

ELEVATE

GameAbove Report : Summer 2023 Report

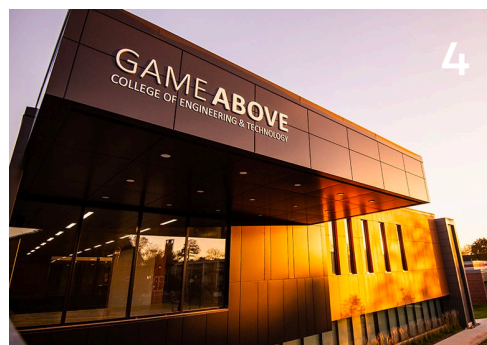


EASTERN MICHIGAN
FOUNDATION

This summer was a busy one both on and off campus, marked by accomplishments that continue to elevate our great University thanks to the generous support of GameAbove.

- **Professor accomplishments**
- **Connect After Dark Glow Night**
- **\$1.6 million gift to the cybersecurity program**
- **Girls in Engineering Academy Summer Camp**
- **George Gervin statue unveiled**
- **Public Safety Bike Rodeo**

We're happy to report that the GameAbove spirit of achievement, collaboration, and support is alive and well for everyone and everything related to EMU. This issue of Elevate, and the highlights from this summer, are a reflection of that work.



A gift to lift cybersecurity.



Greatness bronzed for all to see.

Students Attend Airport Executive Conference

In June, several student members of the EMU chapter of the American Association of Airport Executives, seen on the cover, attended the group's national conference thanks to GameAbove's Students Matter Most initiative. The students networked with airport executives from around the country, and one student received a post-graduation job offer at the conference!

Professor Completes Research For New Book

Thanks to support from the College Grants funded by GameAbove's Faculty First initiative, Grigoris Argeros, Assoc. Professor of Sociology, completed the statistical analyses, research, and writing for a planned book on black suburbanization patterns in the United States.

Chemistry Professor and Students Publish Article

A Faculty First College Grant also paid for student research support and supplies that led to publication of an article in the journal *Heritage* by Ruth Ann Armitage, Professor of Chemistry, and three student co-authors. Prof. Armitage expressed her thanks "to the GameAbove donors" for their support of her students and this research.

Psychology Professor Publishes Article

Jamie Lawler, Assoc. Professor of Psychology, used Faculty First College Grant funding to pay the publication fee for an article in the peer-reviewed journal *Brain and Behavior*. Prof. Lawler sends her thanks to GameAbove, noting: "As first author of this manuscript, publication in this quality, open-access journal has increased my effectiveness as a researcher by more broadly disseminating my work. Additionally, it increased my teaching effectiveness as a mentor, given that one of my doctoral students is a co-author on the manuscript. Finally, it benefits the scientific community through access to knowledge that will further research in this field."

College of Education

Conversations have begun about potential opportunities with the new STEM Workforce Institute that is being created in the College of Education thanks to funding from Toyota USA Foundation.



GameAbove Co-Sponsors EMU “Connect After Dark”

In August, the Students Matter Most Fund joined EMU Student Government in sponsoring the "Connect After Dark Glow Night" as part of EMU Connect, which consists of several days of orientation and programming for new EMU students. Hundreds of new students participated in the Glow Night's numerous activities and, in the process, developed friendships during an important time in their new college career!

New Gift

GameAbove's new \$1.6 million gift to the GameAbove College of Engineering and Technology will:

- support the development and launch of a Cybersecurity for Embedded Systems initiative,
- enhance offerings within cybersecurity and Internet of Things, including research in cybersecurity for vehicles and mobility, and
- establish a dedicated Cybersecurity Certificate Program that caters to students and business professionals alike.

Lead faculty, Dr. Xiangdong "Sean" Che is currently working with an advisory committee comprised of EMU alumni and friends in the cybersecurity industry to finalize certificate curriculum that will target adults looking to transition in their careers. Dr. Che has conducted research into industry needs and existing programming and is drafting introductory-level curriculum targeting individuals with little to no experience in the technology fields. Work is also underway on website development for the program. Plans call for the first cohort for the certificate program to begin classes in January 2024.

Funds will also support the development of a bachelor's degree in internet of things. The internet of things (IoT) is at the heart of embedded systems and their security. It is a fast-evolving field with a great potential of growth as applications are already in use in many sectors of the economy including transportation (autonomous vehicles), medical devices and much more. The number of IoT devices being deployed is growing at a phenomenal rate, up to 1 million connected devices each day. While IoT solutions are enabling new and exciting ways to improve efficiency, flexibility, and productivity, they also bring new cybersecurity risks. To prepare students for careers in IoT-related fields, Dr. Omar Darwish is developing curriculum and hands-on learning opportunities that will allow students to acquire both research and industrial skills, in addition to the knowledge needed to design and build innovative security solutions.



