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**FERRIS STATE UNIVERSITY**  
**Division of Student Affairs**

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**Examples of  
Evidence from the Division of Student Affairs  
that Support the HLC Criteria**

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# Introduction/Purpose

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## Introduction

Student Affairs has over 100 employees who work collaboratively with students, faculty, staff, community members and others to provide services that support the core function of the University – student learning. We are engaged in providing activities, programs and “outside the classroom” services that offer real educational benefits to our students. A genuine commitment to advance student learning and personal and career development has *always* been at the heart of Student Affairs work at FSU.

## Purpose

The purpose of this document is to provide evidence from the Division of Student Affairs that supports Ferris State University’s efforts to meet the criteria for reaccreditation as established by the Higher Learning Commission of the North Central Association. This document provides evidence that Student Affairs educators are helping create environments and experiences *outside* the classroom that support, extend and enhance student learning. This document provides an overview of the many activities, programs and services we offer that contribute not only to student learning, but to collaboration, diversity, assessment, student recruitment, retention, planning, and other important aspects of our work at the University. This document is also intended to provide each HLC Criterion Committee with sources of evidence they may find helpful as they write their portions of the Self-Study Report.

## Criterion One: MISSION AND INTEGRITY

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Co-Chairs: Paul Blake and Abdi Ferdowsi

“The organization operates with integrity to ensure the fulfillment of its mission through structures and processes that involve the board, administration, faculty, staff, and students.”

**Core Component 1A.** “The organization’s mission documents are clear and articulate publicly the organization’s commitments.”

- [Student Affairs Divisional and Departmental Mission Statements](#) (Statements of Purpose) reflect the [University’s Mission Statement and Core Values](#).

**Core Component 1B.** “In its mission documents, the organization recognizes the diversity of its learners, other relevant constituencies, and the greater society it serves.”

- Each department within [Student Affairs](#) produces an annual [Diversity Report](#) which describes its diversity activities, initiatives and programs.
- The [Student Affairs Diversity Committee](#) was created to respond to the need for increased awareness of diversity issues and the need for additional diversity programs, activities and events.
- A [Student Affairs Diversity web page](#) was created by the Student Affairs Diversity Committee.
- The [Student Affairs Mission Statement](#) explicitly states our division’s commitment to diversity.

**Core Component 1C.** “Understanding of and support for the mission pervade the organization.”

- [Admission standards](#) provide the criteria students must meet in order to be accepted into the University.
- Participation in a variety of programs, organizations and activities on campus require students to maintain a grade point average (GPA) of a certain level. Examples include:
  - [Student Ambassador](#)
  - [Student Athletes](#)
  - [Student Employees](#)
  - [Registered Student Organizations](#)
- The [Interfraternity Council](#) maintains standards for fraternities.
- Recruitment webcards are mailed to prospective students and given out at Admission’s events. These webcards provide information about the University’s academic policies and other student life features.
- The [Student Affairs website](#) contains links to the [University’s overall mission statement and core values](#).

- To enhance recruitment of a diverse student population, [Admissions](#) produces a variety of recruitment materials featuring students representing all ages, genders, races and the like. In addition, we target those students attending historically Black Colleges and offer them an opportunity to transfer to Ferris or to study here for a semester.

**Core Component 1D.** “The organization’s governance and administrative structures promote effective leadership and support collaborative processes that enable the organization to fulfill its mission.”

- The Office of Minority Student Affairs changed its name to the [Office of Multicultural Student Services](#).
- Student Affairs staff members participate in the [Student Affairs Diversity Committee](#).
- Many Student Affairs staff members participated in the [President’s Blue Ribbon Enrollment Task Force](#) to find ways to increase enrollment.
- The [Financial Aid Office](#) engages in timely awarding of aid to promote student enrollment.
- The [Strategic Enrollment Team](#) works collaboratively with all divisions of the University to promote enrollment growth.
- The [Student Affairs Administrative Council](#) is the main operational administrative structure for the division. The Student Affairs Administrative Council is comprised of top administrative staff in Student Affairs and meets every other week.

**Core Component 1E.** “The organization upholds and protects its integrity.”

- [Admission standards](#) provide the criteria students must meet in order to be accepted into the University.
- A variety of programs, organizations and activities on campus require students to maintain a grade point average (GPA) of a certain level. Examples include:
  - [Student Ambassadors](#)
  - [Student Employees](#)
  - [Registered Student Organization](#)
- The Ferris State University [Black Greek Council Fraternities](#), [Interfraternity Council](#) and [Panhellenic Sororities Council](#) have established standards for their organizations.

