

President's Report to the NMU Board of Trustees
Dr. Fritz Erickson
Friday, May 4, 2018

IMPROVED MARKET SHARE – In recently released data reports, Northern improved its market share in Marquette County by 5.2% in first-time full-time students, putting us at 75.6% of the market – an impressive increase. We are up 4.2% in that category for the Upper Peninsula. Both are the highest our rate has been since 2014 and is much closer to our historical average than the dip of recent years. Our increase to 2% of the Lower Peninsula market is the highest rate of the past 10 years. You've heard me say it before, but I think we have the best student recruitment marketing in the State of Michigan.

NEW TRUCKS –Northern received two reconditioned semi-trucks and trailers, valued at \$100,000, from Grand Rapids-based Meijer Inc., for use in our new Commercial Driver's License (CDL) Truck Driving Program. The demand in the Upper Peninsula and Midwest for employees who have a commercial driver's license is very high. Northern will be offering four sessions, three this summer, through our Continuing Education and Workforce Development Office. The [five-week course](#) is non-credit and I've been told the sessions are quickly filling up. Brad Canale, CEO of the NMU Foundation, did a lot of work to help develop the relationship that brought about this very important gift. Meijer's new store in Marquette opens May 24.

RESEARCH LAB – Northern held a sneak peek open house of its new NMU Kinesiology and Exercise Oncology Research Laboratory, located on Washington Street, on Monday (April 30). The lab will include research on the impact of exercise on cancer patients and survivors, Multiple Sclerosis, concussions, outdoor recreational therapy, athletic training and future collaborations with Advanced Orthopedics and UP Rehab related to Nordic and Alpine skiing. We are very excited about the opportunities this facility provides our students and faculty. There will be a public grand opening of the full facility later this spring.

ASNMU ELECTION –You just met new ASNMU president Cody Mayer (comayer@nmu.edu), an economics and public administration major, and we're pleased to welcome back Connor Loftus as vice president. This year's 912 votes was the highest ASNMU vote total in the past four years. Other results from the election included a \$0.50 per student per semester increase for the *The North Wind* and a 678 to 219 informational poll in favor of a \$5 green fund fee per student per semester to support student sustainability efforts. Several of the students who addressed the board today mentioned the green fee and it is something the administration will discuss with ASNMU.

SUSTAINABILITY: The President's Sustainability Advisory Council, which was in its second year of existence, has done a great job of working on several of the four dozen recommendations it identifying in its first year. A progress report was included in your board materials. One example of the group's work this year was the "Turn Down the Lights" campaign during Sustainability Week, which saved 5,600 kilowatt hours valued at \$700 for the week. That figure would equate to \$36,000 if done over the year.

NATIONAL RANKING – Northern was ranked ninth for our furniture design programs, according to The Art Career Project, a national online resource for art students and professionals. Most of the top 10 schools on this year's "Best Furniture Design Schools in the U.S. 2018" list are art and design institutions, not comprehensive universities. Northern was

also named the fourth friendliest campus for veterans in the small university category by GI Jobs/Victory Media. We continue to broaden our services to current students who served and their dependents, as well as find new ways to market Northern to those currently serving but nearing military separation.

FEEDING STUDENTS: Northern opened its new student food pantry this semester. The pantry has been really well received by the students and well supported by faculty, staff and the community. It has had nearly 200 visitors since opening serving about 80 individuals. The pantry will remain open during the summer but with limited hours. Food donations can be dropped off at the Dean of Students Office.

AWARDS: Congratulations to Northern’s literary magazine, *Passages North*, on receiving four national honors recently: selected pieces for 2017 Best of the Net Anthology; The Pushcart Prize – Small Press category and for The Best American Short Stories 2018, and a finalist for 2018 Best Small Fictions. ... We also congratulate *The North Wind*, Northern’s independent student newspaper, on being selected first place for four-year weekly newspapers at the Associated Collegiate Press Best of the Midwest Conference. ... NMU finished second in the Gift of Life organ donor university competition in both the number of signups and percentage of signups as a percentage of the student body. Fourteen schools engaged in the competition. ... Northern’s Beaumier U.P. Heritage Center received the Peter White Award from the Marquette Regional History Center. The award honors foundations, companies, organizations and institutions for exceptional effort in enhancement, restoration, conservation or interpretation of the area’s history.