Post-doctoral Position

Dr. Mehmet Alper has been hired as a post-doctoral researcher. Dr. Alper will support the Engineering and Cybersecurity programs with special attention to the curriculum development focused on the Olli vehicles. As a Machine Learning Engineer with a proven track record of success, Dr. Alper brings a unique blend of experience in designing and developing autonomous vehicles combined to computer vision systems, embedded systems, and advanced algorithms, along with a track record of collaborating with cross-functional teams to optimize system performance and leveraging state-of-the-art tools and technologies.



Olli Curriculum

GACET faculty are working with Gustavo Fortmann and Willie Haywood from Kasutara (former Local Motors staff) to develop curriculum focusing on the Olli vehicles. The initial course is scheduled to launch in January 2024 and future plans include bringing the Olli to Sill Hall where it will serve as a lab component to the course(s).



Girls in Engineering Academy Summer Camp

In July, GACET hosted 49 middle and high school girls from the Engineering Society of Detroit’s Girls in Engineering Academy for a four-week immersive camp. The students stayed in EMU residence halls and took classes daily in a variety of STEM-focused subject areas. Instruction was delivered by EMU students and faculty. GACET works closely with the Engineering Society of Detroit and hosts this summer camp to continue building pipelines for future students.

Office of K-12 STEM Outreach

250

STEM kits packaged and delivered to the Ypsilanti Library for distribution to area K-12 students

30

middle school girls from Global Education Excellence charter schools hosted for a tour of Sill Hall and a hands-on project learning how to make various circuits

\$10K

grant from General Motors to support Digital Divas

\$20K

grant from AT&T to support Digital Dudes



Completed filming on a new episode of the Future of Me television show in partnership with the Michigan Learning Channel (Detroit Public Television). This episode focused on Aviation, featured female EMU Aviation students, and was filmed at USA Jet Airlines facilities at Willow Run Airport.

GACET (GameAbove College of Engineering & Technology) Park

Additional light fixtures for the circle drive statue were recieved and installed.

Marketing/Social Data Performance

Real Integrated Paid Campaign Performance

MARCH 1-JUNE 18

2,981

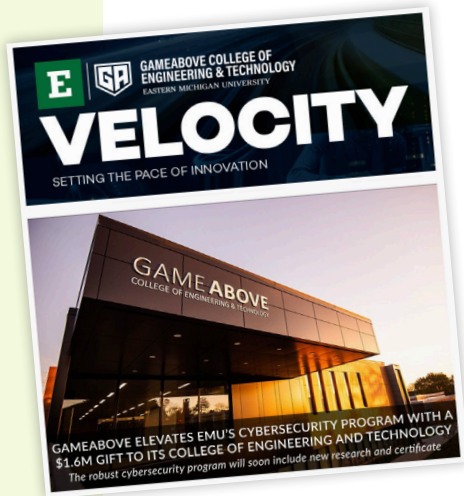
users clicked to schedule a tour from our Google PPC campaign.

44.5%

of the total clicks to Schedule a Tour came from paid campaigns.

Benchmarks for the Facebook and Google pay-per-click campaign exceed industry averages:

| GOOGLE PPC | INDUSTRY AVERAGE | GACET AVERAGE |
|-------------------|------------------|---------------|
| Cost per click | \$3.78 | \$0.45 |
| Clickthrough rate | 2.40% | 10.81% |



VELOCITY (Newsletter)

7,956 subscribers

97.3%

June edition clickthrough rate

96.8%

July edition clickthrough rate

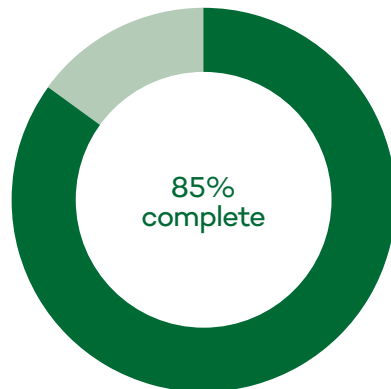
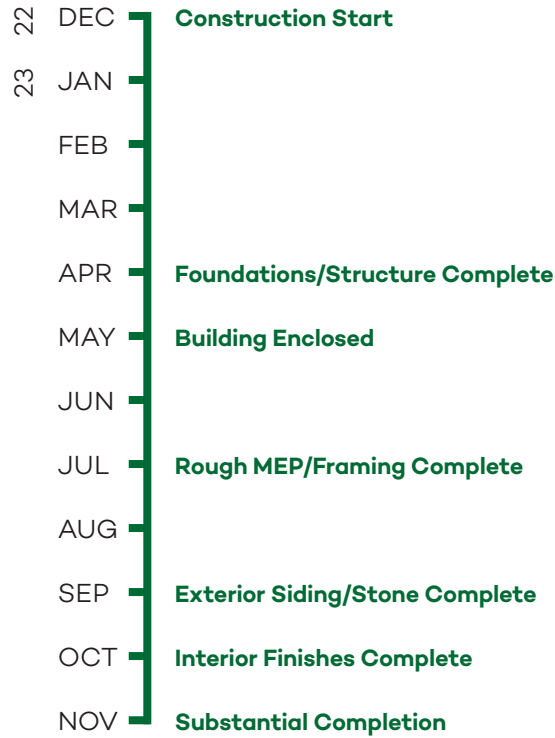
Social Media Successes & Engagement

