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Fine Art Gallery

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## Contact Information

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University Center Building, room 205  
Big Rapids, MI 49307

Phone: 231.591.2536

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Ferris Webpage: <http://www.ferris.edu/gallery/>

Gallery Director: Carrie Weis Stermer  
CarrieStermer@ferris.edu

Assistant Director: Diane Cleland  
DianeCleland@ferris.edu

## About the Account Executive

Natalie Bycraft,

- Public Relations student, Ferris State University



Natalie Bycraft will graduate from Ferris State in August 2016 with a Bachelor of Science, majoring in Public Relations and minoring in International Business. As an active member of Ferris State's chapter of the Public Relations Student Society of America (PRSSA) for four years, Bycraft has gained experience in client relations, event planning, and social media management. On a global level, PRSSA holds more than 11,000 members and more than 300 international chapters. Each chapter prepares students to succeed upon entering a public relations, business, or communications industry. Bycraft has completed three internships over the course of her college career, one of which required her to relocate to Arizona for a summer.

The public relations program at Ferris State is the only one in the nation to offer public relations as a business degree, and it's the only public relations program in Michigan certified by the national Public Relations Society of America (PRSA). Upon graduation, students have a competitive edge in the employment market due to their skills in public relations and their backgrounds in business.

### Contact Information

Phone: 248.534.7226

Email: [NatalieBycraft@gmail.com](mailto:NatalieBycraft@gmail.com)

LinkedIn: <https://www.linkedin.com/in/nataliebycraft>

## About the Agency President

Tom Hanley

- APR PR Strategist and Consultant
- HanleyStory, LLC
- Adjunct Faculty, Ferris State University, Public Relations



Tom Hanley, APR, teaches the senior capstone course “Public Relations Campaigns” as a member of the adjunct faculty in public relations at Ferris.

Hanley owns the public relations and writing consultancy, HanleyStory, LLC. He has more than 35 years of public relations experience in hospitals and health care, and a background in journalism and agency public relations. He is an Accredited Public Relations practitioner by PRSA, and served three years as the APR co-chair and instructor for the Connecticut PRSA chapter. Hanley was recruited in a national search to Grand Rapids by Spectrum Health as the Director of Marketing Communications for Helen DeVos Children’s Hospital in 2007, and later served as the first director of Corporate Social Responsibility.

Hanley directed public relations for the opening of two children’s hospitals, Connecticut Children’s Medical Center in Hartford, and Helen DeVos Children’s Hospital in Grand Rapids. He has won two national awards, as “Spokesperson of the Year” for Crisis Communications from PR News and the IMPACT award from the National Association of Children’s Hospitals for the Helen DeVos Children’s Hospital campaign. He is the recipient of the “Evans Houghton Award for Lifetime Achievement” from the New England Society of Health Care Communications.

Education: Bachelor of Science, Government  
Suffolk University, Boston, Massachusetts

LinkedIn: <https://www.linkedin.com/in/tomhanley>

HanleyStory website: <http://www.hanleystory.com/home.html>

## Course Description

PREL 455: Public Relations Campaigns  
Ferris State University College of Business, Spring 2016

PREL 455 is the capstone course for students in the public relations curriculum. It is structured as an operating public relations agency. Students function in the role of account executives. Students must find their own client to conduct a public relations campaign that follows a simple four-step plan: Research, Action, Communications, and Evaluation.

Learning Outcomes (students successfully completing this course will be able to):

1. Manage a significant issue, capitalize on a key opportunity or solve a major problem by applying the skills taught in prior public relations courses.
2. Plan a campaign for a client from an actual organization, business, or non-profit.
3. Develop and conduct research to supplement the plan.
4. Demonstrate exceptional presentation skills in formal business meetings.
5. Participate as an active, contributing member of an agency team.
6. Produce high-quality work samples for student portfolios.
7. Transition well into a public relations career because of this agency simulation.
8. Demonstrate accountability and ethical standards expected in PR and business.

