcare and educational facility is located at the corner of State Street and Ferris Drive, next to the College of Allied Health Sciences. The new facility creates an educational synergy within the health sciences, including a complex of buildings for MCO, the College of Pharmacy and Allied Health Sciences. To learn more about the new facility or MCO, visit www.ferris.edu/MCO.