- Bulldog Values Day is a program to assist new first year students in the second phase of their orientation to Ferris. The program provides extensive information about the University and its support services, leadership opportunities, and suggestions for healthy activities to stay engaged prior to the start of fall classes. The structure of the program is based around the [Bulldog Values](#). The [Dean of Student Life](#), the [Office of Housing and Residence Life](#), and the [Office of Student Conduct](#) work together to educate new students on the [Code of Student Community Standards](#) and what it means to be an active member of the Ferris community.
- [FERPA- Family Educational Rights and Privacy Act](#)
- [HIPAA- Health Insurance Portability and Accountability Act](#)
- The [Code of Student Community Standards](#) is the written explanation of behavioral expectations for all students at the University. This code is enforced via the [Office of Student Conduct](#).
- Admissions laptops are encrypted.
- Departments within Student Affairs are members of or involved with the following professional organizations, all of which follow ethical standards:
  - [AACRAO - American Association of Collegiate Registrars and Admissions Officers](#)
  - [AAC&U - Association of American Colleges and Universities](#)
  - [ACA - American Counseling Association](#)
  - [ACHA - American College Health Association](#)
  - [ACPA - American College Personnel Association](#)
  - [ACUI - Association of College Unions International](#)
  - [AFA - Association of Fraternity/Sorority Advisors](#)
  - [AFLV - Association of Fraternal Leadership & Values](#)
  - [AMA - American Medical Association](#)
  - [APA - American Psychological Association](#)
  - [ASCA - Association of Student Conduct Administrators](#)
  - [MACRAO - Michigan Association of Collegiate Registrars and Admissions Officers](#)
  - [MCC - Michigan Campus Compact](#)
  - [MSFAA - Michigan Student Financial Aid Association](#)
  - [NAACO - North American Association of Commencement Officers](#)
  - [NACA - National Association of Campus Activities](#)
  - [NACAC - National Association for College Admission Counseling](#)
  - [NACAS - National Association of Campus Auxiliary Services](#)
  - [NACE - National Association of Colleges and Employers](#)
  - [NASFAA - National Association of Student Financial Aid Administrators](#)
  - [NASPA - National Association of Student Personnel Administrators](#)
  - [NODA - National Orientation Directors Association](#)

- [NCAA – National Collegiate Athletic Association](#)
- [NIC – North-American Interfraternity Conference](#)
- [NIRSA – National Intramural-Recreational Sports Association](#)
- [NPC - National Panhellenic Conference](#)
- [US Department of Veterans Affairs](#)
- [Michigan Osteopathic Association](#)
  
- The [Admissions](#) office adheres to [Board-approved Admission standards](#), including our Admissions appeal policy.
  
- [Clery Act](#) reporting requires that universities clearly divulge information on the incidences of crime at their campuses on an annual basis, which can be found on the [Department of Public Safety](#) website.
  
- Ferris complies with the [Constitution Day](#) programming requirements.
  
- The verification process for financial aid ensures that aid recipients provide truthful information about their financial situation to the University.
  
- The [Fiscal Operations Report and Application to Participate \(FISAP\)](#) audit report is an audit of financial aid transactions.
  
- Various subgroups within Student Affairs, such as medical doctors, nurses and counselors, require licenses.
  
- Registered Student Organizations are expected to follow policies listed in Ferris' [Registered Student Organization \(RSO\) Handbook](#).
  
- The [Finance Division](#), a division of [Student Government](#), maintains policies and takes part in training associated with applying for and awarding funds.
  
- The [Veterans'](#) Certifying Officer counsels veterans concerning their benefits package and checks for proper compliance with federal regulations.
  
- [Student Leadership & Activity Advisory Council \(S.L.A.A.C.\)](#) approves the establishment of new [Registered Student Organization \(RSO\)](#).
  
- The [Division of Student Affairs Complaint Policy and Procedures](#) outlines the policy and procedures for students who wish to make an official complaint within the Division of Student Affairs.

## Criterion Two: PREPARING FOR THE FUTURE

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Co-Chairs: Melinda Isler and Carol Quigley

“The organization’s allocation of resources and its processes for evaluation and planning demonstrate its capacity to fulfill its mission, improve the quality of its education, and respond to future challenges and opportunities.”

**Core Component 2A.** “The organization realistically prepares for a future shaped by multiple societal and economic trends.”

- [Consortium Programs](#) enable students to attend Ferris and a community college concurrently while receiving their financial aid through the University. This allows for more flexible course offerings and degree completion for our students.
- The [GEAR-UP Program](#) (Gaining Early Awareness and Readiness for Undergraduate Programs) is a federally funded grant program administered through the State of Michigan. The purpose of the GEAR-UP program is to work with students beginning in the seventh grade and encourages them to prepare for success in college as they progress through their middle and high school career.
- The [King/Chavez/Parks \(KCP\) Program](#) is designed to provide minority students with activities and initiatives to ensure collegiate success.
- The [Office of Multicultural Student Services \(OMSS\)](#) organizes a yearly tour for Ferris visiting various high schools in an attempt to recruit a diverse student body to Ferris. The [Imagine More Bus Tour](#) participants include faculty, staff and students.
- The [Enrollment Services](#) unit (Admissions & Records, Financial Aid and Institutional Research & Testing) engage in a variety of activities to support future enrollment growth in a complex and changing environment. For example, according to the [Western Interstate Commission for Higher Education \(WICHE\) data](#) there will be a 13% decrease in high school graduation rates within the next few years. Clearly, we need to demonstrate our commitment to increase recruitment despite these demographic trends.
  - Ferris State University offers a variety of [scholarships](#) to freshman and transfer students.
  - The Ferris [Enrollment Services](#) unit purchases student test score information from [ACT](#) about students who reside in Michigan and other Great Lake states to enhance the marketing efforts of the University.
  - The [Great Lakes Scholarship](#) offers students an award valued at the difference between the Midwest Tuition Rate and the In-State Tuition Rate in order to expand our target student area.
  - Each fall the [Admissions Office](#) invites the Detroit Public Schools Counselors for a visit to campus. The counselors hear a presentation about Ferris, tour the campus and meet with a diverse group of students.

