

Noteworthy Changes at Ferris State University, 1999-2009

- A. External World Changes (Ferris functions in a significantly different environment)
1. National
 - a. **Emphasis on assessment of learning outcomes by HLC, USDOE, and accrediting agencies** (this issue has become consuming)
 - b. September 11, the war in Iraq, the war in Afghanistan from 2001-present, and the return of veterans to universities in significant numbers in 2008
 - c. **National economic recession in 2008**
 2. Michigan
 - a. **Tanking of Michigan economy starting in 2006**
 - b. Reduction of manufacturing jobs in Michigan totaling several hundred thousand
 - c. Continuously shrinking state appropriations for public universities since 1999
 - d. Higher tuition, room and board during same time period
 - e. Lower numbers of high school graduates in state effective in 2009
 - f. Introduction of higher H.S. graduation standards for Michigan students effective in 2010
 3. Big Rapids (**many more consumer choices than in 1999 – all we lack is a state of the art movie complex**)
 - a. New apartment complexes added in BR (compete with on campus and downtown options)
 - b. New big box stores (Wal-mart, Meijer, Lowes, Menards, RiteAid, Walgreens, MC Sports, Peebles, Staples) open in BR
 - c. New dining options (Applebee's, Bennigans, Ruby Tuesday's, Blue Cow, Vivo, the Gate)
 - d. Gone are Woody's, the Ferris Inn, CitGo Gas, Carter's, Denny's, Village Market, Southland Pharmacy, Casey McNabb's
 - e. Coffee houses on and off campus (Seattle's Best, Starbuck's, Bigbee's)
- B. University-wide Changes (FSU is bigger, broader, and more complex)
1. **“Merger” with Kendall College of Art and Design in 2001**
 2. **Expansion FSU-GR to become College of Professional and Technical Studies** and subsequent combination in 2008 with former University Center for Extended Learning to put all non-BR centers under one unit
 3. **Instructional and Business Technology** – (n.b. we really have gone virtual, if not paperless, in so many ways; the constant is *change!* – hard in every way to keep up)
 - a. Campus-wide change from SIS to Banner in 2005
 - b. Introduction of Web-CT in 2005 and transition to FerrisConnect in 2007
 - c. Introduction of Campus Pipeline e-mail and announcements in 2001 to MyFSU
 - d. Enrollment-related software beyond Banner (e.g., DegreeWorks)
 - e. Business-related software beyond Banner (e.g., Payment-net)

- f. Fundraising-related software beyond Banner
 - g. Wireless umbrella installed across campus in 2006
 - 4. **Creation of Chief Diversity Officer** position at cabinet level in 2007 (you can usually tell that something is important when a cabinet level position is added)
 - 5. **Enhancement of the Advancement Division** by adding fundraisers in 2003 and again in 2007
- C. Student Body – (we are working with more and better students; the decision to make the change in admissions standards was a HUGE issue at the beginning of the ten year period)
- 1. Introduction of admission standards in 2002, with ratchets in 2004 and 2006, have changed the student body from the pre-2002 days of open admissions. Mean ACT and HSGPA have increased as have retention and graduation rates.
 - 2. Growth of Honors Program has resulted in the fact that 10% or more of the current BR student body started in Honors. This change also contributes to the increased credentials, retention, and graduation rates.
 - 3. Advent of Merit, Transfer, and Geographic Scholarships at Ferris
 - a. WNF (Founders, President, and Deans)
 - b. Great Lakes
 - c. Transfer
 - d. International
 - 4. Enrollment Growth throughout the decade, a Fall headcount increase of more than 43% and a Fall SCH increase of more than 36% since 1999
 - 5. Racial and ethnic diversity for BR enrollments has declined from about 13% in 1999 to just under 11% in 2009 using total headcount as the divisor; international student enrollments have declined from 3.3% to 1.1% during the same timeframe using the same formula (I'm curious to see how the BR-only ratios have changed)
 - 6. Increasing numbers of on-line and off campus enrollments at all locations and in a variety of programs with non-BR enrollments increasing by 200% since 2001 from a headcount of 1,382 to 4,099 (that is as far back as I could easily find)
 - 7. Retention of FTIACs from first to second year has increased from 59% (1999 cohort) to 70% (2007 cohort) and the degree completion rate has improved from 34% (1999-2005 cohort) to 40% (2002-2008 cohort) and still climbing, I believe, using the 6-year completion period allowed
- D. Faculty and Academic Affairs (I think *turnover* is the key issue below)
- 1. Higher standards for appointment (degree levels) (n.b., someone should check this out to show how it has changed!)
 - 2. Turnover of tenured faculty due to retirements (n.b., someone should check this out too)

