

# President's Memorandum to Faculty and Staff

Office of the President  
December 7, 2009

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## **Ferris Generosity**

Congratulations to everyone involved in the Ferris United Way campaign. Our University exceeded its goal of \$60,000, with about \$62,000 currently collected. This campaign succeeded through the generosity of your contributions, the countless hours invested by more than 50 volunteers, and the leadership of Dan Burcham and Linda Telfer. Significantly, the student campaign netted close to \$3,000. In a time when students already face difficult choices, this giving is impressive. This year it would have been all too easy for you to cut back on giving. Meeting and exceeding this goal during these times says a lot about the commitment of the Ferris community to the betterment not only of our University, but the wider community in which we live and work. Thank you for making a wonderful difference for those in need through our community.

I also want to congratulate everyone involved in a recent e-mail appeal, which is part of our University annual fund drive. The e-mail contained a video that was the product of some of our extraordinarily creative staff members in University Advancement and Marketing. Michelle Herron provided creative concepts and messaging; Christa Walker worked on direct mail design, layout, and implementation; Mary Kay MacIver coordinated e-mail and Web delivery; Pam Harvey helped with data segmentation and analysis; and Richard Piippo developed the video using still images composed by photographer Bill Bitzinger. To view the truly dynamic final product, visit [www.ferris.edu/htmls/alumni/appeal09/appealreg09.htm](http://www.ferris.edu/htmls/alumni/appeal09/appealreg09.htm) . And, of course, thanks to everyone who contributed to the annual fund!

## **Commencement Stories**

Our December commencement activities will soon be here. At each Commencement ceremony I enjoy sharing some of the stories of our graduating seniors. These might be students who have overcome major obstacles to earning their degrees, have given of their time and energy for good causes despite the demands of their studies, or who have excelled beyond all expectations. If you know of someone graduating this month who you believe deserves special recognition, please call our office or e-mail me at [eislerd@ferris.edu](mailto:eislerd@ferris.edu) . Based on your information I then contact the students, visit with them, and hear their stories firsthand. To hear what they have accomplished, what they have overcome, and what they have planned for future continually underscores for me the extraordinary students we have at Ferris State University.

## **Holiday Reception**

The University will hold its annual holiday reception for the University community on Thursday, December 10, from 3-5 p.m. in the Rankin Student Center Dome Room. I hope you can make time in your busy schedule to share some holiday cheer with your co-workers. Our holiday reception is an opportunity to celebrate not only the season, but the successes of the past year. I look forward to visiting with you there.

### **Pancakes with the President**

As exam week gets underway, we will be holding a “Pancakes with the President” event on Monday, December 14, from 11 p.m. to 1 a.m. in Westview Dining. This is an opportunity for our students to take a break from studying to socialize and have a chance to meet informally with members of our University community. I very much enjoy this experience and want to invite you to join me if you would like to do so. Please contact Elaine Kamptner at ext. 2500 if you would like to help out in this effort for our students.

### **Good News**

Recently the Ferris State University and Northwestern Michigan College partnership for the Great Lakes Maritime Academy earned the 2009 Outstanding Transfer Program award from the Michigan Association of Collegiate Registrars and Admissions Officers in recognition of its success in promoting seamless transfer from one institution to another. The Maritime Academy Partnership, which enables cadets to earn a bachelor’s degree in business administration from Ferris and maritime credentials from the Academy, is an excellent example of the partnerships we build with community colleges. More current good news items, as well as an archives of previous lists, is available at [www.ferris.edu/htmls/administration/president/GoodNews.htm](http://www.ferris.edu/htmls/administration/president/GoodNews.htm) .

The generosity you show as a University community and the many ways you work to help others are wonderful manifestations of this special season. As we close in on the end of the semester I want to wish you and your family the very best for this holiday season. I am hopeful the holiday break provides you time for rest, relaxation, and special time with loved ones.

Sincerely,

David L. Eisler  
President