- The [Admissions Office](#) hired a bilingual recruiter who speaks Spanish in an effort to increase our connection to the Hispanic community.
  - Ferris State University has increased its commitment to [International Recruitment](#) by centralizing the staff and its operation and expanding the International travel schedule.
  - The Admissions Office hired two Regional Admissions Officers in fall 2008 to service the Traverse City and Southwest Michigan regions of the state, in addition to the Admissions Officer already located in the Detroit area. All Admissions Officers can answer questions related to admissions as well as financial aid.
  - Enrollment Services purchases [Phi Theta Kappa](#) student names which are honor students from two-year colleges in order to entice these students to transfer to Ferris State University.
  - The [Admissions office](#) has expanded its commitment to recruiting transfer students. In the past two years we have created a transfer office and increased the value of our transfer scholarships.
  - We have enhanced electronic communications with potential students and current students.
  - The Office of the [Dean of Student Life](#), the [Diversity and Inclusion Office](#), and [Enrollment Services](#) (Financial Aid and Admissions) has teamed up to create the [Ferris Youth Initiative](#), which is a scholarship and mentoring program designed to assist Ferris youth who have aged out of foster care and low-income orphans by providing support and learning opportunities that will promote academic success, character development, and life-enhancing skills.
  - Developed off-site locations as part of the [College of Professional and Technological Studies](#) to harness potential enrollment growth.
  - Ferris now has an Admissions Officer located in Detroit Metropolitan Area and the Chicago Metropolitan area in an attempt to increase enrollment diversity.
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- Student Affairs combined the [Associate Vice President for Student Affairs Office](#) with the Office of the [Dean of Student Life](#) in order to enhance efficiency, effectiveness and save money.
  - Student Affairs is working on ways to respond to the societal trend of increased diversity within the workforce by providing numerous [diversity-based events](#) and programs to faculty, staff and students.
  - In order to respond to current societal trends the Office of Minority Affairs' name was changed to the [Office of Multicultural Student Services](#).
  - The [Student Affairs Diversity Committee](#) was created to respond to the need for increased awareness of diversity issues and the need for additional diversity programs, activities and events.
  - A [Student Affairs Diversity web page](#) was created by the Student Affairs Diversity Committee.

- Student Affairs is an integral part of the University's commitment to the effective use of technological resources, such as the [PAVE](#) student conduct database, [CLEP](#) and [COMPASS](#) electronic testing, [QAS](#) address clean software and [Org Sync](#).
- The Student Affairs [Operational Efficiencies](#) are submitted to the Budget Office and the [State of Michigan Budget Office](#).

**Core Component 2B.** “The organization’s resource base supports its educational programs and its plans for maintaining and strengthening their quality in the future.”

- The Director of [Financial Aid](#) analyzes annually the need for changes to the financial aid awarding philosophy to ensure maximization of financial aid to meet the needs of students. The Director is an active participant in recruitment strategies, working closely with the Dean of Enrollment Services, Associate Dean of Enrollment Services, and Associate Director of Admissions. Through this joint effort, recommendations of new scholarships and modifications of existing ones are made to the Vice President for Student Affairs. The Vice President works in conjunction with the President and the Board for approval of scholarship recommendations.
- [The Records Office](#) is part of the [University Curriculum Committee](#) which assesses the need for new programs as well as examines changes to current ones.
- The Division of Student Affairs assisted in the implementation of [Banner](#), which is a comprehensive relational database.
- The [Office of Career Services](#) supports Ferris’ academic programs by offering a variety of services which assist students in acquiring a job in their chosen fields.

**Core Component 2C.** “The organization’s ongoing evaluation and assessment processes provide reliable evidence of institutional effectiveness that clearly informs strategies for continuous improvement.”

- The [National Survey of Student Engagement \(NSSE\)](#) provides detailed data on the level of engagement our students’ exhibit. For example, students indicate the number of interactions with faculty outside of class or the number of hours spent on homework per week. These data are used to inform our efforts to continuously improve student learning and engagement with the campus environment.
- The [Graduate Follow-Up Report](#) is an annual document which presents job placement information for all of our graduates. This report is used extensively in the Academic Program Review process.

- The [Student Affairs Mission Statement](#) indicates the divisions' commitment to maintain a reliable assessment process and to engage in continuous quality improvement. Therefore, the [Student Affairs Assessment Committee](#) was formed in 2002 to develop a comprehensive program of assessment. The Associate Vice President of Student Affairs and the Dean of Enrollment Services co-chair this committee. Through this committee, the directors, within Student Affairs, are asked to compile [Assessment Highlights](#) for the year. The Assessment Committee and the Vice President for Student Affairs meets, in early August, with Student Affairs directors to discuss their assessment initiatives.
- The Admissions Application Review Committee was formed to reexamine how applications are processed. As a result of the committee's recommendations the process was streamlined and our efficiency in turning around applications increased dramatically.
- Each year a Failure to Enroll Survey is conducted to glean information from students who were admitted to Ferris but opted to attend another institution. We use these data to improve our marketing efforts and refine our student communication.

