

Strategic Planning Process: Timeline

October 2017 through January 2018

A series of listening sessions were led by Patty Cormier, an outside consultant.

The approach was to meet with a broad range of constituent groups to ascertain their opinions of Ferris and the issues pertinent to the institutional health and sustainability of the University. Those groups included the following:

Internal Groups

<ul style="list-style-type: none">• Board of Trustees• President's Council• Provost and Deans• KCAD administration• FSU faculty, staff, and students• Union representatives• Facilities management group• Diversity and inclusion committee	<ul style="list-style-type: none">• Student Affairs Leadership team• Ferris Foundation,• Alumni board members,• University retention specialists• enrollment work group• EIO• IT/On-line Group• Marketing/web Group
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External Groups

<ul style="list-style-type: none">• Superintendent of Big Rapid Schools• Director of the Chamber of Commerce• Big Rapids community members	<ul style="list-style-type: none">• Educational officials from Kent County• Grand Rapids representatives who are working with Ferris on various projects
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Cormier also met with the Strategic planning Committee co-chairs (separately) and the Steering Committee to offer recommendations on how to move ahead.

February 23, 2018

The Strategic Planning Steering Committee held meetings that resulted in the following:

- ✓ The qualitative data collected by the listening sessions conducted by Patty Cormier were discussed. The goal was to determine which strategic themes had emerged.
- ✓ Two sub-committees were appointed: a Sub-Committee on Guiding Principles, chaired by Lisa vonReichbauer and Suzanne Miller, to review the University's core values, mission, and vision; and, a Sub-Committee on Research/Data, chaired by Kristen Salomonson and Jennifer Johnson, to serve as a resource for the workgroups that would be created.

March 12, 2018

The Steering Committee met and the following was accomplished:

- ✓ The Guiding Principles Subcommittee updated the Committee and offered a plan for gaining university-wide input regarding the core values, mission, and vision.
- ✓ The Steering Committee examined the strategic plans of New Jersey City University, Texas A&M-San Antonio University, and Iowa State University.
- ✓ The Committee identified five major strategic areas and offered the names of prospective chairpersons and members.

March 2018

This was a busy and productive month for the Steering Committee and the Subcommittees.

- ✓ The Guiding Principles Subcommittee held eight open forums and administered an online survey to get input from the University regarding the core values, mission, and vision. The results were shared with the Steering Committee.
- ✓ Spence Tower and David Pilgrim met with prospective work group chairpersons to help populate the five workgroups and to give them their charge.
- ✓ The five theme areas were refined and work groups to explore specific goals.
- ✓ The work groups began collecting data and conducting listening sessions.

April 6, 2018 and April 23, 2018

To enhance the process, the chairpersons of the work groups were invited to join the Steering Committee meetings.

- ✓ The Guiding Principles Subcommittee discussed their findings and offered recommendations.
- ✓ The Steering Committee discussed specific initiatives.
- ✓ Creation of a dedicated strategic planning web site was discussed.

May 11, 2018 and June 7, 2018

The Steering Committee—again joined by the co-chairpersons of the work groups—met and continued to discussed themes, goals, and possible revisions to the University’s mission and vision.

June 21, 2018 – SPARC Retreat

The work groups shared their progress with and gained insight from members of SPARC.

July 23, 2018

Steering committee and work group members met with 20+ Big Rapids community members to discuss enhancing campus and community interactions.

September, 2018

Steering committee and work group members will meet with Grand Rapids community members to discuss enhancing campus and community interactions.

Guiding Principles Work

From the beginning, the Steering Committee has been committed to offering mission and vision statements that have widespread support from faculty, staff, and students. The Guiding Principles Subcommittee began the process by hosting open forums and conducting a survey. They also held sessions with the President’s Council, the Academic Deans, and the Academic Leadership Council. A draft of the two statements will be shared with the entire campus in early September.

Although there is some flexibility, the targeted deadlines are as follows:

- Convert the strategic themes into DRAFTS of overarching goals—Summer 2018
- Propose objectives (sub goals)—Summer/Fall 2018
- Gather data –Spring through Fall 2018
- Recommend strategies for addressing the objectives and identify measurements—Fall 2018