Susan Jones – Advertising/Integrated Marketing Communication
The ECOM 375 class received $1,000 for their Google Free Ad words participation. Students are working with a client. The AIMC program worked with the College of Business Diversity Committee to bring speaker Michelle Phenix to campus March 1. She is an Advertising graduate who is now an E-commerce executive for Mullen Advertising.

Maureen Heaphy – MBA
MBA students participated in a case study competition sponsored by the Association for Corporate Growth. This was the first year FSU students competed. The students did well, received interview offers, and had their resumes placed in a book for west Michigan businesses.

Lori Armstrong and Daniel Cronk – Music Industry Management
Music Industry Management continues to have strong enrollment with more than 200 students and 95 admits for Fall 2011 already. 56 internships have been scheduled so far for Summer 2011. The student internships are in businesses all over the nation to include LA, Austin Texas, Atlanta Ga, Nashville, TN, Tampa FL, Chicago, IL, North and South Carolinas, New York City, and in Michigan – Detroit, Grand Rapids, Lansing, Traverse City, and even Battle Creek and Adrian.

The Music Industry Management Student Organization orchestrated a collaboration with other groups such as Advertising/Integrated Marketing Communication, Public Relations, Television Production, Bulldog Radio, and Student Leadership to provide the “Turn Up The Good” electronic concert. They had the opportunity to connect with the On Stage Service company in Grand Rapids who handles VanAndel’s and many Casino’s music coordination. The owner, Frank Werner was impressed with our students. 1,548 people attended the concert and the students working expressed that putting on the concert was a very rewarding experience.

David Steenstra, Management Department Head
Enrollment in Management Department programs has grown to 757 students. The Department’s plan offered to students for achieving the Business Administration Degree within three years for Honors students will have a graduate this May. She earned a 4.0 and plans to attend Harvard or University of Michigan next Fall. Management Programs have been collaborating with St. Clair County Community College, in Port Huron Michigan also simply called SC-4; Lambton College in Sarnia Canada. It is a joint program similar to our typical 3 + 1, except this is a 2 + 1 + 1 in Hospitality and Tourism, coupled with our Business Administration degree. Collaboration is also occurring with the College of Engineering Technology with Concrete Management, NAFA certification, and wind energy, and with the College of Pharmacy with joint MBA.

Shannon Yost, Secretary III, Management and AFIS Graduate Programs
Shannon Yost observed that there was an increase in inquiries and admissions of MBA and MS-ISM students from Health Care backgrounds. Data from the United States Bureau of Labor Statistics projects that 26% of all new jobs through 2018 will be in the Health Care industry. In response to this, the CBGP Team asked faculty and Administration from Health Care Systems Administration at Allied Health to develop a 12-credit graduate level certificate to compliment our graduate programs. Collaborative efforts between both colleges have produced a PCAF for an Advanced Study Certificate Healthcare Management.
Recognizing another prominent and growing program at Ferris, the CBGP Team also approached faculty of the Plastics and Polymer Engineering Technology program about developing a 12-credit graduate certificate which would serve students wishing to pursue management careers in the Plastics Industry. As a result of collaborative efforts between COB and COT a PCAF has been approved and a proposal for an Advanced Study Certificate in Plastics and Polymer Engineering Technology is in approval stages. Both of these four course certificates can be completed through the respective colleges, or can be completed as their concentration in the MBA or MS-ISM program.

Dr. Eisler: The ability to create specialized concentrations on a Core MBA degree versus having to create a separate graduate degree is valuable and a good approach.

Shirish Grover, Management Faculty
The number of internships increased 100% from Fall 09 compared to Fall 2010. Students are motivated to do internships. Reading the weekly reports and the employer assessments reveals that our students consistently receive positive evaluations. Employers indicate they would hire our students. Our programs are preparing our students in both theory and application. Some internships are paid and some are just for credit. Internships are of value to students to document they have some employment success.

Barb Renne, Internship Coordinator
From last spring to this spring semester, the number of College of Business internships have tripled. Dr. Erickson: There is a direct correlation with internships and job placement.