**Core Component 2D. "All levels of planning align with the organization's mission, thereby enhancing its capacity to fulfill that mission."**

- The [GEAR-UP Program](#), which stands for Gaining Early Awareness and Readiness for Undergraduate Programs, is a federally funded grant program administered through the State of Michigan. The purpose of the GEAR-UP program is to work with students beginning in the seventh grade and encourage them to prepare for success in college as they progress through their middle and high school career.
- The [King/Chavez/Parks \(KCP\) Program](#) is designed to provide minority students with activities and initiatives to ensure collegiate success.
- The [Office of Multicultural Student Services \(OMSS\)](#) organizes a yearly tour, known as the Imagine More Bus Tour, to visit various high schools in an attempt to recruit a diverse student body to Ferris. The [Imagine More Bus Tour](#) participants include faculty, staff and students.
- Student Affairs participates in the University's new [Annualized Planning Process](#).
- The [Student Affairs division mission statement](#) clearly reveals its interconnectivity with the University's mission and core values.
- The Vice President of Student Affairs was the chair of the President's Blue Ribbon Enrollment task force.

## Criterion Three: STUDENT LEARNING AND EFFECTIVE TEACHING

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Co-Chairs: Cheryl Cluchey and Ron McKean

“The organization provides evidence of student learning and teaching effectiveness that demonstrates it is fulfilling its educational mission.”

**Core Component 3A.** “The organization’s goals for student learning outcomes are clearly stated for each educational program and make effective assessment possible.”

- [Student Affairs](#) assesses their student employees to determine what they learn while working in our departments.
- Student [Orientation Leaders](#) are assessed to evaluate what skills they learned.
- Students, as well as family and friends of students participating in [Orientation](#), are surveyed to determine what they have learned and to also determine what can be done to improve the Orientation process.
- The [Office of Student Conduct](#) surveys students who have interacted with them to determine what they have learned, such as the implications of their behavior and Ferris’ expectations for good citizenship.
- The [Office of Career Services](#) evaluates the experiences students have at the Ferris Job Fair which occurs twice yearly. Career Services also evaluates the extent to which students demonstrate resume writing skills, appropriate interview techniques and ability to dress professionally. They also assess the effectiveness of networking opportunities derived from participating in the Job Fair.
- The [Office of Multicultural Student Services](#) surveys the students who participate in their annual [Imagine More Bus Tour](#) to determine the extent to which they have learned various skills, including public speaking, working with others, managing time, and meeting deadlines.
- [Birkam Health Center](#) patients are surveyed to determine what they have learned about improving their health.
- Student Leadership & activities surveys their student employees to evaluate the different skills they have learned while working in the office.
- Rankin Student Center surveys their Student Mangers to evaluate the skills they have learned.

**Core Component 3B.** “The organization values and supports effective teaching.”

- Visiting Professor Funds are used for events and to lecture to various classes.

**Core Component 3C. “The organization creates effective learning environments.”**

- The [Dean of Student Life](#) periodically produces a newsletter called the “[Traveler](#)”, which specifically provides non-residence hall students (commuting and nontraditional students) with an opportunity to acquire and discover information about the University and the local community. In addition, the newsletter provides general resources and tips to assist these students in various aspects of their personal development.
- The Ferris [Volunteer Center](#) serves the [Big Rapids Community](#) by providing student assistance for their various programs and services. Through these efforts, there is increased cohesion between Ferris students and the surrounding community.
- The [Student Code of Community Standards](#) is the written explanation of behavioral expectations for all students at the University. This code is enforced via the [Office of Student Conduct](#).
- [Registered Student Organization](#) programming and department programming.
- The [Harm Reduction Program](#) is designed to provide students who have experienced difficulties with alcohol an opportunity to acquire and discover information that can make a positive difference in their lives. The effectiveness of the Harm Reduction Program is continually assessed.
- The [Social Norming Campaign](#) provides students with an opportunity to acquire discover and apply knowledge about a variety of health related behaviors, including alcohol usage.
- The Office of [Student Leadership and Activities](#) encourages all [Registered Student Organizations \(RSO’s\)](#) to engage in the [Five-Star](#) recognition process. This is a highly educational process for the RSO’s and an excellent quality improvement project.
- Several Student Affairs staff regularly teach [FSUS](#) 100 classes. An evaluation is done on this class each semester. Various Student Affairs departments are guest speakers in FSUS classes and Registered Student Organization meetings.
- The Women Investing in Leadership & Learning (W.I.L.L.) Conference is held each year. This conference is sponsored by [Student Government](#) and has many guest speakers at the event.
- The [Office of Student Leadership & Activities](#) partners with Women’s Information Services Inc. (WISE) to annually host Take Back the Night to help spread awareness of preventing domestic violence and sexual assault.
- The Vagina Monologues performance is a student run campaign to help raise money to end violence against women. All proceeds from the performance are donated to WISE.

