Call to Order

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

In Attendance

Shelly Armstrong, Mike Cairns, Dave Eisler, Fritz Erickson, Don Green, Doug Haneline, Dorothy Hart, Karen Huisman, Michelle Johnston, Andy Karafa, Jim Nystrom, David Pilgrim, Miles Postema, Jerry Scoby, Melissa Sprague, Christi Swank, Janice VanEck and Byron Terrell Williams. Guest: Katie Boolman, Intern.

Discussion Notes – The discussion notes from October 22, 2012 were reviewed. No changes were noted.

The council shared the following:

Academic Affairs Update – Fritz Erickson. Provost and Vice President Erickson provided an overview of his written report which is attached to this document. Topics included The Center for Latino Studies Grand Opening Celebration on Tuesday, November 27 from 7:30 to 9:30 pm in IRC131; activities in the Office of Academic Research; and continuing efforts on retention and student success.

Birkam Health Center/Nurses Update – Melissa Sprague. Steward Sprague provided an overview of her written report which is attached to this document. She provided additional information on the newly implemented electronic medical records system.

Deans Council Update – Michelle Johnston. Dean Johnston provided a written report which is attached to this document. She highlighted the topics of graduate admissions, enrollment analysis, emergency planning and the library’s collaboration in the Michigan Shared Print Initiative. Jim Nystrom inquired about item 4 in her report, entitled Academic Program Review, regarding if there had been discussion on adding more tenure/tenure-track faculty. Dean Johnston reported the topic has been discussed and is under review at this time, and it will be discussed with the Deans Council on November 27. Provost and Vice President Erickson noted a review is being made on how instructional dollars are being spent in order to identify any opportunities there may be to create additional positions.

Administration and Finance Update – Jerry Scoby. Vice President Scoby provided an overview of his written report which is attached to this document. Discussion topics included the search committee and process for the next Director of the Department of Public Safety; divisional grants; a coffee venue in the library; and the electrical system renovation. Jim Nystrom inquired about item number 9 in his report, indicating faculty have been notified they would no longer be able to have websites posted on the Ferris IT system. VP Scoby clarified the action is related to an individual’s personal website, not their University website as a Ferris employee.
Student Affairs Update – Mike Cairns. Associate Vice President Cairns provided an overview of his written report which is attached to this document. Topics included enrollment, Dawg Days, financial aid and student debt; United Way campaign; December commencement; and the Title IX and Minors on Campus Committee progress. Student Government President Byron Terrell Williams noted the University’s Residential Life office has procedures in place relative to the advisors and staff working at camps where minors attend.

External and International Operations Update – Don Green. Vice President Green provided an overview of his written report which is attached to this document. Topics included the newest off-campus site located in the Wayne County Community College district; the E-Learning Management Advisory Team (E-MAT) committee’s efforts with online course improvement; the online offering of the complete Automotive Management program; the CARE 102 program offered to high schools; the cooperative, globalization event, Beyond: The Silk Road; and current efforts at Yaşar University in İzmir, Turkey to establish dual degree and exchange programs.

Administrative Council Update – Christi Swank. President Swank provided an overview of her written report which is attached to this document. Topics included a review of survey results with President Eisler, and efforts with Associate Vice President for Human Resources Tamie Grunow, including the drafting of a Compensatory Time Policy for Administrative Employees. In response to an inquiry from Vice President Armstrong, President Swank noted pamphlets are scheduled to be distributed along with campus-wide education on the Fair Labor Standards Act and its application to certain classes of employees (in particular, the identification of employees in the “grey area” of classification regarding overtime and compensatory time).

Diversity and Inclusion Office – David Pilgrim. Vice President Pilgrim’s written report is attached to this document. He introduced Katie Boolman, student intern in the Diversity and Inclusion Office. He reported on his visit with the department chairs in the Student Affairs division regarding diversity efforts and extended an invitation to other divisions to do the same. He noted consideration is being made in having a Diversity Audit prepared by an outside firm; he continues to be involved with University searches; the end of the year Diversity reports will be due the third week of January; and, an account is in place for funding faculty/staff/student diversity initiatives, with a list of projects covered by these funds available online. He provided additional detail regarding the national Insight into Diversity Higher Education in Excellence in Diversity (HEED) Award, given to Ferris in 2012. President Eisler commented on the Appeals Court decision on the affirmative action enrollment provisions of Proposition 2.