Jim Woolen, Department Head, Accountancy, Finance, and Information Systems
The Information Security Intelligence Program (ISI) has been certified by the NSA as meeting all six criteria. Our program is sixth in the nation to map to all six. ISI courses are also being taken to Newaygo and Kent County for high school students. It is offered at four Ferris off campus sites. The RSO students associated with ISI have competed at Challenge for Forensics, and faculty have been publishing. Faculty have also developed a Project Management degree and a Project Management certificate.

Laura Dix – Marketing Faculty
This academic year, the marketing department integrated four new faculty; two tenure track and two full time temps/adjunct. New faculty Clay Dedeaux received two awards. Advertising students named him as “most influential professor”. The new Sport Marketing Concentration on the Marketing degree has provided interns for the University Athletics Department. The interns actively supported the Bulldog Winter Showdown where 576 people attended.

The AMA Student Organization students attended the 33rd AMA Intercollegiate Conference Awards and received the following awards:

1. AMA International Bronze Chapter (Top 20)
2. 1st Place Exhibit Booth-Educational Value
3. 4th Place Saber Business Simulation
4. Honorable Mention – Nintendo Case Competition
5. Honorable Mention – Marketing Week
6. AMA Saves Lives
   a. 1st place Donor Registrations (847 campus program—State of Michigan Gift of Life Challenge/722 through AMA)
   b. 3rd Place Social Media Posts
Matthew Pinter – Sport, Entertainment and Hospitality Programs Department Head and Coordinator for Professional Golf Management.
The PGM program enrollment remains good and the program had 100% placement of its December graduates. There are 100 internship placements in 17 different states with a May start date. The students and program host a variety of events including lessons at Lunch (golf lessons), a Golf tournament/fund-raiser for Michigan Amputees, Golf Association successful Alumni events in Orlando and one on campus last Fall.

The SEHM Department has 286 internships scheduled. This year the RSOs and the Hospitality Gala fundraising amounted to $87,800. The money goes to students for scholarships, travel, and supplies to support programs.

Michael Hebron is coming to Ferris April 25, 26, 27 to conduct a teaching seminar for students and other Golf Professionals in Michigan. He is a Master Professional from New York who has authored numerous books and is regarded as one of the finest golf instructors in the world.

Julie Doyle—Hospitality Programs Coordinator
The 20th Anniversary of the Hospitality Gala was a great success with record attendance of 357 guests and 48 alumni. $73,000 in revenue with a net profit of more than $30,000 was raised to create a scholarship endowment for future hospitality students. Doug DeVoss, President of Amway Corporation was the guest speaker. Grand Rapids Mayor George Heartwell attended and many areas and businesses were represented: Amway Corporation, Granger, our Board of Trustees, Wolverine World Wide, Amerikam, Whirlpool Dunrovin, Michigan Restaurant Association, and GFS & Michaels & Associates. The Gala was hosted by the JW Marriott Grand Rapids, George Aquino, General Manager and his management team. This year the the exquisite five course dinner was prepared by their chefs. The gala guest chefs that have worked side by side with our students for the past 19 years were invited as our guests and were given recognition at the event. The FSU Hospitality student management team were responsible this year for securing sponsorships, facility and events management, coordinating production, registration, programs, social media, alumni relations, recognition, silent auction, and much more.

There are five RSOs within hospitality programs. One of them is NACE, National Association of Catering Executives. FSU Hospitality has the only student chapter in the State of Michigan. This FSU NACE student chapter will be competing at the Greater Detroit NACE "Table Top Wow Competition" in April, 2011 in Pontiac, MI. This year’s theme: My Favorite Holiday. This NACE organization has over 500 members, and there will be 45 table entries at this year’s design competition. Entries will be judged on: Design, Theme, and Overall presentation.

The Michigan Restaurant Associations Board of Directors is comprised of 31 Directors. There are 24 seats representing food service establishments, 6 seats representing suppliers, and 1 seat representing educators. Currently the educator’s seat is held by Julie Doyle from FSU Hospitality. This summer the Hospitality programs will have over 80 students completing their required internship. 99.9% of Hospitality Internships are paid, and these students are placed across the U.S. and Internationally.
Derek Ameel – Professional Tennis Management Director

PTM students are extremely active at Ferris and in the Community and in continuing education.