PREL 455 is structured as closely as possible to a real-world public relations agency, where students perform the functions of account executives, and where Adjunct Professor Tom Hanley, APR, acts as agency president. Account executives are expected to act appropriately in regards to professionalism, attitude, excellence, and participation.

For final presentation, account executives have 30 minutes to present a four-step plan to their client in front of the class. Account executives must supply two complete, full-color, professionally-bound and tabbed, hard-copy plans; one for the client and one for the agency president. In addition, they must submit one PDF copy to the agency president. The campaign should follow the four-step plan outline and include findings from at least one primary research methodology and five leave-behind tactics. Account executives are fully responsible for getting their clients to the final presentation.

The agency president will evaluate each account executive's final client campaign in two primary areas; quality of the presentation and quality of the four-step plan. Grading of the presentation will include professionalism, poise, flow, hosting of client, room management, and technical proficiency. Presentation attire is business professional. Grading of the four-step plan will be based on the quality of the content in each section, including research findings and leave-behinds. Time sheets are due weekly beginning January 22, and every following week of classes. Account executives will be required to submit a cumulative time sheet documenting the amount of time spent on any aspect of their client campaign.

# Research

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## Introduction Statement

The Ferris State University Fine Art Gallery, located in the new University Center on campus, presents exhibitions, publications, lectures, workshops, demonstrations, and other educational programs to the university. The gallery management seeks to attract more students to the events and exhibitions at the gallery and intends to bring relevant work to the students. With a public relations plan, we can generate more interest among the students in the gallery's exhibits, such as Ethan Ross' *No Stone Unturned: Hybrid Landscapes and Eco-Systems* exhibit from April 4 to 30, and the coinciding Artist Talk on April 7 from 6 to 7 p.m.



## **Situation Analysis**

Along with the recent construction on Ferris State's campus that turned the Rankin Center into the new University Center, the attendance at the Fine Art Gallery has increased. Though the gallery is slightly smaller than that of its previous room, the space is more open and is located in an area of higher foot traffic.

Art-loving Ferris students and Big Rapids community members gather at the gallery to see exhibits and attend events. The Fine Art Gallery hosts a variety of exhibitions, publications, lectures, workshops, demonstrations, and other educational programs throughout the year. Exhibits are selected based on how relevant the work is to students—that is, its correlation to academic programs and its educational potential.

The diversity among Ferris State University students is mirrored in that of the artwork displayed in the gallery. The medium, concept, artistic style, educational opportunity, theme, and/or culture varies immensely from exhibit to exhibit.

## Mission and Vision

### Fine Art Gallery Mission

*The mission of the Fine Art Gallery at Ferris State University is to educate, enrich, and engage faculty, staff, students, and our community through art exhibitions of the highest quality. The gallery strives to stimulate appreciation for and advance the knowledge of works of art at the highest possible museum and scholarly standards.*

The Fine Art Gallery presents exhibitions, publications, and related activities, such as lectures, workshops, demonstrations, and other educational programs. These programs represent a wide range of media, themes, and cultures. Criteria for selecting exhibitions include artistic excellence, diversity of aesthetic traditions, attention to the diverse student body at Ferris State University, correlation to academic programs, and the educational potential of exhibitions.

The Gallery fulfills this mission by exhibiting originally conceived art exhibits on a rotating basis throughout the academic year and by exhibiting the University Collections in public spaces throughout campus.

### Statement of Curatorial Philosophy

Carrie Weis Stermer, Gallery Director

*It is my goal to establish an environment of learning, enrichment and inspiration through exhibitions that create relationships between art and ideas while providing our audience with something new and unexpected. I am primarily concerned with curating exhibitions for the Gallery of the highest aesthetic quality, based upon diversity of medium, concept, artistic style and educational opportunities.*

## SWOT

### Strengths

- The Fine Art Gallery is the only gallery on campus.
- It is a place for “art-lovers.”
- It is now in a new, better location in the university.
- The gallery shows a wide variety of exhibits shown.

### Weaknesses

- The gallery has low attendance at its events.
- Management is not positive of what students want to see.