University Advancement and Marketing Update – Shelly Armstrong. Vice President Armstrong provided an overview of her written report which is attached to this document. Topics included the Faculty/Staff Annual Appeal; Hockey and Pharmacy Mini-Campaigns; the movement toward a centralized fundraising model; and this year’s statewide marketing campaign.

Academic Leadership Council Update – Andy Karafa. Chair Karafa provided an overview of his written report which is attached to this document. Topics included the Statement of Purpose; membership; increased collaboration efforts (presentations); review of services offered by the Faculty Center for Teaching and Learning; new pathways to accreditation; laboratory safety; and review and discussion of policies and practices, transfer equivalencies, and professional development opportunities for sharing of best practices.
**Academic Senate Update – Doug Haneline.** President Haneline reported on the following topics: Annual Academic Program Review submission and results, and Senate meeting formats.

**Ferris Faculty Association Update – Jim Nystrom.** Executive Board member Nystrom stated the FFA is declining to provide a written update for Council meetings at this time. Executive Board member Nystrom reported on the following topics: Contract maintenance regarding Concur; adherence to terms of the FFA agreement; and release time.

**Non Tenure Track Faculty Association – Janice VanEck.** President VanEck reported on the following topics: Implementation of the first collective bargaining agreement; compensatory wages; and insurance coverages.

**Clerical Technical Association Update – Dorothy Hart.** President Hart reported on the following topics: CTA members overload; bullying; full-time and part-time positions; and job descriptions.

Vice President and General Counsel Postema emphasized the procedure is and has been in place for complaints and encouraged President Hart to have those members subjected to bullying, or any other mistreatment, visit with him to address the situation.

**Student Debt Task Force Recommendations – Leonard Johnson.** Chair Johnson provided an overview of the Final Report of the Student Debt Task Force. A copy of this report is attached to this document. Additional discussion included exploring a co-op education model; moving toward more meaningful internships, possibly paid internships for off-site locations; and reducing the costs to students for their internships.

**Adjourned:** 9:50 a.m.

**Submitted by:** Karen K. Huisman
Leadership Council - Academic Affairs Initiatives
November 26, 2012

Academic Operations - During fiscal year 2013, the University is initiating an ongoing intensive laboratory safety review of hazardous materials in our chemical, biological and mechanical laboratories as well as a review of laboratory procedures and compliance. The goals are to: 1) Provide more efficient hazardous waste disposal processes; 2) Refine chemical and biological inventories and processes; 3) Refine and centralize chemical and biological purchasing processes to provide efficient and effective laboratory safety training as well as proper tracking procedures; and 4) Achieve 100 percent compliance with state and federal law.

Accreditation, Assessment, Evaluation, Compliance – We have received our 2012 NSSE data and will be convening meetings on the campus beginning in December to analyze the students' feedback, along with that provided by the faculty in the FSSE survey, to identify areas where we believe improvements should/could be made.

Center for Latino Studies (CLS) – Ferris faculty, staff and students are invited to the Grand Opening celebration for CLS on Tuesday, November 27 from 7:30-9:30 PM in IRC 131.

Latino Business & Economic Development Center (LBEDC) - Carlos Sanchez was hired on November 12, 2012, to serve as director of the LBEDC.

Office of Academic Research - The Office of Academic Research hired Maureen (Mo) McGonegal as Academic Research Specialist on September 12, 2012. She is providing support for IRB committee logistics. Other news within the office includes: 1) Ten students were awarded Student Research Assistant grants for 10 hours per week of collaborative research with a faculty member; 2) The office is engaged in strategic planning to identify ways to continue to support student and faculty research and streamline research processes; 3) Development activities within the College of Pharmacy are underway; 4) On November 16, Dr. Strasser invited Jim Anthony, Professor of Epidemiology and Biostatistics from the College of Human Medicine at Michigan State University, to discuss the NIH R15 grant program and opportunities for research in health professions.