- The Five-Star program hosts guest speakers to speak on educational topics and service events which allow students to gain social and civic responsibility.
- [University Recreation \(UREC\)](#) provides programmatic and monetary support for academic and sports summer camps.
- The Office of the [Dean of Student Life](#), [Enrollment Services](#), and Educational Counselors work collaboratively on the orientation program for new students.
- Faculty is involved in advising [Registered Student Organizations \(RSOs\)](#).
- Learning outcomes are introduced in [Student Leadership and Activities](#) and [University Recreation](#) such as communication, leadership, problem solving. This is connected with the core values of the institution and diversity.
- Partnership with [Career Services](#) and various colleges as well as connecting with employers, networking, and internships.
- [Student Leadership & Activities](#) offers students the opportunity to build a [Co-curricular Transcript](#). This is the University's formal transcript of student's co-curricular experiences.

**Core Component 3D. "The organization's learning resources support student learning and effective teaching."**

- [Student Affairs](#) received grant funding for the college day and [GEAR-UP programs](#).
- [Student Affairs](#) provides a variety of programming for Black History month, Native American History month, Hispanic Heritage month, and Women's History month to compliment classroom learning.
- [Rankin Student Center](#) hosts seminars to assist learning including classroom and community events.
- The [Working on Wellness \(W.O.W.\)](#) program provides opportunities for faculty, staff and students in the area of nutrition and fitness.
- [Student Affairs](#) uses technology to communicate with students to generate interest in our programs and services.
- The [Dawg Day](#) program relies on faculty interaction to support this program. The Dawg Day program was created to educate potential students about Ferris.
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- [University Recreation \(UREC\)](#) creates learning situations for those using the rock climbing wall, taking swim lessons, using the ropes course, and also the [Recreation and Leadership Management](#) curriculum.

## Criterion Four: ACQUISITION/DISCOVERY AND APPLICATION OF KNOWLEDGE

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Co-Chairs: Steve Durst and Doug Haneline

“The organization promotes a life of learning for its faculty, administration, staff, and students by fostering and supporting inquiry, creativity, practice, and social responsibility in ways consistent with its mission.”

**Core Component 4A.** “The organization demonstrates, through the actions of its board, administrators, students, faculty, and staff, that it values a life of learning.”

- If a student is found responsible for violating a rule within the [Code of Student Community Standards](#) he/she is allowed to appeal the student conduct hearing outcome through the Office of Student Conduct Appeals Board or the [Dean of Student Life](#), depending on the seriousness of the original infraction.
- All [Students Affairs](#) departments support professional development through division retreats, department retreats, and professional organizations, national, state and local conferences.
- Student Affairs has conducted research on students’ perceptions of [Social Norming](#) within various academic classes.
- [Entertainment Unlimited](#) receives Student Activity Funds to offer various events on campus.
- The [Outstanding Advisor of the Year Award](#), organized through the office of [Student Leadership & Activities](#), promotes a life of learning and social responsibility.
- The office of [Student Leadership & Activities](#) partners with the [Michigan Campus Compact](#) in offering leadership engagement, service and recognition opportunities to Ferris students. Awards include the [Michigan Campus Compact \(MCC\)](#) Commitment to Service Award and the Heart and Soul Award.
- [Student Leadership and Activities](#) attends the [Michigan Campus Compact \(MCC\)](#) Service Leadership camps where information is shared with other universities.
- Scholarships are provided to [Student Government](#) members, [Entertainment Unlimited](#) members and [Student Ambassadors](#).
- The Student Affairs Student Employee Survey is conducted to assess student employees’ learn by working in their areas of employment within the division.

- The [Ferris State University Bus Tour](#) “Imagine More,” sponsored through the [Office of Multicultural Student Services](#) assists in the recruitment of a diverse student population.
- The [Finance Division](#) of [Student Government](#) supports [Registered Student Organizations \(RSOs\)](#) when traveling to conferences and sponsoring events.
- The Legacy Scholarship administered by the [Alumni Office](#) is a scholarship awarded to legacy students whose parents, grandparents, aunts, uncles and siblings have attended Ferris in the past. Typically, students who are awarded this scholarship are at sophomore status or above and have demonstrated leadership and academic excellence.
- The [Student Affairs Faculty/Staff Recognition Lunch](#) acknowledges the support of employees from other divisions within Ferris to recruit, assist, and/or provide services to Ferris students.
- The [Torchbearer Leadership Awards](#), presented to graduating seniors and/or graduate students who have shown outstanding leadership skills while at Ferris, and the [Rising Star Awards](#), presented to emerging current students who have shown emerging leadership skills, supports the core value of the University including academic excellence, collaboration and diversity.
- Numerous Student Affairs staff participates as members of the [Behavior Review Team and the Threat Assessment Team](#), which is a group of individuals charged with assessing the seriousness of institutional threats and making recommendations for the most effective course of action to ameliorate the situation.
- [W.O.W. \(Working on Wellness\)](#), a program providing health and wellness support to faculty, staff, students and community members. W.O.W. is sponsored by [University Recreation](#) and is promoted at the University’s Benefits Expo.
- The Hometown Recruiter Program trains current Ferris students to present admissions information to their former high school. Participants in this program receive volunteer hours for their efforts.