### Opportunities

- The gallery can create a website separate from the page on the Ferris website.
- The gallery can raise awareness of the fact that prints are for sale.
- The gallery can make students aware that they can showcase their creativity there.

### Threats

- There is a lack of interest among students.
- Summer attendance may be lower due to school not being in session.

## Potential Partners

Instead of considering the other art venues in Big Rapids as “competition,” we will say “partner.” The other organizations that showcase art (in all different forms) work together to create our unique art community. Each of these organizations have worked together in the past to bring the annual Festival of the Arts ([www.brfota.org](http://www.brfota.org)) to Big Rapids.

### Artworks

Artworks is a non-profit art gallery, studio, and art shop located in downtown Big Rapids that offers programs such as exhibits, educational programs, a foreign film series, painting classes, and book clubs.

106 N. Michigan Avenue

Big Rapids, Michigan 49307

231.796.2420

### Stage M

Stage M is an area community theatre group in Mecosta County whose mission is to provide the Big Rapids area community the opportunity to attend and experience world-class performances of chamber music in their own town.

P.O. Box 1236

Big Rapids, Michigan 49307

231.592.8499

### Tuba Bach

The Tuba Bach Chamber Music Festival brings world class concert events and musical talents from the community, Michigan, and across the country to Big Rapids.

P.O. Box 1215

Big Rapids, MI 49307

231.796.0712

## Primary Research

Ferris State students encompass a broad range of psychographics, making it difficult to determine what exhibits will appeal to them. That is why research is needed to find out their interests.

One of the best ways to reach the students is to focus exhibits on a particular group of students at a time. An example of this is the *All About Vinyl* exhibit, which featured art made from records. This appeals to a wide variety of students: students interested in music and those who enjoy records, music industry management students and Music Industry Management Association members, the art students whose work was showcased, and the plastic major students since they executed the artists' designs.

A survey was administered to Ferris students to gather feedback about the art shown and their individual involvement with the gallery. Twenty-one students responded to the survey. The following questions were asked:

1. What is your age?
2. What is your gender?
3. What is your major?
4. How many times have you been in the Fine Art Gallery at Ferris?
5. How many times have you attended an event, presentation, or Artist Talk at the Fine Art Gallery?
6. What did you like and/or dislike about the event? Please be specific.
7. The goal of the Fine Art Gallery is to bring relevant artwork to Ferris students and Big Rapids community members. What suggestions do you have regarding what types of art to display (such as a certain medium, topic, style, etc.)?
8. Ferris students are able to show their personal artwork at the Fine Art Gallery (usually in groups). How interested would you be in showing your personal artwork?
9. What are the best ways to inform you of upcoming events?

## Survey Results

Out of the 21 respondents, two of respondents are 18, two are 19, four are 20, six are 21, three are 22, two are 23, and two are 24 or older. The majority of respondents are female, 16 of them, and the remaining five are male. Two respondents are in the hospitality program at Ferris State, one is in graphic design, two are in advertising, two are in professional golf management, one is in teaching, and 13 study public relations.

When asked how many times they have been inside the Fine Art Gallery, seven students said that they had never entered the gallery. Eleven put their amount of visits in the one to three times, one student said seven to nine times, and the remaining two have visited 10 times or more. Of the 21 students, 16 of them, or 76.19 percent, have never attended an event or presentation at the gallery. Four students have been to one to three events, and the final student has attended an event between four and six times. Students gave mixed reviews about the events they have attended in the past. One student gives a positive review for the free food and drinks and one student enjoys that both students and community members can attend. Another student had a negative reaction about how the art was spread out through the halls in the University Center (during an unnamed event) and another negative review stated that the art was too pretentious for Big Rapids (at an unnamed event). One student gave a detailed and helpful response to the question:

“I attended the *Smithsonian Folkways* exhibit. It was a great event except there seemed to be no direction or flow. I felt like there was a lot of down-time where people were encouraged to check out the art, but not a lot of people were taking the opportunity. It seemed like the event would have benefitted from having some sort of opening presentation or preface to give the art some context.”