- 4 PTM students and 2 staff members completed the first ever Jr. Tennis certification Course with the Professional Tennis Registry new career tennis pathway.
- RSOs club tennis team is going to their 3rd straight National Tennis on Campus tournament in Cary, NC., receiving the $350 USTA sportsmanship award for your regional competition in Madison, Wisconsin

Received tremendous support from the tennis industry.

- We have had 4 on campus tennis workshops with five top Industry presenters in this academic year.
- The 25th annual PTM banquet On April 15 -16, will bring seven additional top presenters including USTA director of Recreational Tennis and Todd Martin past #4 player in the world, U.S. open finalist, and Australian open finalist will be are keynote speaker.
- PTM Internships are a min. of 400 hours; all of internship are paid with some students receiving as much as a $10,000 salary.
- All graduates have either accepted a job offer or are in their final decision process. The program continues to have 100% placement of its graduates.
- The program provides an awesome after school program for local children.
- Professional Tennis Management is a specialized program with the advantage of also having the Business Core in the degree. Students benefit from this business emphasis as it allows them to branch out and be successful in areas other than Tennis.

Clyde Hardman – Computer Information Systems and Computer Information Technology Coordinator

Several students went to Orlando to participate in IT competitions and were able to take several industry examinations for free.

Patrick Bishop – Public Relations Faculty and Program Champion

The Public Relations Program became certified by the PRSSA this year. It is the only program in Michigan to be certified and one of 27 in the nation. We’ve developed a FSU Champions scholarship with $7,500 raised so far, brought in speakers, and the RSO is now structured as a student-run PR firm. Our coursework focuses on real world work, for example, in PREL 341 we are organizing the Red Cross annual meeting. Students internships are doing well, in fact, we have sophomores in NYC this summer doing internships for some well known firms. Students attended the international PRSSA conference in Washington DC. Program initiatives include participating in the October recruiting event called Day of Discovery, plus we’ve created a program blog, newsletter, posters, identity guide, and welcome packet.

Jeff Ek – Graphic Design Program Coordinator

Graphic Design students do not have formal internships but many are participating in them beyond the program requirements. Seniors work with clients through the Design Project Center. Students are working with The Student Advancement Foundation of Grand Rapids to design print and environmental materials for the Mindshare fund raising event held at DeVos Hall in Grand Rapids. Senior design students coordinated and art directed a photo shoot with David Kelly in several schools around the Grand Rapids area. On campus clients include the Social Norming project which has an interactive portion on the web. Graphic Design student John Vestavich won the prestigious Charles Schultz award of $10,000.
**Thomas Mehl – Advertising Faculty and Program Champion**
AIMC students have submitted their advertising planning book to the National Student Advertising Competition hosted by the American Advertising Federation in Detroit to compete with 24 other schools. The Ad Group found the collaboration on the Turn Up the Good concert rewarding. There is quite a bit of collaboration among Marketing Department Programs and at the support from the Department Chair, Mike Cooper, and the Dean, David Nicol, is appreciated.

**Mike Cooper – Department Chair for Marketing**
Tom Mehl received the faculty award from the Professional Golf Management Student RSO.

**Shannon Yost -- Shannon Yost, Secretary III, representing COB Staff**
College of Business staff worked very hard to reorganize and brainstorm ways to fill in the holes created by the loss of Staff positions. Staff also provide service by Coordinating FSU’s Relay For Life, collecting dollars for charity through the Jeans for a Cause, MIM adopted two families in the Wise Shelter, and the BUS 200 staff also adopted a family in the Wise Shelter.

**Van Edgerton – Associate Dean**
The College of Business lost 1 employee who supported Off Campus Programs which is growing and 1 department secretary via the early retirement process and budget reductions. Covering those tasks so that academics and student services were not harmed was accomplished by remaining dedicated staff taking on additional tasks.

**Elies Kouider -- Statistics faculty**
The Applied Statistics Team has coordinated monthly colloquiums to provide development opportunities for all faculty. They also provided a series of ten workshops teaching data mining. The faculty also coordinate the Research Consulting Center which serves faculty working on their doctorates and university projects such as reviewing the NSSE data for Academic Affairs. They also take on outside clients.