



Imagine More

DIVERSITY AT FERRIS 2012

UNIVERSITY ADVANCEMENT & MARKETING

2012 Advancement Diversity Contributions Report

1. List diversity/inclusion activities

- a. As the development of a Bulldog Athletic Advisory (BAA) board continues to be a goal, we will seek to recruit a diverse group of former athletes and friends of the University to provide leadership to support and sustain the athletic program. It is our intention to use this group to connect and engage others to their respective programs.
- b. The advancement department recruits a diverse population of alumni, parents, and friends to serve on the University's leadership boards. Advancement works closely with faculty/staff, alumni and corporate leaders to be a part of networking and enhancing additional campus diverse board components.
- c. The advancement office collaborates and provides representation to the Office of Diversity and Inclusion to secure cash and gifts-in-kind for the Jim Crow Museum. Advancement currently has a staff member who has been assisting.
- d. Advancement webpages and publications, whether academic or athletic in nature, are created to represent diverse populations that convey the message that Ferris State University is a strong advocate for diversity and inclusion.
- e. Advancement officer training includes discussions on reaching out to underserved populations that will enhance the processes, structures, and culture of the University.
- f. The Ferris Foundation is reviewing and redrafting the Foundation for Excellence Benefit Scholarship criteria to better serve a more diverse population.
- g. The Ferris Foundation continually recruits board directors who represent a diverse group of alumni and friends.
The Gifts and Grants Committee of The Ferris Foundation has representation from various segments of campus to include the Multicultural Student Services Office.

2. Identify diversity successes

- a. Advancement officers have actively pursued underserved representation and female leadership to be a part of campus advisory boards which has enhanced and enriched programs at the University.
- b. During the past year, major gifts, outright and estate-based gifts were earmarked for scholarships and to support educational diversity, consistent with the University's mission and admissions policy. Increased numbers of donors have asked that priority be given to students from historically underrepresented populations who have been accepted to the University.
- c. An increased number of planned gifts is taking place as the estate-based activities mature and as the messaging created and defined has reached out to alumni and friends over the age of 55 with more than 100,000 touches.

- d. With refreshed WealthEngine data, profiling alumni and friends beyond their wealth capacity has provided valuable information in such areas as political profiles, non-profit board service and other volunteer activities. As more selective information is viewed, advancement officers are seeing an increase in their identification, cultivation, solicitation and stewardship of diverse populations.
 - e. The advancement office assisted in the celebration of the opening of The Jim Crow Museum.
 - f. The Ferris Foundation has recruited three women to serve on the Board of Directors.
3. Identify diversity challenges and offer solutions
- a. The advancement division is aware and alert to the fact of the need to promote and create greater diversity alignment with donor opportunities within the University. We address this challenge by continuing to include open dialogue and communication with alumni, deans, faculty/staff and friends of the University.
 - b. The challenge to recruit a more diverse population to serve on campus leadership boards continues to be recognized and processed. Reaching out to all campus constituencies is on-going.
 - c. We collaborate with the Office of Diversity and Inclusion as advancement hiring opportunities occur. Mentoring still remains as a mainstay in ensuring that new professionals to the Ferris community are retained.

2012 Alumni Relations & Advancement Operations Diversity Contributions Report

1. List diversity/inclusion activities

- a. In 2012, the FSU Alumni Association continued to conduct very successful alumni programming in the communities of Kalamazoo, Frankenmuth and Grand Rapids, MI, as well as Chicago, IL. These events collectively attracted a highly diverse alumni participant audience of more than 300. These events were targeted at urban communities in Michigan with high concentrations of FSU alumni. They had a combined family and Ferris focus, and were low cost and high value to the participants.
- b. Our department works closely with the OMSS to market all Black Alumni events via the ferrisalumni.org online community website, Bulldog Bytes monthly alumni e-newsletter and the Ferris Alumni Association Facebook page.
- c. Our department continues to intentionally improve the process by which we select stories, themes, or individual/group recognition in our direct mail and online materials to expand the outward reflection of Ferris' expanding diversity both on-campus and in our community.