Thirteen students gave feedback about what medium, topic, or style that they'd most like to see displayed in the future. Their compiled ideas included music recordings, poetry, spoken word, film, money problems and struggles, graphic design, contemporary art, pop art, impressionism, political topics, different cultural art, satire, paintings, topics of travel and wanderlust, presenting a specific student's personal sculpture and multi-media work, more student artwork, and also to host “wine and canvas” nights.

Students do have the ability to show their personal artwork in the gallery. Two students are very interested in showing their personal work, five are somewhat interested, and the remaining 14 are not interested.

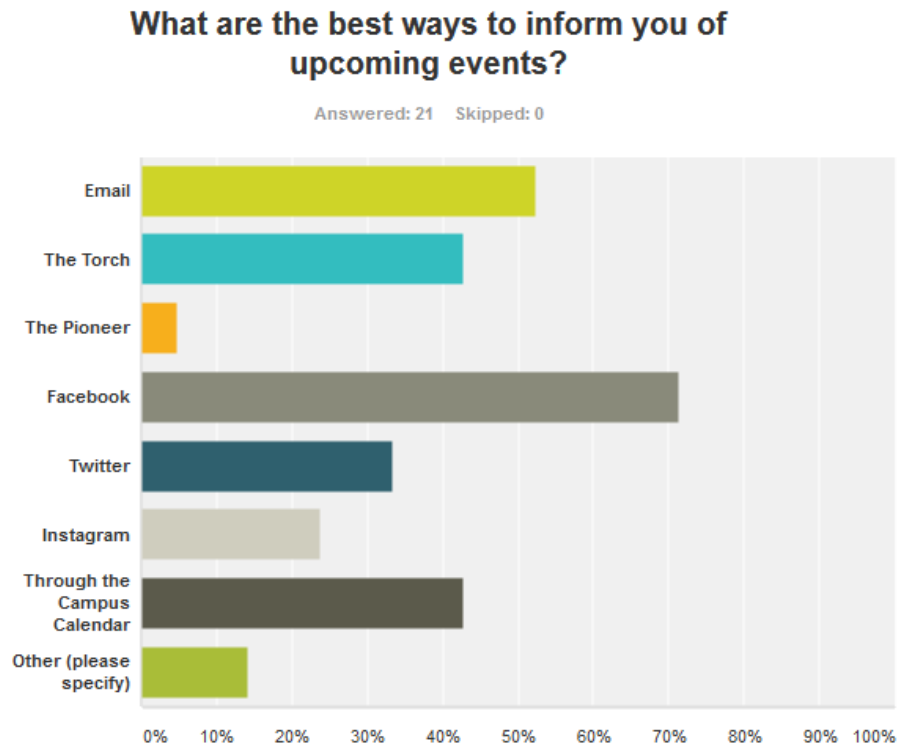
The best ways to inform student of upcoming events and exhibits are shown in Figure 1. By creating a Facebook page that anyone can like and see updates from, we've made it easier to inform the 71.43 percent of students of the events coming up. In order to reach the 52.38 percent of students that prefer to be updated by email, I recommend having

an email list sitting out at the gallery where students who attend an event or stop in during the day can write down their email address. Use these to create a full email list for those who want to be sent updates. Another way to reach the students via email is to send out a campus-wide email whenever the gallery plans to host an event. This can be done rather easily through the university and will be sent to every Ferris State student.

The two next most popular categories, both at 42.86 percent, for receiving information are through The Torch and the Campus Calendar. The *No Stone Unturned: Hybrid Landscapes and Eco-Systems* Artist Talk was listed in both of these outlets. Twitter is another option to consider. In the future, the gallery may want to start and maintain a presence on Twitter.

The “other” category, which asked students to specify their answer, included responses such as the Ferris Lowdown (which this event was featured in), MyFSU, and through Ferris State’s official social media accounts. These are other options to consider when trying to increase reach.

