

President's Council / Deans' Council
Meeting Summary
October 8, 2008
8:30 a.m., CSS 302

Attendance:

Armstrong, Burcham, Christner, Davison, Eisler, Green, Obermier, Pilgrim, Haneline, Flickinger, Johnston, Klein, Mathison, Monger, Nicol, Oldfield, Peterson-Klein, Potter, Teahen

Action Item: No changes were noted for the Summary from the September 10, 2008 meeting.

Discussion:

- Capital Campaign Update
VP Armstrong distributed the following documents for review and discussion:
 - Draft Letter from President Eisler, requesting participation in feasibility study for the Capital Campaign;
 - Slides of PowerPoint entitled, "A Closer Look at the Ferris State University Comprehensive Capital Campaign Feasibility Study;" and,
 - The Preliminary Background Statement for the Capital Campaign.

VP Armstrong reviewed the documents, providing additional information about Community Counseling Service (CCS) as the public relations firm conducting the feasibility study. The study timeline is from July 2008, with an anticipated end date of early November 2008. A suggestion was made to reframe the "Facilities - \$45 million" area of the Preliminary Background Statement so not to focus as much on bricks and mortar. VP Pilgrim indicated he did not feel \$12.5 million for Rankin Student Center's renovation was sufficient. In an effort to enhance our major gifts, President Eisler noted that through the Millenium database we are identifying alumni; we are growing and educating our Foundation Board; and we added major gift officers.

President Eisler inquired as to what challenges the group sees in this venture. Responses included the current state of the economy; consistency of the message from the entire University Community; and promoting and having meaningful engagement. To provide more assistance in this area it was suggested to keep the University informed of what is going on; invite them to participate.

A suggestion was made regarding the listing of items in the Preliminary Background Statement, that it currently reads as if the decisions are already made. Possibly referencing items as "examples" rather than spelling items out and how dollars will be targeted and utilized could be helpful. President Eisler noted that scholarships are the highest priority on the Preliminary Background Statement, and the final case statement can show examples.

Meeting adjourned 9:44 am

Next meeting date: President's Council and Deans' Council will next meet on the 1st Wednesday in November, on the 5th at 8:30 am.

Submitted by: Karen K. Obermier