

Ferris State University

President's Council Meeting Summary February 7, 2018 9:00 a.m., CSS 301C

Attendance:

Blake, Bellavance, Cook, Eisler, Percy, Pilgrim, Postema, Scoby, Ward-Roof

Agenda Items:

- The summary from the January 3, 2018 PC meeting was approved for posting.
- SPARC Topics
Topics for the SPARC meeting scheduled for Tuesday, February 13, will be Marketing, Branding, Enrollment, and Student Engagement.
- Accessibility
VP Percy shared updates and work that has been completed over the past several months to make our web pages accessible and in compliance with OCR (Office of Civil Rights).
- Enrollment/Budget
VP Ward-Roof shared a handout of the current enrollment figures for council discussion and analysis. Council members shared thoughts and ideas pertaining to the impact of enrollment on the budget.
- Board of Trustees
Council members reviewed and discussed the itinerary for the upcoming Board of Trustee meetings on February 15 and 16.
- Sexual Misconduct
VP Ward-Roof is chairing a Sexual Misconduct Task force that is reviewing our policies and procedures and approaches to prevention, victim support, and ongoing education to preventing sexual assault. The intent is to complete this work by the end of the semester.
- Honors Scholarship/Stay on Incentive
Council members discussed the aspects of the "Stay On" Incentive Pricing and Honors Discount Proposal as it relates to residence hall students. Honors students can receive one or the other but not both.
- Loan Debt Reduction
VP Ward-Roof shared a new program aimed at reducing student loan debt. Through a series of criteria and qualifications, students could be eligible to receive \$1000.00 toward their student loan debt after graduation.

- **Phishing Incident**
VP Scoby shared details of the January 16 phishing incident on campus. Only a small number of employees or emeriti were impacted. VP Scoby stressed the importance of on line training being offered to help the campus community avoid these scams in the future.
- **Brand Assessment**
VP Percy shared a handout containing an overview and tentative timeline for the branding exercise the campus is undergoing with the help of Stamats, a higher education marketing firm that will be assisting with this process.
- **Relationship Violence and Sexual Misconduct Policy**
VP Scoby provided an updated draft of the Relationship Violence and Sexual Misconduct Policy that included minor changes based on Council discussion at a previous meeting. The policy was approved for campus review and adoption.

Next meeting date:

February 21, Regular meeting, 9:00 am, CSS 301C

Meeting adjourned 12:12 pm

Submitted by Terri S. Cook