Stories of Ferris: Past, Present and Future

Big Rapids Rotary Club

David L. Eisler, president
October 20, 2015
Big Rapids Industrial School
September 1, 1884
Mr. and Mrs. Woodbridge N. Ferris
I was establishing a school for “lumber jacks”, miners, farmers’ sons and daughters, girls who worked in Michigan factories...

Woodbridge N. Ferris
Ferris State University prepares students for successful careers, responsible citizenship, and lifelong learning.

Through its many partnerships and its career-oriented, broad-based education, Ferris serves our rapidly changing global economy and society.
My plea in Michigan – and it will be my plea to the last breath I draw, and the last word I speak – is education for all children, all men, and all women of Michigan, all the people in all of the states all the time.

Woodbridge N. Ferris
The recognized leader in integrative education, where theory meets practice throughout the curriculum, and where multidisciplinary skills important in a global economy are developed with the result that Ferris State University will also be:

- The preferred choice for students
- The premier educational partner
- A stimulating, student-centered academic environment
- A university that aligns its practices and resources in support of its core values
Values

I say put humanity first and money second and even further down the line if needed.

Woodbridge N. Ferris
Our strategic plan builds on our six core values:

- Collaboration
- Diversity
- Ethical Community
- Excellence
- Learning
- Opportunity
Ferris State University Today - Academics

• 180 degree programs
  – Associate degrees
  – Bachelor degrees
  – Master degrees
  – First professional and doctoral
• 20 locations and on-line
• Academic innovation
Academic Program Innovation

2010-2015

- Actuarial Science
- Industrial Chemistry
- Spanish for the Professional
- Pre-digital Media, AS
- Public Health
- Sport Communication
- Architecture, MFA
- Printmaking
- Graphic Communications, AAS
- Collaborative Design
- Child Life Specialist
- Graphic Media Management
- Health Care Marketing
- Insurance and Risk Management
- Public Relations
- Graphic Design Advertising Integrated Marketing Communications, AAS
- Fashion Studies
- Medical Illustration
- Information Security and Intelligence, MS
Academic Program Innovation

2005-2010

- Allied Health Sciences
- Architecture and Sustainability
- Community College Leadership, EdD
- Computer Information Technology
- Dietary and Food System Management, AAS
- Energy Systems Engineering
- Molecular Diagnostics
- Plastics and Polymer Engineering Technology, AAS
- Allied Health Sciences, AAS
- Business Data Analytics
- Educational leadership, MS
- Dental Hygiene
- Digital Media Software Engineering
- Information Security and Intelligence
- Nuclear Medicine Technology
- Art Education, MA
- Early Childhood Education
- Painting
- Photography
- Sculpture and Functional Art
- Secondary Education – History
- Nursing, MS
Student Achievement Measure
<table>
<thead>
<tr>
<th>Degree/Program</th>
<th>Placement Rate</th>
<th>Average Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pharmacy</td>
<td>98%</td>
<td>$95,266</td>
</tr>
<tr>
<td>Industrial Technology and Management</td>
<td>100%</td>
<td>$86,000</td>
</tr>
<tr>
<td>Quality Engineering Technology</td>
<td>100%</td>
<td>$78,625</td>
</tr>
<tr>
<td>Welding Technology (AAS)</td>
<td>100%</td>
<td>$78,260</td>
</tr>
<tr>
<td>Optometry</td>
<td>93%</td>
<td>$76,333</td>
</tr>
<tr>
<td>Master of Science in Nursing</td>
<td>100%</td>
<td>$72,202</td>
</tr>
<tr>
<td>Manufacturing Engineering Technology</td>
<td>100%</td>
<td>$69,075</td>
</tr>
<tr>
<td>Welding Engineering Technology</td>
<td>97%</td>
<td>$63,372</td>
</tr>
<tr>
<td>HVACR Engineering Technology</td>
<td>100%</td>
<td>$62,109</td>
</tr>
<tr>
<td>Plastics/Polymer Engineering Technology (AAS)</td>
<td>100%</td>
<td>$59,667</td>
</tr>
<tr>
<td>Nursing</td>
<td>96%</td>
<td>$58,463</td>
</tr>
<tr>
<td>Master of Information Security and Intelligence</td>
<td>100%</td>
<td>$57,983</td>
</tr>
<tr>
<td>Plastics Engineering Technology</td>
<td>100%</td>
<td>$57,558</td>
</tr>
<tr>
<td>HVACR Engineering Technology &amp; Energy Mgmt.</td>
<td>100%</td>
<td>$57,357</td>
</tr>
<tr>
<td>Product Design Engineering Technology</td>
<td>80%</td>
<td>$56,500</td>
</tr>
<tr>
<td>Computer Information Systems</td>
<td>100%</td>
<td>$54,694</td>
</tr>
<tr>
<td>Mechanical Engineering Technology</td>
<td>100%</td>
<td>$53,660</td>
</tr>
<tr>
<td>Automotive Engineering Technology</td>
<td>100%</td>
<td>$53,400</td>
</tr>
<tr>
<td>Heavy Equipment Service Engineering Technology</td>
<td>100%</td>
<td>$52,500</td>
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</tbody>
</table>
Ferris State University Today - Students