JUNE

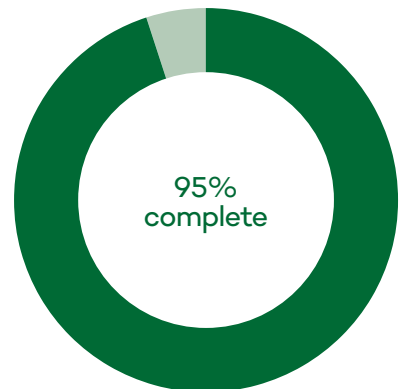
- GameAbove elevates GACET with **\$1.6M gift** towards cybersecurity release
- EMU Master's of Science in Construction Management release

Golf Facility

Overall Schedule Summary



Golf Training Center



Eagle Crest Clubhouse Addition

Currently In Progress

- Gutters/Shingle Roof of GTC
- Exterior storefront of GTC
- Building systems (MEP) rough in
- Interior metal framing of GTC
- Exterior stone facade



G3 (George Gervin GameAbove Center) Center Statue Unveiling

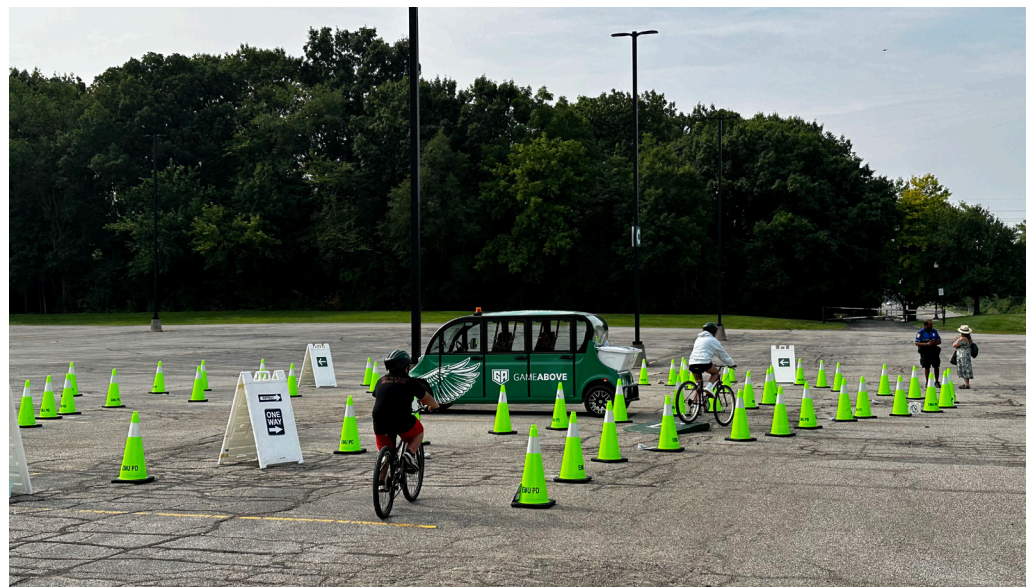
A statue depicting The Ice Man and his signature finger roll was unveiled outside the George Gervin GameAbove Center on August 31, with Gervin and his family on hand for the ceremony. The solid bronze statue and its base measure 16-foot-8 from the ground to the top of the basketball in his hand.

One of the all-time EMU greats, Gervin led the then-Hurons to the 1972 NCAA College Division Tournament Final Four as he averaged 29.5 points and 15.3 rebounds on the year. In his two-year career in Ypsilanti, the Detroit native scored 1,044 points and pulled down 562 rebounds. Following the 1971-72 season, he was named NCAA College Division First Team All-American by United Press International and the National Basketball Coaches Association.

"To look at myself now and see how far time has went by, and I have a statue now at a beautiful university that I can see, and the world can see," mentioned Gervin. "There ain't nothing like it. I'm thankful."

The statue was crafted in Boise, Idaho, by Ben Victor before being transported to Ypsilanti where a base of granite was created specifically for the statue. Victor's creation features Gervin standing 11-foot-8 with a one-foot bronze cone connecting the statue to a four-foot granite base. All told, from inception to installation, the entire project took nearly 20 months.

"It takes your breath away," EMU President Dr. James Smith added. "It's really spectacular, and, as George says, it looks just like him when we have photos from when he played. And, of course, his cute line, 'I'm still handsome.'"



Eastern's Department of Public Safety Bike Rodeo

In August, GameAbove sponsored the 2023 Bike Rodeo at the George Gervin GameAbove Center. The Bike Rodeo started six years ago to bring awareness and educate the local community about the importance of bike safety. Since its inception, families are able to learn about bike safety through engaging and interactive activities. The event included free bicycle tune-ups, helmet and fitting, bike safety checks, and giveaways.