

Ferris State University – Extended and International Operations Diversity Report - 2012

This report provides 2012 diversity information for the following EIO department and programs; Online, Statewide, International Operations and the Doctorate in Community College Leadership (DCCL)

Online

Progress and Achievement

Current diversity activities include targeting Hispanic and African American publications/websites for recruitment efforts.

Continued Challenges

There is limited access to high speed internet and computers by Latino and African American communities.

General Assessment

While relatively new, the online component is one which is expected to grow steadily. Identifying ways to target and support students will be an ongoing effort.

Statewide

Progress and Achievement

Sponsorships of Diversity Events - In 2012 FSU sponsored Grand Rapids Community College Diversity Lecture Series and The Latino Youth Conference held to empower Latino junior high students in the Grand Rapids area.

Co-sponsored Cesar Chavez event at the Grand Rapids Public Museum on February 4th. The event was a free, day-long Ethnic Heritage Celebration with music, crafts and food representing the various ethnic groups that call West Michigan home.

Host of Maranda's Beautiful U event - On Feb. 13, Ferris-Grand Rapids hosted WOTV's Maranda Beautiful U event. Partners; Priority Health, Meijer, Amway, Pine Rest Christian Mental Health Services, and Helen DeVos Children's Hospital. The all-day event provided workshops on exercise, nutrition, dressing for success, and career exploration to one hundred - thirty 7th and 8th grade girls from five Grand Rapids school districts. Portions from the day were recorded and a television show was made from the event to air on WOTV.

Targeted Marketing for Study Abroad and International Students - The marketing department created marketing pieces to recruit international students, bringing a more diverse population to campus. We also created marketing materials for Study Abroad opportunities, allowing our students to experience other cultures. Events for advancing globalization were also marketed, like the Chinese New Year celebration.

Member César E. Chávez Committee as part of the Unity Committee that holds three major events throughout the year including; Cinco de Mayo Celebration, Social Justice March & Community Gathering and the Hispanic Excellence Awards & Scholarship Gala. EIO staff time, resources and budgetary dollars are put towards each event.

Ferris staff representative attended the National César E. Chávez Social Justice March in San Antonio, TX with the GR César E. Chávez Unity Committee delegation.

Ferris State University – Extended and International Operations Diversity Report - 2012

Believe 2 Become STOP Summer Learning Loss Program - Ferris Statewide provided 8 weeks of educational services to over 80 Latino and African American high school students enrolled in the summer program through the Hispanic Center of Western Michigan.

3 day main campus visit for over 100 Latino and African American middle and high school students, chaperones and staff from Hispanic Center of Western Michigan. Students participated in leadership and team building sessions, hands on activities in various colleges, and spent time familiarizing them with college life.

Community Parent Engagement monthly meetings - held in Spanish and English, throughout the school year for Hispanic student and parents. Each meeting covers a topic related to education, career pathways, financial literacy and college access. These meetings are open to the Hispanic community at large.

KnowHow2Go Academy - In collaboration with the Grand Rapids Community Foundation monthly half day interactive seminars on college access and success for YES Scholars and Supporting Our Leader (SOL) student leaders. Utilizing a train the trainer model SOL leaders' present information to all SOL participants (100 students) at the monthly Fiesta Fridays. Students become "college leaders" in their respective high schools.

Bi-lingual Ferris Statewide Michigan Campus Compact College Coaching Corp AmeriCorps member provides support services to the Latino Community at the Hispanic Center of Western Michigan.

Challenge Scholars - Ferris supports multiple efforts in this Grand Rapids Public Schools (GRPS) and Grand Rapids Community Foundation (GRCF) initiative to create a college going culture and increase academic success of students in the Union High School feeder pattern. Member of Challenge Advisory Board. FSU banners and posters displayed in the adopted 4th grade hall. Provided career exploration presentations to all 8th grade students. Ferris staff provided many volunteer hours for a variety of Harrison Park events. Harrison Park students visited the Big Rapids Campus.

The students who graduated from Wayne County Community College District (WCCCD) and were involved in the TRiO organization all had plans to move on to a bachelor program. FSU Metro Detroit has contributed to presentations and is now helping TRiO students during campus visits in the form of in-depth college exploration.

FSU Metro Detroit held two advisor update sessions at each of the five campuses in 2012. These update sessions gave advisors the tools needed to properly guide students interested in our programs. Because of these updates we have had more students interested in completing their bachelor degree.

Increasing student awareness of Statewide scholarships (including the Adult Learner Life Changing Scholarship) available to students. Most students are in need of financial aid, but are unaware of alternate avenues to receive funding.

Continued Challenges

Lack of available bi-lingual speakers and translation services continues to hamper efforts to fully engage in the Latino community.

Ferris State University – Extended and International Operations Diversity Report - 2012

The distance between statewide offices makes it difficult to coordinate and provide programming in all locations.

Data collection and evaluation of success continues to be challenging.

Most transfer community college students have financial, academic, and transportation challenges. Offering the consortium to students is helpful as many have reached their financial aid limit at the community college.

Enhanced communication between the community college and the statewide Ferris Offices, this is particularly important as we seek to identify student organizations and cultural events for Ferris statewide students.

General Assessment

While progress has been made over the past year we need to build upon our successes and solidify our base efforts. In the coming year we hope to implement a more refined system for tracking of our served students.

