Discussion Notes of a Meeting of the
Leadership Council
Monday, October 22, 2012
Timme Center for Student Services

Call to Order

President David L. Eisler called the meeting to order at 8:30 a.m.

In Attendance

Shelly Armstrong, Dan Burcham, Dave Eisler, Doug Haneline, Dorothy Hart, Karen Huisman,
Michelle Johnston, Andy Karafa, Jim Nystrom, David Pilgrim, Miles Postema, Jerry Scoby,
Melissa Sprague, Christi Swank, and Byron Terrell Williams.

Discussion Notes – The discussion notes from February 20, 2012 were reviewed. No changes
were noted.

President Eisler noted the schedule of meetings through FY13. All dates are Mondays and the
meetings will begin at 8:30 a.m. in CSS 302: November 26, 2012; February 25, 2013 and
March 25, 2013.

The council shared the following:

Student Affairs Update – Dan Burcham. Vice President Burcham provided an overview of his
written report which is attached to this document. Topics included enrollment, Dawg Days,
Rachel Cruze visit, financial aid help in reducing student debt, minority student recruitment,
campus United Way, and our campus Visitation Programs.

Ferris Faculty Association Update – Jim Nystrom. Faculty are excited to be back and to work
with students again. Some issues at the last FFA Executive Board Meeting included: Course

cap issues; an overloaded Heavy Equipment course; issues with the Concur card; and lack of
language in agreements regarding compensation for substitutions. Members are inquiring about
the actual number of adjuncts on campus and are looking forward to seeing the report with the
actual data. FFA Executive Board member Nystrom distributed copies of an article entitled “The
Politics of Contingent Academic Labor.”

Clerical Technical Association Update – Dorothy Hart. A membership meeting was held last
week. The team was voted in for bargaining, and Steve Stratton was informed that the team was
ready.

Deans Council Update – Michelle Johnston. The Deans spent time with consultant Patricia
Cormier discussing fundraising and development issues.

Academic Senate Update – Doug Haneline. President Haneline provided an overview of his
written report which is attached to this document. Topics included Senate elections; the
Academic Senate Retreat; changes in the University Curriculum Manual; appointments to Senate
committees; and the November meeting schedule of the Academic Senate.
Administrative Council Update – Christi Swank. The Council was set up last year, with the first meeting held on January 12, 2012. There are approximately 260 active members. A survey was issued to the members, resulting in a 55% response rate. Open sessions were scheduled and well attended. The data from the surveys and session has been compiled and is scheduled to be shared with President Eisler at their upcoming meeting.

Student Government Update – Byron Terrell Williams. An upcoming Professional Career and Leadership Conference will focus on educating students on networking etiquette, managing your finances, etc. Rachel Cruze is coming to campus to speak on student debt. A high school mentor day will be held, where FSU students go to a high school and talk to prospective students, giving them advice and guidance. Follow up discussions and open forums will be held regarding the Student Government’s initiatives on student debt. Scream Heard Around the World will be held October 31, which is a Halloween celebration showing how different cultures celebrate Halloween. There has been a significant decrease in the number of students asking for funding through the Finance Division of Student Government this year. This may be due to the increased focus and efforts on collaboration in events. Table registrations were opened to help students get registered to vote, and Student Government collaborated with the Office of Multicultural Student Services to provide a trailer on the quad where students could register. The Big Event will be held on April 13, 2013. The 2012 event included 2,000 student volunteers, helping approximately 300 homes.

Birkam Health Center/Nurses Update – Melissa Sprague. The Health Center continues to move toward a more sustainable model. An online survey was done with users and non users, resulting in a majority of satisfied or very satisfied responses regarding their services. Preparations are being made to implement the new electronic medical records system next month. Students will be able to schedule appointments online. The Health Center is seeing quite a few patients, the usual fall cases of colds and upper respiratory issues. The Health Center is working with one less nurse this year. The annual employee flu vaccines have been issued, in collaboration with the College of Pharmacy.

Academic Leadership Council Update – Andy Karafa. One of the areas of focus this year is on collaboration. The Council is providing opportunities to the various departments, colleges or other areas across campus relative to Academic Affairs to learn more about each other. Presentations are being made so the areas can be more familiar with each other and establish those connections for future collaborative efforts. The Academic Leadership Council meets generally every other week.

Administration and Finance Update – Jerry Scoby. Vice President Scoby provided an overview of his written report which is attached to this document. Topics included director level searches; the University Center Renovation Project; the Holiday Inn sale; the Capital Renewal and Deferred Maintenance program; one-time divisional funds; the 2001 and 2002 bond issues; and the phase in of the one year residency requirement. President Eisler noted the transportation study should be issued in November and will be available online. A concern was expressed regarding the HVAC system in the Starr building. It was noted the chiller system was down for scheduled maintenance and is now up and running again.

Governmental Relations and General Counsel Update – Miles Postema. Matt Olovson has joined the University as the Director of Equal Opportunity. Vice President and General Counsel
Postema provided an overview of his address to the Academic Senate regarding FOIA requests. The next Friends of Ferris dinner/auction event is Friday, February 22, 2013. If interested in donating an auction item, or helping in any way, please contact Miles.