Figure 1



## **Secondary Research**

Primary research is more helpful when it can be compared to research already recorded. The information that is already available for comparison is listed here.

Attendance had increased substantially since the gallery's move from the Rankin Center to the new University Center. In the Rankin building, the amount of visitors in the gallery was around 300 people per month. In the University Center, that number has increased to about 1,000 visitors per month. On average, anywhere from 20 to 50 people attend Artist Talk events at the gallery.

Though this increase has been substantial, a higher amount of student participation would be welcomed.

*This information has been supplied by Carrie Weis Stermer, the gallery director.*



# Action

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## **Goals**

1. For the Fine Art Gallery to achieve an increase in attendance at its events.
2. For the Fine Art Gallery to bring relevant artwork to the students of Ferris State University.

## Target Publics

### 1. Ferris State University Students

Demographics: This audience is generally within the 18- to 24-year-old age range. The students in this target public are both male and female.

Psychographics: The students all attend Ferris State University and they study all different majors and have very different backgrounds. Different ethnicities, religions, majors, involvement in student organizations, opinions, and interests make for a very diverse group of people.

Geographics: This target public lives in Big Rapids, or the surrounding area. Many of the students live in on-campus housing or college apartments in the immediate area around campus.

### 2. Big Rapids Community Members

Demographics: This target public is between the ages of 40 and 60 years old. Men and women make up the public.

Psychographics: These people are interested in seeing and learning about art.

Geographics: This target public lives in Big Rapids, or the surrounding area.

## **Objective**

To position the Fine Art Gallery as an opportunity for students to enjoy exhibits or create and display their work for curated presentations of all types, as a way for the gallery to increase awareness and attendance.

# Communications

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## **Strategies**

1. To gain a better understanding of student awareness of and interest in opportunities to display their art on campus in a curated art gallery.
2. To bring a wide variety of artwork to the gallery, possibly including faculty art, artwork from Kendall College of Art and Design students, or performance art.

## Tactics

1. Create a Facebook event.

The event reached 481 people and 111 people viewed the event page.

2. Submit event to be placed in the Ferris Lowdown video.

The video received 83 views. Watch the video by following this link:

<https://www.youtube.com/watch?v=zDrzNjV12xs>. The average view duration is one minute and five seconds. With the event portion running from about 42 to 56 seconds, the average person stayed on the video long enough to see the event information. The video was posted by Ferris State Video, Ferris State University's official YouTube channel.

3. Put the event on the Campus Calendar.

The Campus Calendar is posted on Ferris.edu and can be viewed by anyone.

4. Create a Facebook page for Gallery.

To view the Facebook page, visit: <https://www.facebook.com/FerrisFineArtGallery/>.

5. Write a press release and distribute it to local media outlets.

The press release can be read on the Ferris news website by following this URL: <http://ferris.edu/HTMLS/news/archive/2016/april/ross.htm>. It was also posted and printed by the Pioneer, a Big Rapids local newspaper:

<http://news.pioneergroup.com/bigrapidsnews/2016/04/01/artist-discuss-no-stone-untuned-exhibit-ferris/>.

6. Pitch the story to The Torch, Ferris State's student newspaper.

A journalist at The Torch wrote a feature about the exhibit, complete with quotes from a student about his reaction to the artwork. That article can be viewed here: <http://fsutorch.com/2016/04/07/no-stone-untuned/>.

7. Share the event information with The Torch's in hopes that they add it to their News Briefs section.

The exhibit information can be seen in the News Briefs section during the week prior to the event: <http://fsutorch.com/2016/03/30/news-briefs-48/>.

8. Create and distribute survey to gain feedback from current students.

*Tactics can be found in the Appendix section.*

# Evaluation

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## Post-Campaign Evaluation

In result, about 20 people attended the *No Stone Unturned: Hybrid Landscapes and Eco-Systems* Artist Talk with Ethan Ross. Anywhere from 20 to 50 people usually attend Artist Talk events at the gallery.