• Record Fall Student Enrollment – 14,715
  – New freshmen - 1,976
  – New transfers - 1,825

• Big Rapids Enrollment – 10,216

• Most diverse student body in history –
  – Hispanic students up 25%
  – International students up 22%

• Best retention in history
  – 1st year retention bachelor students – 80%

• Degrees Awarded - 3,733
Michigan High School Graduates

Source: “Knocking at the College Door: Projections of High School Graduates” WICHE
Figure 6
Population by Race and Ethnicity, Actual and Projected: 1960, 2005 and 2050
(% of total)

Note: All races modified and not Hispanic (*); American Indian/Alaska Native not shown.
See "Methodology." Projections for 2050 indicated by light brown bars.
Source: Pew Research Center, 2008
Ferris State Future - Students

- Enrollment and Student Success
  - Financial Aid Leveraging
  - Strategic Enrollment Management Plan
  - “One Ferris”
  - New University Digital Branding Campaign
  - Future Vision for Housing
  - Improved Retention
  - Ferris Pride
Ferris State University - Finances

• General Fund Budget - $209 million
• Housing and Dining - $34 million
• Total Budget - $296 million
• State Support - $51 million
• Largest employer in Mecosta County
• Just over 1,500 full-time employees
• Annual payroll of over $160 million
State Appropriation per Full-Time Student
Actual versus Inflation Indexed

$4,046
$6,094
$8,356


Paid per FYES  CPI Adj.
FSU Cost per Full-Time Student

**FY01 – FY15 Average Rate of Increase**

- Ferris State University - 2.57%
- Consumer Price Index - 2.53%
- Higher Education Price Index – 2.96%

<table>
<thead>
<tr>
<th>Year</th>
<th>Cost</th>
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<tbody>
<tr>
<td>FY01</td>
<td>$11,674</td>
</tr>
<tr>
<td>FY02</td>
<td></td>
</tr>
<tr>
<td>FY03</td>
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<td>FY12</td>
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<td>FY13</td>
<td></td>
</tr>
<tr>
<td>FY14</td>
<td></td>
</tr>
<tr>
<td>FY15</td>
<td>$17,530</td>
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</table>

$16,569

$16,555

$17,530

Ferris State University
Michigan Public University  
Change in Total Resources per Student  
FY 2001 to 2014 Projected

<table>
<thead>
<tr>
<th>University</th>
<th>Annualized</th>
<th>Cumulative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ferris State</td>
<td>2.4%</td>
<td>36.0%</td>
</tr>
<tr>
<td>Northern Michigan</td>
<td>2.4%</td>
<td>36.8%</td>
</tr>
<tr>
<td>UM-Ann Arbor</td>
<td>2.8%</td>
<td>43.4%</td>
</tr>
<tr>
<td>Wayne State</td>
<td>2.9%</td>
<td>44.3%</td>
</tr>
<tr>
<td>Average</td>
<td>3.5%</td>
<td>56.6%</td>
</tr>
<tr>
<td>Michigan Tech</td>
<td>3.5%</td>
<td>56.8%</td>
</tr>
<tr>
<td>UM-Flint</td>
<td>3.6%</td>
<td>59.0%</td>
</tr>
<tr>
<td>Saginaw Valley State</td>
<td>3.7%</td>
<td>60.7%</td>
</tr>
<tr>
<td>Michigan State</td>
<td>3.8%</td>
<td>62.0%</td>
</tr>
<tr>
<td>Oakland University</td>
<td>4.0%</td>
<td>66.2%</td>
</tr>
<tr>
<td>UM-Dearborn</td>
<td>4.1%</td>
<td>69.0%</td>
</tr>
<tr>
<td>Grand Valley State</td>
<td>4.2%</td>
<td>70.1%</td>
</tr>
<tr>
<td>Central Michigan</td>
<td>4.4%</td>
<td>75.0%</td>
</tr>
<tr>
<td>Lake Superior State</td>
<td>4.4%</td>
<td>76.0%</td>
</tr>
<tr>
<td>Western Michigan</td>
<td>4.6%</td>
<td>80.3%</td>
</tr>
<tr>
<td>Eastern Michigan</td>
<td>4.8%</td>
<td>84.3%</td>
</tr>
</tbody>
</table>
Ferris State University - Facilities

- 100 buildings on 785 acres
  - 23 miles of sidewalks
  - 1.6 miles of underground tunnels
  - 4.3 miles of roads
  - 330 acres of lawn
  - 54 acres of parking lots
- Growing Grand Rapids presence
- 20 Other locations across the State
Physical Campus

- IRC
- Classroom renovation
- Rock and East Campus Suites
- Optometry Building
- Pharmacy at 25 Michigan in Grand Rapids
- Jim Crow Museum
- Ferris Building
- UICA
- University Center
Ferris State University Future - Facilities

- West Campus Apartments
- West & South Campus Apartments demolition
- New Mechanical Systems UREC
- Swan Annex Expansion
- 82 Ionia in Grand Rapids
- New Intramural and Soccer Fields
- Student Housing
- New Strength and Conditioning Facility
The purpose of the Ferris Institute is to make the world a better place.

Woodbridge N. Ferris

Thank you Big Rapids for your unwavering support. You help make Ferris State University a better place.