Diversity and Inclusion Office – David Pilgrim. Vice President Pilgrim will be speaking at Western Michigan University. Work has started on the first of the programming grants for the Jim Crow Museum. Thanks to Andy Karafa for his assistance in this. A Ferris Youth Initiative Life Coach has been hired. The office is in the early stages of the Core Values Campaign.

University Advancement and Marketing Update – Shelly Armstrong. The 14<sup>th</sup> Annual Ferris Foundation Benefit Gala will be held on Friday, November 2, 2012 at the JW Marriott in Grand Rapids. Proceeds go toward student scholarships and faculty/staff merit grant awards. Everyone is invited and encouraged to attend. Tickets are $250 each.

President’s Update – Dave Eisler. Budget forums have been scheduled for this week. Discussion will include an analysis of what is happening with our budget, including the new performance funding model established by the legislature and the new reporting requirements (section 235). All are encouraged to attend one of the budget forums. All information presented will be published online. Efforts continue in addressing student debt. Subgroups of SPARC have been assigned to assist in moving forward with recommendations. All are invited and encouraged to attend the SPARC meetings. National and state elections are approaching; all are encouraged to help get their members out to vote. The ballot initiative #5 is of concern to our future support from the state.

Moving Forward in Leadership Council. President Eisler recommended the format of the Leadership Council meetings change somewhat, where the group will continue to share information, but substantial time will be allowed for discussion on items of focus/concern to the University. Written reports containing the update from your area should be submitted to Karen Huisman either prior to the meeting (by email or fax), or at the next meeting as handouts. The council members responded favorably to this; James Nystrom will report back to the council regarding the FFA response.

Adjourned: 9:44 a.m.

Submitted by: Karen K. Huisman
LEADERSHIP COUNCIL – STUDENT AFFAIRS

October 22, 2012

1. Enrollment was quite strong although we ended with slightly fewer students (-27). On campus, however, was up 69 students. We did not do as well at the off-campus sites – down 180 students.

2. While Dawg Day numbers have trended down, daily visits are quite busy. We are up 260 applications for Spring term. We have added afternoon sessions in addition to our morning visits. (See attached sheet.)

3. Rachel Cruze, Dave Ramsey's daughter, will speak at Ferris on Saturday, October 27th at 5:00 p.m. She is part of our reduce student debt program.

4. Financial Aid has implemented dozen of ways to help students control their overall debt:
   - Created a webpage dedicated to financial literacy which discusses budgeting, how to borrow wisely, loan calculators, return on investment, links to federal sites for aggregate loan balances, and much more. [http://www.ferris.edu/HTMLS/admision/financialaid/FinancialLiteracy/index.htm](http://www.ferris.edu/HTMLS/admision/financialaid/FinancialLiteracy/index.htm]
   - Included financial literacy in financial aid parent orientation sessions.
   - Provided financial aid/money management presentations for FSUS 100 courses. We are scheduled for 35 classes to date.
   - Changed several office procedures to minimize over-borrowing while continuing to meet the needs of students.
   - Added a direct link in MyFSU Financial Aid Awards Channel entitled Loan History, which provides both federal and private loan debt borrowed while attending Ferris.
   - Created a Debt Analysis Worksheet which will be used in counseling students individually as well as being provided to students en masse requesting that it be completed by those with debt beyond a specific limit. The worksheet tries to assist students with whom their loan servicers are, how much debt they have accumulated, and how much their monthly payment will based on their current debt.

5. With the exception of American Indian and Alaskan Native (those were down 28 students), our minority student recruitment was excellent.

6. The campus United Way campaign has been launched. You may win a 51" television set. Please help in any way you can.
Visitation Programs

Daily Visit Program - Prospective students and family/friends are able to attend this program throughout the year Monday through Friday at 10:30am, or Friday at 2:30pm. The 10:30am session starts with a one hour presentation from an admissions representative covering university-wide information, followed by a complimentary lunch at The Rock Café, and concluding with a tour of the campus led by our Student Recruiting Associates that runs until 2:00pm. The 2:30pm session also has the admissions presentation and campus tour, but foregoes the meal at The Rock Café. Prospective students are sent home with informational materials as well as a T-shirt.

Group Visit Program - This program is available to accommodate for large groups of 15 or more students to visit the campus whether with a high school or organization. The average group size is 50 students and typically includes a one hour presentation from an admissions representative covering university-wide information, a complimentary lunch at Westview, and a tour of the campus led by our Student Recruiting Associates. Depending on the group and time constraints, some will also meet with specific colleges or programs, the Office of Multicultural Student Services, the Jim Crow Museum, Financial Aid, the CARD Wildlife Center, or attending a sporting event on campus. Prospective students are sent home with informational materials as well as a T-shirt.