SENSORY SENSITIVE THEATER – Northern’s “theater for all” showing of the musical *Tarzan* at the Forest Roberts Theatre was a huge success. The modified performance was geared toward children and adults who are on the autism spectrum or have sensory issues. It was such a pleasure to hear about families who have never been to a play or a movie due to having a member on the spectrum or with sensory-sensitivity issues attending and simply being able to enjoy the show without worrying if their child was disturbing anyone. The Theatre Department partnered with the Theatre Development Fund (TDF) in New York City to produce the modified play with TDF providing resources and guidance throughout the process. TDF was so impressed with how quickly Northern pulled the campus together to participate in the sensory-friendly production that is considering using NMU as a training site.

LOVELL ENDOWMENT: We are so excited to announce a \$1 million commitment from the Lovell family to establish the Mark R. and Eileen Lovell Professorship with a focus on education, research and patient care related to concussions. Mark, a 1977 psychology graduate of NMU, is internationally recognized for developing the imPACT test, the first and most scientifically validated computerized concussion evaluation system. According to Mark, this gift represents the culmination of a 45-year relationship with NMU that began when he enrolled as a freshman in 1973. Mark and Eileen previously established the Roberta and Robert Lovell Athletic Scholarship in memory of Mark’s parents. We are so pleased that Mark and Eileen believe in the research capabilities of the Northern faculty and students to tackle this very important topic.

NORTHERN PEOPLE – Education students Jennie Baker and Amy Burley were NMU’s selections for the Governor’s Education and Talent Summit as part of the “Teachers of Promise” program, chosen by the faculty as Northern’s top two pre-service teachers. Gov. Rick Snyder named Vice President Gavin Leach as one of 13 appointments to the Michigan Consortium of Advanced Networks, which he was asked to co-chair. A few weeks ago, we welcomed Dave Nyberg, former director of the Northern Michigan Governor’s Office, to the Northern staff as our new Director of Corporate Relations. Dave’s role includes strengthening existing and developing new relationships with business, industry, non-profit organizations and foundations. He will also play a role in encouraging businesses and organizations to develop internships for Northern students.

WILDCATS ROAR: This past weekend (April 27-28), the NMU-OTS Greco Roman wrestlers earned three medals and seven additional top seven finishes at the U.S. Senior Open in Las

Vegas. The top seven finishers of each weight class qualified for the Senior World Team Trials that will take place in June. Dalton Roberts took gold at 60 kilograms and was named the Outstanding Wrestler of the tournament. Sam Jones earned a silver medal at 63kg while Randon Miranda captured the bronze at 55kg. Two weeks ago, Taylor Turner won three gold medals and broke two American university records as the Olympic Training site weightlifters competed at the University National Championships. She was named the event's Female Best Overall Lifter. The OTS men finished second at the Championships. ... The Wildcat women's golf team captured second at the Great Lakes Intercollegiate Athletic Conference Championships, just six strokes back of winner Grand Valley State, and qualified for an NCAA Super Regional for a second year in a row. The squad is in its third year of competition. The men's golf team finished seventh at the GLIAC meet. ... Northern has several track and field team members who have provisional qualified for the NCAA Division II Championships that take place May 24-26 in Charlotte, N.C. ... Sophomore defenseman Phillip Beaulieu of the NMU hockey team was named a Second Team All-American by the American Hockey Coaches Association, leading the nation in points (42) and assists (31) by a defenseman. On a sad note, former Wildcat Darcy Haugan was the head coach of the Humboldt Junior Hockey Team and died in the team's horrific bus accident that took 15 lives. We offer our condolences to Darcy's family, friends and teammates.