

Ferris State University Strategic Plan - Goals and Initiatives

Goal 1: Become a demonstrable center of excellence in educational quality and student learning.

1. Enhance assessment and the use of assessment data at the program and course level to measurably improve student learning.
2. Enhance the availability of scholarships, including graduate and need-based, and respond effectively to donors.
3. Cultivate a stimulating, student-centered learning environment that integrates theory and practice.
4. Support the emphasis on quality performance by faculty, staff, administration that demonstrably improves student learning.
5. Review the curriculum and increase the emphasis on preparing students for a global society and leadership roles.
6. Develop and implement a plan for the Ferris State University online learning environment.
7. Develop and implement a plan for Ferris State University's multi-site presence.

Goal 2: Develop a university community where all are valued, welcomed, and informed.

1. Implement and sustain the Ferris State University Diversity Plan.
2. Enhance the quality of external and internal responsiveness across the institution.
3. Review current structures for resolving conflicts and concerns and recommend strategies for improving conflict resolution.
4. Conduct a review of available locations, and where needed, create shared gathering spaces in buildings and on the grounds that are comfortable places to study, meet, and gather.
5. Enhance the sense of community for everyone at Ferris State University, including those attending or working online and at all FSU sites.
6. Enhance sharing of information among the University community.
7. Develop and implement a plan to enhance retention.

Goal 3: Enhance the financial position of the institution.

1. Launch first-ever comprehensive capital campaign.
2. Expand the marketing campaign to promote Ferris State University.
3. Establish a comprehensive energy conservation effort.
4. Increase university and college budget transparency.

Goal 4: Provide a state-of-the-art, sustainable and safe learning, living and working environment.

1. Finalize and implement a plan to renovate or replace student living space to be competitive with other campus environments.
2. Develop and implement a plan for the renovation of the student (Rankin) center.
3. Upgrade lab spaces and classrooms based on the identified needs of the users.
4. Continue to enhance the parking plan to reduce concerns and provide better information to students, faculty, staff and visitors about parking.
5. Improve, implement, and communicate the emergency preparedness plans.
6. Develop and implement an environmental sustainability plan.
7. Develop and implement a wellness plan.

Goal 5: Foster collaborative internal and external working relationships.

1. Build positive long-term working relationships between the unions and the administration.
2. Develop and implement strategies for increasing collaboration among divisions, colleges, programs and student organizations.
3. Develop and implement a comprehensive plan for the University community to encompass the activities of its members engaged in volunteer, service and outreach initiatives.
4. Enhance relationships with industry, business, other educational institutions and government.
5. Enhance outreach to inform, support, and educate students about higher education, its processes (i.e. financial aid), career possibilities, and Ferris.

Goal 6: Foster innovation and improve processes to move the University forward.

1. Enhance programs to develop leadership for faculty, staff and administration.
2. Designate a standing "blue sky" committee to review market trends, identify opportunities and work with appropriate leaders and structures to facilitate the development of innovative programs.
3. Review and enhance committees, committee structure, reports and procedures.
4. Enhance personnel evaluation processes and the related performance improvement methodologies, keeping the University informed about those processes.
5. Identify the appropriate levels for budget responsibility and change the budgeting process accordingly.