**Core Component 4B.** “The organization demonstrates that acquisition of a breadth of knowledge and skills and the exercise of intellectual inquiry are integral to its educational programs.”

- Student Affairs is a leader in the development of co-curricular transcripts, outside the classroom leadership, service, and learning opportunities.

**Core Component 4C.** “The organization assesses the usefulness of its curricula to students who will live and work in a global, diverse, and technological society.”

- The [National Survey of Student Engagement \(NSSE\)](#) provides detailed data on the level of engagement our students’ exhibit. For example students indicate the number of interactions with faculty outside of class or the number of hours spent on homework per week. These data are used to inform our efforts to continuously improve student learning and engagement with the campus environment.
- The [Graduate Follow-Up Report](#) is an annual document which presents job placement information for all of our graduates. This report is used extensively in the [Academic Program Review](#) process.
- [Career Services](#) assess employers to determine current employability knowledge of students and offers workshops to provide students with the tools to be successful when searching for a job.

**Core Component 4D.** “The organization provides support to ensure that faculty, students, and staff acquire, discover, and apply knowledge responsibly.”

- Bulldog Values Day is a day in which new students are provided extensive information about the University and its services, programs and activities prior to the beginning of fall classes.
- Student Affairs staff participate as members of the [Behavior Review Team](#). The purpose of this group is to improve communication among Ferris faculty and staff who have concerns about individual students who may be experiencing serious problems, such as a mental issue. This group also makes recommendations to faculty, department heads, deans and others concerning possible ways to ameliorate problematic student situations.
- Numerous Student Affairs staff participates as members of the [Threat Assessment Team](#), which is a group of individuals charged with assessing the seriousness of institutional threats and making recommendations for the most effective course of action to ameliorate the situation.
- Student Affairs staff participate as members of the [Emergency Response Team](#). A team formed to train individuals in emergency situations, should one occur.
- The [University Committee on Discipline](#) is a group of Ferris faculty, staff and students who are trained by the [Office of Student Conduct](#) to adjudicate student conduct cases. These volunteers apply what they have learned to ensure that Ferris students are provided with proper due process.

- The [Social Norming Campaign](#) provides students with an opportunity to acquire, discover and apply knowledge about a variety of health related behaviors, including alcohol usage.
- The [Office of Student Conduct](#) and the [Dean of Student Life](#) manage academic dishonesty cases.
- Interfraternity Council (IFC) and Panhellenic Council self govern and handle their own judicial process.
- Interfraternity Council (IFC) and Panhellenic Council conduct anti-hazing and new member educational seminars.
- Student Affairs staff are advisors to [Interfraternity Council](#), [Black Greek Council](#), [Panhellenic Council](#), [Entertainment Unlimited](#) and [Student Government](#).
- [The Office of Student Conduct](#), through [Harm Reduction Program](#) (choices), [Drug Education](#) series (Marijuana 101), and Alcohol On Line, provides students with an opportunity to explore the risks involved in the misuse of these substances and encourages them to consider their every day choices.
- Student Affairs supports individuals who wish to complete [TIPS \(Training for Intervention Procedures\) training](#). TIPS' training instructs servers of alcohol on doing so responsibly. Ferris offers local establishments that serve liquor TIPS training.
- The office of [Student Leadership and Activities](#), the [Office of Multicultural Student Services](#) and others offer students with multiple opportunities via “hot-topic discussions” to discuss controversial issues in a civil manner.
- [Student Ambassadors](#), a group of students who conduct campus tours and provide overnight visitation opportunities for prospects, adhere to a code of conduct regarding academic and other behaviors.
- Students who work in [Enrollment Services](#) are required to sign a confidential data security letter to ensure they are aware of the sensitivity of the data they have access to.
- The [Dean of Student Life](#) periodically produces a newsletter called the “[Traveler](#)”, which specifically provides non-residence hall students (commuting and nontraditional students) with an opportunity to acquire and discover information about the University and the local community. In addition, the newsletter provides general resources and tips to assist these students in various aspects of their personal development.

- The [Harm Reduction Program](#) is designed to provide students who have experienced difficulties with alcohol and other drugs an opportunity to learn a set of practical strategies that reduce negative consequences of alcohol, tobacco, and other drug use. The effectiveness of the Harm Reduction Program is continually assessed.
- The [Code of Student Community Standards](#) is the full written explanation of behavioral expectations for all students at the University. This code is enforced via The [Office of Student Conduct](#).
- Various student workers, such as orientation leaders, are expected to adhere to a code of ethics.
- Student Affairs employees, such as the Dean of Student Life, Coordinator of Student Life, Career Services, Financial Aid, Student Leadership and Activities, and the Commencement Office, occasionally appear on Ferris television shows and provide viewers with an opportunity to acquire, discover and apply a wealth of knowledge about Student Affairs activities, programs and services.
- The University Recreation (UREC) [Wellness Program](#) is another example of a Student Affairs program that provides Ferris students, faculty, staff and community members with strategies to improve their overall well-being.