Dawg Day Program - On select Saturdays, prospective students and family/friends are able to attend this unique and customizable program. Guests can check-in starting at 9:00am and have the next hour to visit tables hosting various departments and colleges across campus, as well as enjoy refreshments/pastries and get their picture taken with Brutus the Bulldog. At 10:00am, guests attend the first session that they signed up for which is composed of either a presentation from an admissions representative covering university-wide information or a college-specific presentation/tour based on their program of interest. The subsequent three sessions start at 11:00am, 12:00pm, and 1:00pm. During these sessions, guests will either attend a tour of the campus led by our Student Recruiting Associates, a complimentary lunch at The Rock Café, a Financial Aid Presentation, a Transfer Admissions Presentation, a Student Questions & Answer Panel, or an Admissions Presentation. The event concludes at 2:00pm and guests are escorted to their vehicles. Prospective students are sent home with informational materials, a T-Shirt, and a printed copy of their picture with Brutus.
FERRIS STATE UNIVERSITY
ACADEMIC SENATE

TO: Ferris State University Board of Trustees
FROM: Douglas Haneline, Academic Senate President
SUBJECT: Academic Senate Activities
DATE: October 10, 2012

Actions taken by the Academic Senate since its last report in March 2012 are as follows:

Senate elections were held on March 28 and 29 for new Senators, and on April 24, the Senate Executive Committee was elected.

Dr. Douglas Haneline will serve as President; Michael Berghoef will serve as Vice President. Melinda Isler was re-elected as Senate Secretary. David Marion, Mischelle Stone, and Sandy Alspach will serve the Senate as At-Large members of the Senate Executive Committee. Richard Griffin will continue on the Executive Committee as the Past President.

The Academic Senate Retreat was held on August 21 at the Cran-Hill Ranch in Rodney, Michigan. Fred Heck updated the Senate on General Education revision, and Sandy Alspach advised the Senate that the revised University Curriculum Manual would be on its September agenda for approval. University Counsel Miles Postema gave a presentation on FOIA Requests and Procedures, and Senate Vice President Mike Berghoef updated Senators on committee vacancies.

At its first business meeting in September, 2012, the Academic Senate approved the changes in the University Curriculum Manual. At the September Executive Committee meeting, appointments to Senate committees were made. Most committees met on October 9 to begin their 2012-2013 processes.

At its October 2, 2012, the Senate continued its review of the University Curriculum Manual and approved minor terminology changes.

The Senate will meet twice in November, on the 6th for its regular meeting and again on November 20 in the evening to review the recommendations of the Academic Program Review Council, chaired by Dr. Matthew Wagenheim.

DLH:ph
Summary of Recent and Current Administration and Finance Divisional Issues for Leadership Council Meeting of October 22, 2012

1. Conducting two director level searches including the Director of Housing and Residence Life to replace Jon Shaffer and the Director of Enterprise Applications Services to replace Denise Grinnell. Ralph Williams has accepted the IT position and will start November 19. Housing candidates have been on campus for interviews.

2. The Board has approved the planning stages for the University Center Renovation project, as well as the demolition of Masselink and Carlisle Halls. At the Nov. 2 meeting we will be asking the Board for authority to move forward with the renovation to complete the project at a cost in the range of $30-35M which would include the demolition of Masselink and Carlisle Halls. These halls will be torn down during spring or summer 2013 and the renovation of Rankin would occur starting the summer of 2013 continuing through the first of August 2014. A transportation study is 80-90% complete to help understand and better design the flow of vehicular traffic around the north east portion of the campus as a result of the changes with Masselink, Carlisle and Rankin.

3. The Holiday Inn sale continues to progress with buyers working on the transfer of the liquor license.

4. The University Board of Trustees approved a Capital Renewal and Deferred Maintenance program to deal with facility improvements on the Big Rapids campus. This $16.5M, five year program was approved in 2007. As we near the completion of those facility improvements we are asking the Board on November 2 to approve the next five year initiative to continue to take care of our physical facilities in support of our learning, living and working environments so critical to our mission. The second phase is slightly smaller at $3M per year or $15M for the next five years.

5. The A&F division recently considered the availability of one-time funds in our division and needs across the operating units. This resulted in allocating approximately $260,000 of one-time funds to units. The highest priority was put on additional student work opportunities in our division.

The other focus was to look for ways to use some of these dollars to actually save the University money, improve our customer service, or improve productivity. We are working through the details of how best to allocate this portion of the one-time dollars.

6. The University refinanced its 2001 and 2002 bond issues in August. The remaining amount the University owed bond holders was approximately $14M. By refinancing these bonds, to simply take advantage of the lower interest rate markets, much the way an individual would do with refinancing their home mortgage, we were able to save the University $2.2M net present value savings over the remaining life of the bonds. This translates to approximately $100,000 of savings per year.

7. The Auxiliary Enterprises staff, particularly Housing and Dining implemented the first year of a three year phase in of a one year residency requirement. This change from our two year residency requirement was done after considerable thought was put into improvements to our facilities, pricing, and marketing to help students that would no longer be required to live here or eat here, to do so because of the value of the on-campus option. The results of the fall 2011 first phase implementation were very successful with a modest decline in the number of students living and eating on campus.