Retention and Student Success – A variety of efforts has taken place over the summer and past several months within RSS, including: 1) The conversion of the former Math-Science Center facility into a Center for College Readiness to provide instructional, workshop, and meeting space in which area students (and their parents) can become better prepared for the collegiate experience; 2) Within the Center for College Readiness, we have initiated the Woodbridge Promise program for area high school seniors who are deemed at risk for college admission and success according to high school GPA and ACT predictors - 24 students from Big Rapids HS and Chippewa Hills HS will begin work in the second trimester (Monday, November 26), taking three courses: reading, career exploration, and a college success seminar, and then they will take algebra and English composition in the third trimester for a total of 14 credits, while an additional 24 students from Reed City, Morley Stanwood, and Evart high schools are expected to begin work in algebra, reading, career exploration, and college success (a total of 11 credits) in January; 3) Continuing collaboration with area schools for dual enrollment with approximately 100 area students enrolled in 150 courses for fall semester; 4) Continuing collaboration with the MOISD and area schools via articulation agreements which allow students to earn college credit for work done in the Career Tech Center in a variety of subjects; and 5) Continuing collaboration with the MOISD and area schools as the remaining Math-Science Center students complete their 3rd and 4th years by taking college courses from Ferris both on campus and at the Career Tech Center.
Statement of Purpose
The Academic Leadership Council will promote collaboration in the Division of Academic Affairs; provide a forum for the development, exchange, and promotion of ideas and best practices; and discuss the implementation of policies presented by the Deans' Council and Division of Academic Affairs that impact processes and procedures.

Membership
Academic Department Heads
Academic Department Chairs
Assistant Deans
Associate Deans
Directors (with ties to Academic Affairs)
School Directors

Recent Activity
Presentations about academic areas (to date):
- Biological Sciences
- Optometry
- Clinical Science, Respiratory Care, and Health Care System Administration
Review of services offered by the Faculty Center for Teaching and Learning
Introduction of new pathways to accreditation
Multiple discussions regarding laboratory safety
Discussion of ways of promoting collaboration between colleges, departments, and schools
Review and discussion of various policies and processes (e.g., transfer equivalencies)
Summary of Recent and Current Administration and Finance Divisional Issues
for Leadership Council Meeting on November 26, 2012

1. Launched the search committee and process for hiring our next Director of DPS. Marty Bledsoe has indicated his last day with Ferris will be January 18, and so the process to find his replacement is underway. The search committee includes a cross section of stakeholders including a representative from the department, Criminal Justice, the Big Rapids DPS Department, Student Government, Student Affairs, and Administration and Finance.

2. At the Nov. 2 Board of Trustees meeting we asked 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. The plan is to start the demo with Carlisle in April 2013 and then move into the rest of the renovation of Rankin and demolition of Masselink right after commencement, with work continuing until the project is complete the first of August 2014, or possibly December 2014.

3. The Board of Trustees approved a 2012–17 Capital Renewal and Deferred Maintenance program to deal with facility improvements. The 2012-13 scope includes numerous building systems related projects, similar to the program approved by the Board in 2007 for 2007-12. Two different features in this newly approved initiative are the addition of a lower capacity boiler in the Central Heating Plant in the summer 2013, and $2.5 million of energy conservation projects over the next five years.

4. The A&F division recently allocated some one-time carry over funds in our division for grants to encourage employees to seek additional ways to improve our customer service, or improve productivity. We are working through the details of how best to implement this initiative.

5. The FLITE Dean, the Auxiliary Enterprises, and Physical Plant staff have partnered to renovate a small area in the 24 hour part of FLITE to open a coffee venue to service users of the library. This renovation and new venue will open in 2013, and the actual hours of operation are still being refined. The intent is to have the hours correspond with the demand or needs of those using the building.

6. With health care costs continuing to rise, and the importance of health insurance to all of us as employees, we are re-launching a health care committee with representatives from multiple employees groups. This committee will be looking at additional employee education initiatives, health insurance plans and plan designs.

7. The Board of Trustees recently approved the room and board rates for 2013-14, which include a 1.9 percent rate increase. This was an important step to allow us to open the room sign up process early in 2013, with students knowing what the rates will be before they sign up.

8. Some majors parts of the primary electrical loop for the campus were replaced in 2009. The current digging on the east part of the campus is a continuation of that work to service the east part of the campus, and across South Street to Knollview. This will complete the currently contemplated work on our primary electrical system, with this electrical work being completed in December.