Diversity Initiative Proposal – CARE 102

Expand CARE 102 a college exploration class pilot project to other community locations. CARE 102 is a three credit career exploration class specifically tailored to the needs of the non-traditional student offered to parents of the Harrison Park Challenge Scholars Program in Grand Rapids the Challenge Scholars Program is a Grand Rapids Community Foundation - Grand Rapids Public School (GRPS) initiative that seeks to build a college going culture within GRPS schools. CARE 102 offers parents the opportunity to explore their career and education options during the semester long class. In addition, an anticipated outcome is that parents will be empowered to offer encouragement and support for their children's career aspirations and educational dreams.

Diversity Initiative Proposal – Transfer Information Program

Many of the students at our community college partners are not aware of how to transfer to a four-year institution to complete their degree. FSU would like to work with community college administrators to create a program/presentation that will give students (and their advisors) general information on how they can complete a bachelor degree. These presentations can help clear up myths about the transfer process.

International

Progress and Achievements

Efforts to expand the number of international students, as well as opportunities for students and faculty to engage with the international community have resulted in significant progress and notable achievements to include:

- Over the course of the year the international student population rose significantly. For the winter 2013 semester alone it was up 92 to 362 students (up 35.4%).
- During the fall 2012 semester Ferris hosted twelve faculty members from Changsha Social Work College in China for a 12-week professional development and exchange program. During the program participants spent their mornings in the classroom engaged in faculty led

Ferris State University – Extended and International Operations Diversity Report - 2012

presentations, discussions, and informal dialogue/exchanges and their afternoons engaged in independent research, campus activities and classes. Based on the success of the program Changsha is eager to solidify and build on the relationship between our two institutions and will be sending at least two additional faculty groups to Ferris, one this spring and one in the fall.

- A new Registered Student Organization on campus, Future Scholars Ubuntu (FSUubuntu), was created with the support from the Office of International Education. It is the only organization in Michigan to be awarded a grant from the United States Institute of Peace to host a World Conflict Resolution Lecture Series on campus this semester. The newly formed Center for Global Studies & Engaged (housed in the Office of International Education) is cosponsoring this event. The lecture series will feature three different Fulbright Scholars speaking about various topics in relation to post conflict transitions, gender, non-violent conflict resolution, and negotiation and mediation. FSUubuntu helps students prepare to apply for a Fulbright and other internationally competitive scholarships by providing leadership opportunities and bringing events to campus that raise awareness about global issues.
- A new initiative called **BEYOND** was started by the newly formed Center for Global Studies & Engaged (housed in the Office of International Education). The main focus of this initiative is to create an annual international theme. This year's theme, A Silk Road Journey, offers a cross-cultural and interdisciplinary approach to understanding how major world civilizations have influenced each other over time. More than 30 faculty members infused the Silk Road theme in their classes. The **BEYOND** signature event **BEYOND** the Silk Road Experience, provided students and the community a chance to explore the silk road throughout time. Participants were able to take a journey along the Silk Road with the aid of interactive exhibits, speakers, and performers. Along the way they heard tales of passion and conquest, were serenaded by the music of the ancient cities, and tasted the spices that inspired adventure and discovery. Faculty members who were leading study abroad programs guided the exhibits. This allowed students and community members the chance to learn about opportunities to experience these cultures first hand through study and travel. This exhibit was held both in Kendall and Big Rapids campuses.
- The muslim holiday Eid ul-fiter that celebrates breaking the fast of the holy month of Ramadan was celebrated at Ferris. People of all cultures and religions listened to speakers and enjoyed Arabic food.
- Ferris joined the International Student Organization in celebrating Diwali, one of the biggest, most enthusiastic festivals celebrated by Hindus in India by playing traditional games, eating traditional Indian food and learning about the history and traditions of the festival.
- Ferris hosted four faculty members from Ondokuz Mayis University in Turkey over the summer semester. The faculty visited Ferris to conduct research and meet with educators and administrators to research curriculum development and assessment. During their stay they participated in social events and other activities, and engaged with Ferris faculty and staff, as well as educators and administrators from local school systems, in support of their research.

Doctorate in Community College Leadership - Diversity Report – 2012

Progress and Achievement

Recruitment efforts have been geared towards state-wide and national conferences, in addition to on campus institution visits which reach a broad spectrum of prospective students for the DCCL program. Our prospective students must have completed their Master's degree with a minimum of a 3.25 GPA.

Ferris State University – Extended and International Operations Diversity Report - 2012

They must also understand and have a passion for the community college, therefore most of our likely students come from faculty and staff at community colleges.

The following is a profile of all of our students (three cohorts).

Institutional representation: 28 different institutions represented, of which 8 are from out of state – IL, IN and AZ

Gender:

43.55% Male students
54.84% Female students

Ethnicity:	Number	%
Hispanic/Latino	1	1.61
American Indian/Alaskan Native	0	0.00
Asian	1	1.61
Black	10	16.13
Native Hawaiian or Pacific Islander	0	0.00
White	49	79.03

Diversity Initiative Proposal

One new recruitment technique we have employed is working with the leadership staff of Wayne County Community College District to recruit. They assisted in identifying faculty and staff who would be ready for the next step in their careers. If the population recruited from WCCCD is large enough, we would consider hosting a cohort at one of their campuses. If successful, this may prove to be a model that could be replicated at other institutions, regions or districts.

Compiled and submitted by Donna Ewigleben, Ferris State University Community Outreach Coordinator