3. Superior faculty development programming thru FCTL *related to teaching and learning*
 - a. FerrisConnect
 - b. Critical Thinking
 - c. Advisor Training
 - d. Lilly North – teaching and learning
 - e. New Faculty Orientation
 - f. Rubrics
 - g. On-line instruction workshops
4. Academic Affairs Leadership Turnover: (6 vpaas: Chapman, Oldfield, Harris, Oldfield, Burcham, Erickson)
 - a. Allied Health (4 deans: Barnes, Frazer, Hooper, Haneline)
 - b. Arts & Sciences (2 deans: Hammersmith, Klein)
 - c. Business (2 deans: Rallo, Nicol)
 - d. Education and Human Services (2 deans: Cooley, Johnston)
 - e. Engineering Technology – (4 deans: Waldheim, Matrosic, Chang, Oldfield)
 - f. Optometry (5 deans: Lewis, Uniacke, Alexander, Peterson-Klein, Cron)

E. Degree Programs in BR (overall trend is movement away from associate degrees to bachelor degrees with increasingly higher admission standards)

1. Allied Health
 - a. Introduction of new degrees in *School of Nursing* at the bachelors and masters levels
 - b. Introduction of Health Care Systems Administration degree
 - c. Offering several degrees on-line
 - d. A boom in demand for health degrees related to the market
2. Arts & Sciences
 - a. Introduction of B.A. degrees and B.S. degrees (this was a big deal 10 years ago)
 - b. The ascendancy of pre-pharmacy as the highest enrollment program at Ferris
3. Business –
 - a. Successful attainment of national accreditation
 - b. Introduction of Music Industry Management Program
 - c. Reconfiguration of Hospitality Management Program
 - d. Addition of MBA program
4. CPTS –
 - a. Introduction of first B.S. degree – Digital Animation and Game Design
 - b. Home for on-line instruction effective 2009
5. Education and Human Services
 - a. Re-introduction of the Elementary Education degree in 2000

- b. Modification of TVPR to digital age technology and nomenclature
 - 6. Engineering Technology –
 - a. Reorganized from 12 departments to 4 schools in 2009
 - b. A severe decline in the demand for ET degrees in several areas
 - 7. Optometry –
 - a. Added required summer enrollment session to curriculum to meet standards
 - b. Increased quota size from 32 to 36
 - 8. Pharmacy –
 - a. Introduction of the Pharm.D. program in 2002
 - b. Increased quota size of the P-1 cohort from 120 to 150.
 - 9. University College –
 - a. Re-introduction of General Studies Program to enroll new students who meet the new admission standards but are not yet eligible for admission to the degree program of their choice (now enrolls 200+ new students each fall)
 - b. Ferris State University Seminar (FSUS) required for all new freshmen effective 2002 (higher retention followed)
 - c. Elimination of Intensive English Program in 2005 due to low numbers.
- F. **Physical Plant – (WOW! How many millions were spent to make Ferris a better place to teach and learn?)**
 - 1. Academic
 - a. FLITE (new library) and Campus Quad
 - b. Granger Building
 - c. Katke Clubhouse (PGM) and driving range
 - d. Instructional Resource Center and Connector
 - e. Card Wildlife Center, Smith Greenhouse
 - f. Optometry Building
 - g. Smart Classrooms and classroom renovations
 - h. KCAD Building renovations
 - 2. Student Life/Services
 - a. Timme Center for Student Services (remodel of former library)
 - b. Wheeler Pavilion
 - c. The Rock
 - d. East Campus Apartments
 - e. Improvements to athletic facilities (Ewingleben, Taggart, etc.)
 - 3. Infrastructure
 - a. Northland Trail project with DOT marking campus entrances
- G. Other Initiatives (demonstration of outreach efforts)
 - 1. American Democracy Project

2. Political Engagement Project
3. Academic Service Learning
4. Jim Crow Museum
5. Card Wildlife Museum
6. Troops to Teachers
7. ROTC reinvigorated
8. Freedom to Learn (K-8 state computer initiative)
9. Student Volunteer Center
10. Tuition Incentive Program (TIP Scholars)

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