9. Progress is being made to implement portions of the three year University Plan for IT. Efforts are underway at this time to replace the Lotus Notes system in use for calendaring and email. The options for vendors are being narrowed and then selected vendors will be invited to campus for faculty and staff to engage with in terms of how their systems would best meet our needs for the future. Work is also being done to upgrade the network infrastructure, including wireless systems in a number of the academic buildings.
November 26, 2012 Leadership Council Report:

The Administrative Council representatives met with President Eisler on November 13, 2012 to review the survey and open session data in detail. President Eisler will share the written document with Cabinet on November 28, 2012 and then attend the December 10, 2012 Administrative Council Meeting to share feedback.

The Council is working with Tamie Grunow the new AVP for Human Resources to draft a Compensatory Time Policy for Administrative Employees, as part of the action items from our recent survey. Education will take place on Exempt Status employees through inservices held by Human Resources.

The Council will be working with Administration in the next several months to address survey concerns of our members and looks forward to this collaborative work that will improve working environments for all FSU Employees.

Respectfully,

Christi Swank
Chair
Administrative Council
Birkam Health Center updates 11/20/2012:

We have implemented our new electronic medical record!! We are only on day two, but this has been a huge undertaking and so far things are going well. We will implement more aspects of the online student health portal in the weeks to come which will hopefully make for increased patient satisfaction and staff efficiency.

We have applied for a diversity mini grant to support a new interpreter service for our patients with low English proficiency which we hope to implement in the New Year.

We are seeing lots of sore throats – which are mostly viral.
Leadership Council
Deans’ Council Initiatives
November 26, 2012
8:30-10 a.m.

The Deans’ Council examined and discussed the following issues since the last Leadership Council meeting.

1. **Graduate Admissions**—Kristen Salomonson, Sam Fattore, and Nancy Hogan spoke to the Deans’ Council about the Enrollment Services implementation of the Target X initiative. Through Target X, which is customizable for the graduate programs, recruitment, admissions, and enrollment activities can be regularized to be more efficient.

2. **Faculty Center for Teaching and Learning**—Todd Stanislav shared information about the Center and distributed a booklet which contained descriptions of its programs and services. The deans found the booklet informative.

3. **Enrollment Analysis**—The Provost asked the deans to analyze enrollment and faculty loads as it is important for them to have in-depth understandings of their course scheduling, including the work of the adjuncts and online offerings. Following the Deans’ Council meeting, the deans worked with their department and program directors and chairs to analyze their offerings course by course.

4. **Academic Program Review**—First, the deans participated in a final review of the 2011 recommendations to be presented to the Academic Senate. Second, they met to examine the 2012 recommendations and discuss increasing faculty engagement in the process.

5. **Emergency Planning**—Martin Bledsoe, Ferris State University Public Safety Director, and his colleagues presented a review of safety procedures and planning and urged the deans to remain vigilant. In planning for emergencies, the deans need to move from incident reactions to proactive levels of readiness. He also reviewed the various support task forces and initiatives which his department completed. The deans will be following through with planning at the college level.

6. **Articulation**—DeeDee Stakley spoke about the transfer guide and articulation document process overhaul and revisions which she has done and will continue to do. Ferris has 3000 articulation agreements which make the process cumbersome and caused errors, including misadvising errors. Through her work, she will be streamlining the process to ensure accuracy for the students.

7. **Library**—Scott Garrison is working with representatives of other Michigan university libraries to streamline collections. This collaborative initiative is called the Michigan Shared Print Initiative (MI-SPI). The universities in the collaborative have many books and periodicals that are not circulated, and storage of uncirculated books is expensive. Specifically, Ferris has 50,000 books in its collection that have not been checked out since 1999 or before. Additionally, there are periodicals which are in both hardcopy and electronic formats. The library does not need both formats. Therefore, working with MI-SPI, the FLITE staff will begin a systematic deselection of books and later periodicals. This
collaborative deselection will ensure that two copies of the books remain in Michigan for interlibrary loans. Lastly, the deselection process will open space in FLITE for more appropriate uses.