In order to continue research, the Fine Art Gallery must do the following:

- Keep track of attendance at each event.
- Keep track of amount of visitors in the gallery each month.
- Gather feedback from students.
- Consider which events get the highest attendance and why.
- Compare results of attendance and amount of visitors from before and after implementing the campaign.

To continue improving attendance and increasing interest in the Fine Art Gallery, these follow-up actions should be taken:

- Continue to reference survey results.
- Hold a focus group of students to gain more detailed and specific feedback.
- Maintain an active presence on Facebook.
- Increase social media presence overall.
- Keep track of what works and what doesn't in order to continue growing.

# Appendix

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## Press Release

This press release was featured on the Ferris State University website and in the Pioneer.

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Ferris State University Fine Art Gallery

Press Release  
FOR IMMEDIATE RELEASE  
April 1, 2016

Natalie Bycraft  
Public Relations Account Executive  
BycrafN@Ferris.edu

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### **Artist to Discuss 'No Stone Unturned' Exhibit at Fine Art Gallery**

BIG RAPIDS, Mich.—The public is invited to discuss the subject of man's relationship with Earth, with [Ethan Ross](#), who is the man behind the "No Stone Unturned: Hybrid Landscapes and Eco-Systems" exhibit in Ferris State University's Fine Art Gallery.

This Artist Talk event is set for Thursday, April 7 at 6 p.m. The solo photography exhibit debuts on Monday, April 4 and runs through Saturday, April 30 in the Fine Art Gallery, located in University Center, Room 205.

"Our current students' generation is one that will face large-scale global concerns. Ethan Ross addresses one of the critical issues that we, as a society, are going to have to recognize and solve," said Carrie Weis Stermer, director of the Fine Art Gallery. "Ethan's photographic body of work depicts the constant struggle between the environment and human interference and how the environment attempts to heal."

For exhibit information, or to learn more about art at Ferris, visit the Gallery's [website](#).

Ross was the 2014 recipient of the Ferris' Kendall MFA Graduate Purchase Award. Kendall College of Art and Design Master of Fine Arts graduate students, who are in their final year, are eligible for the award.




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## Campus Calendar

The calendar event can be found at [Calendar.Ferris.edu](http://Calendar.Ferris.edu).

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**Fine Art Gallery Artist Talk - Ethan Ross**

<b>Date</b>	Thursday April 7, 2016 6:00 PM - 7:00 PM
<b>Contact</b>	Carrie Weis Stermer <a href="mailto:CarrieStermer@ferris.edu">CarrieStermer@ferris.edu</a>
<b>Additional Information</b>	<a href="http://www.ferris.edu/gallery">http://www.ferris.edu/gallery</a>
<b>Description</b>	<p>Please join us at the gallery for a conversation with Ethan Ross whose solo exhibit, "No Stone Unturned: Hybrid Landscapes &amp; Eco Systems," features large format black and white photography focusing on man's relationship with Earth.</p> <p>If you have a disability and require accommodation to participate in this event, contact the gallery at (231) 591-2536 at least 72 hours in advance.</p>

## Fine Art Gallery Facebook Page

This is a preview of the gallery's new Facebook page. Visit [www.Facebook.com/FerrisFineArtGallery](http://www.Facebook.com/FerrisFineArtGallery) to see more.

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**FERRIS STATE UNIVERSITY**  
Fine Art Gallery

**Ferris State Fine Art Gallery**  
Art Gallery · Art Museum

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53 people like this  
Carrie Weis and 40 other friends

**Closed now** · Opens Monday 11:00AM - 6:00PM  
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Invite friends to like this Page

ABOUT

805 Campus Drive  
Big Rapids, MI Save

Status Photo / Video

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**Ferris State Fine Art Gallery**  
6 hrs · 🌐