## Criterion Five: ENGAGEMENT AND SERVICE

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Co-Chairs: Jennifer Hegenauer and Wendy Samuels

“As called for by its mission, the organization identifies its constituencies and serves them in ways both value.”

**Core Component 5A.** “The organization learns from the constituencies it serves and analyzes its capacity to serve their needs and expectations.”

- The [Vice President of Student Affairs](#) is the chair of the Campus Community Task Force (CCTF). A task force developed by the University to bring the University and local community together to find solutions for the problem of alcohol abuse and other related issues.
- Nearly all of the activities, services and programs that Student Affairs offers to the community have an assessment component. Assessment results provide data which are used to improve future events.
- The [Big Rapids Neighborhood Association](#) consists of homeowners in areas adjacent to campus. The Vice President of Student Affairs periodically meets with this group to resolve issues important to homeowners as well as the Ferris community.
- Student Affairs Administrative Council regularly reads and discusses scholarly articles on generational differences which may impact how students live and learn at Ferris State University.
- The Ferris [Volunteer Center](#) serves the [Big Rapids Community](#) by providing student assistance for their various programs and services. Through these efforts there is increased cohesion between Ferris students and the surrounding community.
- The office of [Career Services](#) surveys employers visiting campus to improve their recruiting efforts and helps students improve job search skills.

**Core Component 5B.** “The organization has the capacity and the commitment to engage with its identified constituencies and communities.”

- The [Dean of Student Life](#) periodically produces a newsletter called the “[Traveler](#)”, which specifically provides non-residence hall students (commuting and nontraditional students) with an opportunity to acquire and discover information about the University and the local community. In addition, the newsletter provides general resources and tips to assist these students in various aspects of their personal development.
- The [GEAR-UP Program](#), which stands for Gaining Early Awareness and Readiness for Undergraduate Programs, is a federally funded grant program administered through the State of Michigan. The purpose of the GEAR-UP program is to work with students beginning in

the seventh grade and encourage them to prepare for success in college as they progress through their middle and high school career.

- The [King/Chavez/Parks \(KCP\) Program](#) is designed to provide minority students with activities and initiatives to ensure collegiate success.
- The [Office of Multicultural Student Services \(OMSS\)](#) organizes a yearly tour for Ferris visiting various high schools in an attempt to recruit a diverse student body to FSU. The [Imagine More Bus Tour](#) participants include faculty, staff and students.
- The [Office of Admissions & Records](#) regularly generates liaison with secondary educators and counselors. The purpose of this communication is to ensure these key persons within the secondary school systems have a basic understanding of the academic and residential life offerings which are available to prospective students. Informational exchange occurs during the University's recruiters high school visits, the annual public Admission Director's fall open house to secondary counselors, 'Promoting the Publics,' email communications, campus visitations of high school counselors and educators, etc.
- Each fall the [Admissions Office](#) invites the Detroit Public Schools Counselors for a visit to campus. The counselors hear a presentation about Ferris, tour the campus and meet with a diverse group of students, faculty and staff.
- The University actively participates at recruitment activities hosted at faith based venues. Recruiters are deployed to engage students and families who express a desire to learn more about secondary education opportunities, or specifically about the academic and residential life offerings of Ferris State University.
- The [Admissions Office](#) hired a bilingual recruiter who speaks Spanish in an effort to increase our connections to the Hispanic community.
- Ferris State University has increased its commitment to [International Recruitment](#) by centralizing the staff and its operation and expanding the International travel schedule.
- The [Admissions Office](#) hired two Regional Admissions Officers in Fall 2008 to service the [Traverse City](#) and [Southwest Michigan](#) regions of the state. Both can answer questions related to admissions as well as financial aid.
- Orientation invites the [Mecosta County Area Chamber of Commerce](#) and [Mecosta County Area Convention and Visitors Bureau](#) to participate in the parent portion of orientation.
- Several Student Affairs employees are involved with the ongoing diversity initiatives with [Yoplait Corporation](#)-Reed City.
- [Enrollment Services](#) participates in [New Student Reception](#) events that provide information on admissions and financial aid.

- [Student Leadership & Activities](#) partner with the [Big Rapids Chamber of Commerce](#) for Bulldog Bonanza.
- Student Affairs is a major partner in numerous Homecoming events including the 5k run which originates at the [Student Recreation Center](#).
- The [Office of Multicultural Student Services](#) invites the entire community to its annual picnic in Hemlock Park (Big Rapids).
- Numerous Student Affairs officials have worked closely with local health and law enforcement officials on the [FSU Emergency Pandemic Flu](#) plan.
- The office of [Student Leadership and Activities](#) works closely with [FSU Greek organizations](#) and their philanthropic initiatives, such as the Zeta Tau Alpha Breast Cancer Awareness March, Sigma Pi hosts annual Teeter Tooter-A-Thon for American Cancer Society and the Zeta Phi Beta Coat Drive.
- Student Affairs partners with a variety of community organizations on activities such as:
  - United Way events
  - Relay for Life
  - Salvation Army Angel Tree
  - Walk for Warmth
  - Gift of Life Michigan
- Student Affairs partners with [WISE \(Women's Information Services\)](#) on the Sexual Assault committee to help prevent violence against women.
- The [Office of Student Conduct](#) works closely with the [Big Rapids Department of Public Safety](#) and the [Mecosta County Sheriff's Office](#) on student conduct issues on an as-needed basis.
- The [Student Employment](#) office works with various community employment agencies and businesses.
- The [Vice President and the Associate Vice President of Student Affairs](#) are co-advisors of [Student Government](#), which organizes such events as the Holiday Food Drive, [The Big Event](#) (volunteer day where students give back to the community by engaging in numerous public service activities) and the Women Investing in Learning and Leadership (W.I.L.L.) Conference.
- [University Recreation \(UREC\)](#) provides the community with [swimming lessons and water aerobics](#).