2. Identify diversity successes

- a. African-American representation on the FSU Alumni Association Board of Directors remains strong as does the number of women currently serving on the board.
- b. Our department continues to more thoroughly track diversity-related data via the Millennium alumni/donor database that is collected by enrollment services or self-reported by our alumni/donors. We also continue to work with numerous campus RSO's and their national affiliates to expand and enhance the collection of diversity-related data.
- c. In 2012, the FSU Alumni Association recognized three Pacesetters and six Distinguished alumni at the annual Spring Reunion in May. Of the nine people recognized that evening, two were African-American and three were women.

3. Identify diversity challenges and offer solutions

- a. Our department remains aware of the need to promote greater diversity in the membership of the Student Alumni Gold Club. At the end of 2012, the club had 47 members, which consisted of 24 women. Each year during recruiting, we continue to reach out to the Dean's Office, OMSS and other student-oriented faculty and staff members in an effort to attract a more diverse pool of applicants.

4. Major diversity initiative to be led by your division

a. Reinvigorate the southeastern Michigan black alumni group.

2012 Marketing and Communications Diversity Contributions Report

Diversity/Inclusion Activities and Successes:

Many of the team's activities to promote diversity and inclusion at Ferris carried over from 2011. In addition, team members continue to find new ways to promote the growth of a diverse and inclusive campus environment. Such activities include:

- Providing website support for the offices of Multicultural Student Services, The Center for Latin@ Studies (CLS), International Education, and Diversity and Inclusion. In addition to Web support, links have been placed in primary locations on the Ferris homepage to highlight these offices.
- Providing website support for Disability Services, Jim Crow Museum, Institute for the Study of Racism, Alliance of Ferris Employees, and Virtual Women's Center. This year, the web team worked closely with Jim Crow Museum staff to launch and maintain an upgraded Jim Crow Museum website that coincided with the opening of the new Jim Crow Museum in FLITE.
- Showcasing the diversity among on-campus activities through print, photography and video coverage of events such as the MLK Week Celebration, Hispanic Heritage Month, Native American Heritage Month, Women's History Month, The Center for Latin@ Studies (CLS), Office of International Education, and OMSS.
- Showcasing diverse faculty, staff and students who exemplify the University's core values through their work in the Faces of Ferris video features.
- Designing recruitment materials that include photography of faculty, staff and students from diverse backgrounds.
- Assisting various campus entities with marketing support from copywriting to design to editing, including OMSS, and Office of Diversity and Inclusion.
- Supporting a website dedicated to the MLK Week Celebration.
- Finding diverse outlets to market the University, such as African-American and Hispanic publications in West Michigan, as well as business publications in Southeast Michigan.
- Participating on committees designed to promote diversity, including Sandy Gholston, MLK Celebration Planning Committee; Ted Halm, Disability Services Committee; and Leah Nixon, Michigan ACE Network for Women Leaders in Higher Education Executive Board.
- Mentoring student employees in areas such as graphic design, media relations, photography and Web content.
- Maintaining the University Events Calendar, Week in Pictures, Ferris Blog, Ferris Facebook and Ferris Twitter accounts to showcase the diverse activities and events of faculty, staff and students.

- Photo Services has supported The Center for Latin@ Studies (CLS), with coverage and portrait sessions, worked more closely with the International Office to better represent students from different cultures/countries, showed better diversity in photographing students for State Street banners and actively sought minority/diversity students for photographs.

Identify Diversity Challenges and Suggested Solutions

Challenge: Federal guideline compliance for displaying Web content to viewers with disabilities.

Solution: Continue exploring video captioning options for users with hearing impairments; continue subscription to Useablenet, a service that translates the Ferris website into a user-friendly, text-only format that meets federal requirements for users with vision impairments.

Challenge: Limited office space does not allow for the addition of more employees.

Solution: Continue brainstorming office solution ideas to provide more opportunities to expand Web services.