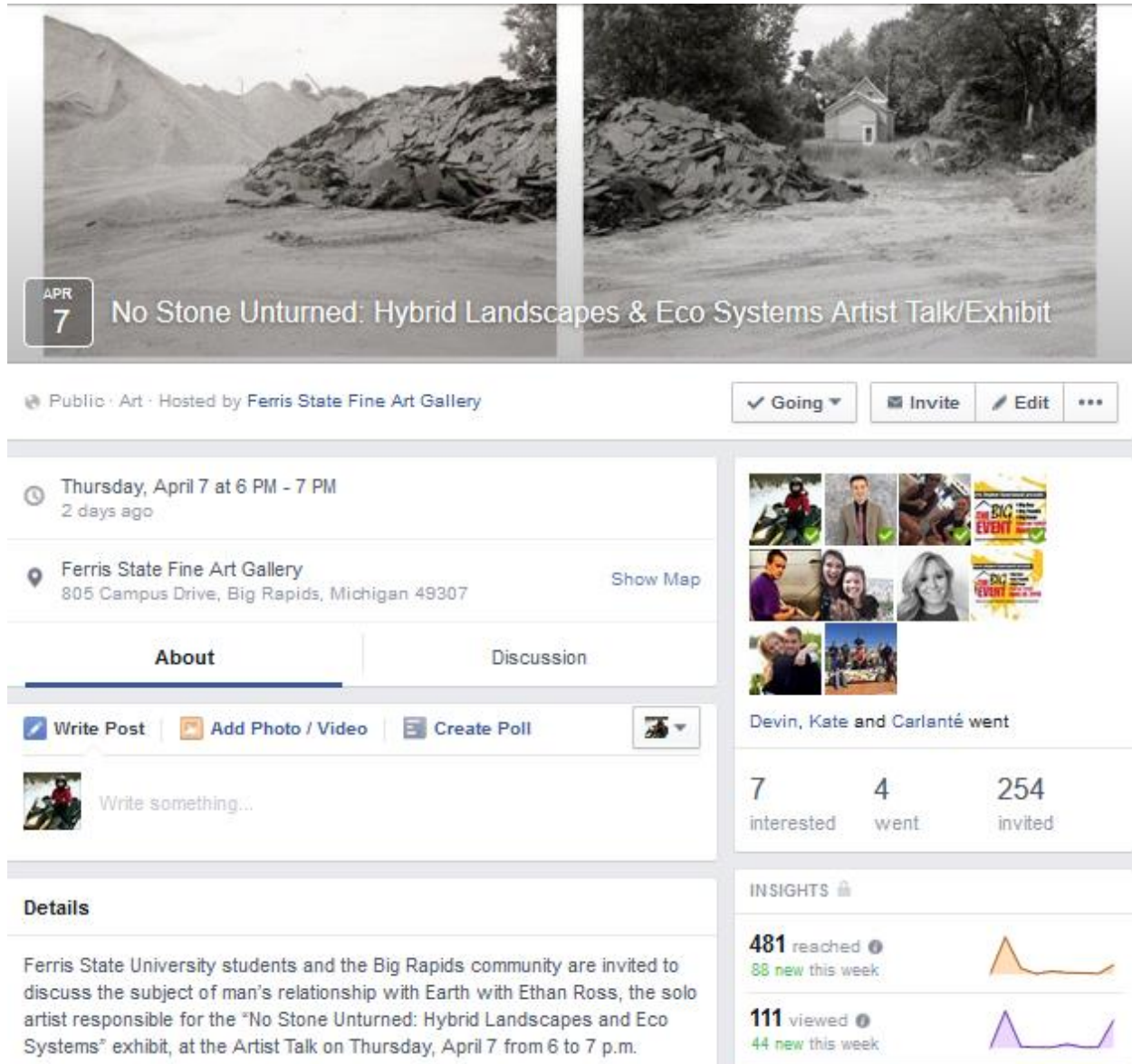
We want to thank everyone who came out to see Ethan Ross this past Thursday! Read about how the event went here: <http://fsutorch.com/2016/04/07/no-stone-unturned/>. His artwork will be displayed until the end of April, so there's still time to see it!