- [Career Services](#) offers a Fall Semester and a Spring Semester Job Fair Networking Reception that is open to employers, faculty, staff, students and alumni.

**Core Component 5C.** “The organization demonstrates its responsiveness to those constituencies that depend on it for service.”

- The Vice President of Student Affairs is the co-chair for the United Way campus fundraising campaign.
- As a public service and recruitment effort, the [Office of Admission & Records](#), the [Office of International Education](#), and [University Advancement & Marketing](#) collaborate to staff an informational table at the annual [Hispanic Festival of Grand Rapids, MI](#).
- The [Office of Admissions](#) purchases the names of honor students from two-year colleges from the Phi Theta Kappa organization. Then Admissions contacts these students in an attempt to recruit them to Ferris State University.
- The [Office of Multicultural Student Services](#) administers the [Future Faculty Fellowship program](#), which is part of the State's KCP Initiative. The Fellowship provides financial support for underrepresented candidates pursuing faculty teaching careers in postsecondary education. The support can be awarded to candidates who are pursuing Master's or Ph.D. degrees.
- [University Recreation \(UREC\)](#) provides programmatic and monetary support for academic and sports summer camps.
- The [Admissions office](#) has expanded its commitment to recruiting transfer students. In the past two years we have created a transfer office and increased the values of our transfer scholarships.
- The [Office of Admissions & Records](#) provides Spanish (Información en Español) and English versions of the Admissions web site.
- The [Office of Student Conduct](#) staff conducts numerous presentations in academic settings (offices, classrooms, etc.) each semester.
- Staff members from the [Birkam Health Center](#) and the [Personal Counseling Center](#) also conduct numerous presentations in academic settings (offices, classrooms, etc.) each semester.
- Ferris students contributed approximately 37,364 student volunteer hours for the 2009-10 school year.
- The Rankin Student Center houses the [First Lady's Attic](#) from which Ferris students can receive professional attire free of charge.

- The [Office of Career Services](#) works closely with the local [Workforce Development office](#) to provide services to both Ferris students and community members.
- Several local religious organizations use the [Rankin Student Center](#) for their worship services and other activities.
- [University Recreation](#) conducts training for CPR, first aid and deep water rescue for community members and emergency rescue personnel.
- [University Recreation](#) (UREC) offers community members who are seniors discounted rates for the use of the walking track in the Student Recreation Center. Additionally, UREC rents their facility to local high schools and other organizations, such as the Girl Scouts, for various events.
- [Career Services](#) offers free self-serve on-line recruiting system to all employers and students (Bulldog CareerLink) to quickly and efficiently make employment matches.
- Student Affairs has organized various memorial services to commemorate significant events such as 9-11 and the Virginia Tech Massacre.
- Student Affairs partners with Meijer to sponsor a yearly Bulldog Beginnings (welcome week) event (Meijer Madness) to provide fun activities, food and discounts on college necessities.
- The [Office of Multicultural Student Services](#) organizes numerous MLK/College Day visits for prospective minority students from around the state.
- Student Affairs ([Orientation](#)) provides students and parents' opportunities to evaluate the orientation program, the results of which are used for program improvement.
- The [Safe Ride](#) program sponsored by Student Leadership and Activities. Safe Ride is a community service which provides bus transportation from local establishments serving alcohol for students on weekends.
- [University Recreation](#) provides the facilities for several annual sports camps.
- Student Affairs provides funds to enable employees to become a [TIPS \(Training for Intervention Procedures\)](#) trainer. TIPS training teaches individuals who hold events where alcohol may be consumed or served, appropriate intervention strategies for over consumption.
- [University Recreation](#) designs and runs numerous wellness initiatives for Ferris employees, students and community members.

**Core Component 5D. “Internal and external constituencies value the services the organization provides.”**

- [University Recreation](#) and [Rankin Student Center](#) provides the use of its entire facilities for the [Make-a-Wish Foundation](#) during their annual Bike-a-Thon, which raises money for its charitable endeavors.
- The Ferris [Volunteer Center](#) serves the Big Rapids Community by providing student assistance for their various programs and services. Through these efforts, there is increased cohesion between Ferris students and the surrounding community.
- The [Student Recreation Center \(SRC\)](#) through [University Recreation](#) enhances the well-being of the students, faculty, staff, and community members.