8. **Pharmacy, Optometry, and Health Professions**—Steve Durst was happy to announce that collaborative efforts between the College of Pharmacy, Michigan College of Optometry, and College of Health Professions have culminated in an award from the Michigan Health Council Workforce Development Program for Interprofessional Optometry’s Wellness Clinic.

9. **Patriot Express**—Dr. Mischelle Stone (Criminal Justice) developed a program for veterans enrolled in the School of Criminal Justice called the Patriot Express which will shorten their time at Ferris State University.

10. **Center for Latino Studies** (an Academic Affairs Strategic Initiative)—School of Education representatives are partnering with Tony Baker and Jessica Cruz to meet in Grand Rapids, facilitate a panel discussion, and provide opportunities for education students to have field experiences in Grand Rapids at Union High School.

11. **Industry Partnerships**—J.K. Yates shared information on her recent meeting with representatives from Makino, one of the major leaders in the manufacturing/machining systems industry, regarding the potential of a donation/consignment that could be over $1M in equipment. She was also pleased to share that scholarships from Nicolas Plastics and AutoCam are in the works.
Ferris State University has been selected as one of the winners of the 2012 Insight Into Diversity Higher Education Excellence in Diversity (HEED) award. As a winner of this national award for colleges, universities, and school systems that exhibit outstanding efforts and success in the area of diversity and inclusion among the entire community of students, faculty, staff and vendors, Ferris exceeded the parameters and guidelines set by the panel of judges. Thank you to all the people at Ferris who helped with the application process.

The Diversity and Inclusion Office webpage is being updated. The Faculty/Staff Diversity Mini Grant page has been update with all the approved grants and also final reports. Here is a link: http://www.ferris.edu/HTMLS/administration/president/DiversityOffice/OnCampus.htm. Since fiscal year 2009 the Office has awarded 33 Mini Grants. These grants are supported by the Diversity and Inclusion Office, Academic Affairs and the President’s Office.

Henry Louis Gates Jr., the Aplhonse Fletcher University Professor at Harvard University and director of the University’s W.E.B. Du Bois Institute for African American Research, toured the Jim Crow Museum. He and PBS film crew shot a segment for a six-part series, “The African Americans: Many Rivers to Cross” for the network.

The Diversity and Inclusion Office, Jim Crow Museum Staff, and the Grants and Research Office are working on an African American History and Culture Grant for the Jim Crow Museum.

The Diversity and Inclusion Office is working on a promotional campaign for the University’s Core Values and Mission.
Leadership Council Discussion Notes
Extended and International Operations
November 2012

- FSU has its newest office at Wayne County Community College. Criminal Justice is growing nicely. We are focusing on growth in Information Security and Intelligence. WCCCD and FSU are exploring opportunities to serve economically disadvantaged neighborhoods in Detroit.
- Great progress has been made on the original EMAT online improvement recommendations. Deb Thalner and EMAT will be reviewing each of the recommendations and creating an updated set of goals.
- The Automotive Management major is now available completely online. A national marketing campaign will begin this coming semester.
- The Latino Center for Business and Economic Development office has been established. The GR office will be located at Kendall College of Art and Design. The BR office will be located in IRC. Carlos Sanchez, former Grand Rapids Hispanic Chamber of Commerce Executive Director is our new LCBED director.
- International Education has been very busy with a variety of projects including:
  - Beyond: The Silk Road was presented to a large group of students, faculty, staff and the community. This cooperative globalization event was a partnership between faculty and the Office of International Education. It was intended to entice students to move beyond our campus and participate in study abroad while also educating them on the long history of globalization through trade. This project involved 25 College of Arts and Sciences faculty as well as faculty members from Health Professions, Business and Engineering Technology.
  - Hosting a group of faculty from Changsha Technical College
  - Providing a Native American Thanksgiving dinner to 150 international students including a presentation on Native American life from Dr. Scott Herron.
- Four sections of CARE 102 (Career Exploration) have been made available to ISD’s in Traverse City and Grand Rapids. This course provides information on career exploration and college success preparation. The program will continue to expand in the spring semester.
LEADERSHIP COUNCIL – STUDENT AFFAIRS

November 26, 2012

1. **Key Enrollment Elements**: *(See Attached Sheet)*
   a. At this point in time, registration for Spring 2013 for the University is **down 111** heads, however, SCH’s are **up 78**.
   b. Application activity for Fall 2013 is brisk. The total number of applications received is **up by 650**.