## Facebook Event

This is a preview of the Facebook event created for the *No Stone Unturned: Hybrid Landscapes and Eco-Systems* exhibit.

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The image shows a screenshot of a Facebook event page. At the top, there are two side-by-side photographs: the left one shows a large pile of dark, jagged rocks in a sandy, open landscape; the right one shows a similar pile of rocks in a wooded area with a small white building in the background. Below the photos is a date badge for 'APR 7' and the event title 'No Stone Unturned: Hybrid Landscapes & Eco Systems Artist Talk/Exhibit'. The event is categorized as 'Public · Art' and is hosted by 'Ferris State Fine Art Gallery'. Action buttons for 'Going', 'Invite', 'Edit', and a menu icon are visible. The event is scheduled for 'Thursday, April 7 at 6 PM - 7 PM', which is '2 days ago'. The location is 'Ferris State Fine Art Gallery, 805 Campus Drive, Big Rapids, Michigan 49307'. There are two tabs: 'About' (selected) and 'Discussion'. Below the tabs are options to 'Write Post', 'Add Photo / Video', and 'Create Poll'. A text input field with a small profile picture icon and the text 'Write something...' is present. On the right side, there is a grid of profile pictures of attendees, with the text 'Devin, Kate and Carlanté went'. Below this, statistics show '7 interested', '4 went', and '254 invited'. At the bottom right, there is an 'INSIGHTS' section with two line graphs. The first graph shows '481 reached' with '88 new this week'. The second graph shows '111 viewed' with '44 new this week'.

Public · Art · Hosted by Ferris State Fine Art Gallery

Going Invite Edit ...

Thursday, April 7 at 6 PM - 7 PM  
2 days ago

Ferris State Fine Art Gallery  
805 Campus Drive, Big Rapids, Michigan 49307 Show Map

About Discussion

Write Post Add Photo / Video Create Poll

Write something...

Devin, Kate and Carlanté went

7 interested 4 went 254 invited

INSIGHTS

481 reached  
88 new this week

111 viewed  
44 new this week

## Article from The Torch

Text from The Torch's article: <http://fsutorch.com/2016/04/07/no-stone-unturnd/>.

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### No Stone Unturned

Ferris Fine Art Gallery welcomes new exhibit

Posted by Megan Hiler on April 7, 2016

Oftentimes, it's hard to fully grasp the meaning of art; however, this is not the case for the "No Stone Unturned: Hybrid Landscapes and Eco Systems" exhibit.

The photographic exhibit, which opened at Ferris' Fine Art Gallery on April 4, was created by recent graduate from Kendall College of Art and Design Ethan Ross. Ross won The Master of Fine Arts competition in which the winner is awarded a solo exhibit. The solo exhibit was bought by Ferris and is part of its monthly rotation.

"Each exhibit is really unique. That's part of our goal, to be diverse not only in the medium and the genre, but in the concept and themes," Gallery Director Carrie Stermer said.

On display this month is a series of black and white photographs that show different parts of the environment and how humans have affected the landscape. The collection ranges from nature in the reflection of a commercial building to a tree with a pink ribbon around it, signifying that it is going to be cut down.

"We are trying to exhibit a lot of different works that will hopefully spark interest in our students," said Stermer. "I would imagine that anybody who has any interest on the impact they have on the environment would be interested in this exhibit. Each piece kind of addresses a different way of looking at how we impact the environment."

Ferris undecided freshman Colin Knapp was thoughtful about the collection. "It's interesting to me. It's about places where no one seems to look," Knapp said.

Knapp's favorite photo, titled "It's a Really Nice Place to Raise a Family," is a picture of a quaint house surrounded by gravel and construction with a few lone trees left. He believed the photo was trying to prove a point.

"It shows one side of residential and the other side is mass construction," said Knapp. "That's because of us. Nature is gone because we need a road."

Ross will be at the Fine Art Gallery to talk about his exhibit at 6 p.m. on Thursday, April 7. Food and drinks will also be provided.

For more photographs by Ethan Ross, visit <http://www.erossphotography.com/work>.

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