2. The November 10, 2012 **Dawg Day** set a record for the university with **318** guests. Upcoming Dawg Days are scheduled for March 23, April 6 and April 27, 2013.

3. **University Center Project**: All of the Student Affairs employees currently located in the Rankin Center will be moving to Helen Ferris in May 2013. They are expected to remain there through August 2014.

4. The Financial Aid Office is working diligently to continue to educate students and help them control their overall debt.
   a. A **Student Loan Debt Survey** will be released this week. This survey will give an idea of what students think about debt and what education may still be needed. This survey will go out to currently enrolled students with any loan paid on their account at any time during their time at Ferris. It is a survey of 17 questions, including a few below:
      i. *What do you think the average loan debt is for individuals that graduate from Ferris State University with a bachelor’s degree?*
      ii. *Do you know how to find the amount of loan debt you currently have on the National Student Loan Data System (NSLDS) website?*
      iii. *Are you aware of the Financial Literacy link on the Financial Aid website to help manage debt?*
      iv. *What is the entry level salary for your desired job field?*
   b. The **Financial Aid Office** has added a link to their website entitled Public Service Loan Forgiveness. Students and current Ferris employees who have borrowed federal student loans may be eligible to have some of their loan debt forgiven. Congress created the Public Service Loan Forgiveness Program to encourage individuals to enter and continue to work in public service jobs. More information can be found at [http://www.ferris.edu/admissions/financialaid/PublicServiceLoanForgiveness.htm](http://www.ferris.edu/admissions/financialaid/PublicServiceLoanForgiveness.htm)

5. The campus **United Way** campaign has been launched and is proving successful so far. As of November 20, 2012 total donations stood at $56,822.58. Raffle tickets were given based on the donated amount and Scott Garrison, Dean of the Library, was the lucky winner of the 51” television. Please continue to help in any way that you can to support this great cause.

6. **December Commencement** is quickly approaching. It will be held on Saturday, December 15, 2012. At 10:00 a.m. will be commencement for the College of Business and the College of Health Professions. At 1:30 p.m. will be commencement for the College of Arts & Sciences, College of Education and Human Services and the College of Engineering Technology. *(See Attached Sheet)*

7. **Title IX and Minors on Campus Committee** *(See Attached Sheets)*
Key Enrollment Elements as of 20-November 2012

Spring 2013 Registration

Registration for Spring 2013 for the University is **down 111 heads** (11,611 v. 11,722). However, SCH’s are **up 78** (137,396 v. 137,319).

- **Big Rapids Campus Trends**
  - In all heads are **up 31** for the Big Rapids Campus.
  - In terms of SCH’s the Big Rapids Campus is up (**+1290**).
- **Kendall College Trends**
  - Kendall is **down 19 overall**.
  - In terms of SCH’s Kendall is up slightly (**+23**).
- **On-line Trends**
  - On-line is **up 60 students overall**.
  - The on-line SCH’s are up (**+387**).
- **Statewide Trends**
  - Statewide is **down 183 students** overall.
  - Statewide SCH’s are down (**-1622**).

Fall 2013 Applications

Application activity for Fall 2013 is brisk. The total number of applications received is **up by 650** (8,909 v. 8,213).

- **Big Rapids Campus Trends**
  - In all applications are **up by 717** (8,159 v. 7,442).
  - Admits are also **up by 694** (3,912 v. 3,218).
- **Kendall College Trends**
  - Kendall applications are **down by 4** (455 v. 459).
  - Admits are also **down by 46** (21 v. 67).
- **On-line Trends**
  - On-line applications are **down by 55** (46 v.101).
  - Admits are **down by 5** (4 v. 9).
- **Statewide Trends**
  - Statewide applications are **up 38** (249 v. 211).
  - Admits are **up 7** (33 v. 26).
December Commencement
December 15, 2012

10:00 a.m.  College of Business
            College of Health Professions

Adjutant     Amy Buse, College of Business
Mace Bearer   Khagendra Thapa, College of Engineering Technology
Marshals     Abdi Ferdowsi, College of Business
             Charles Bacon, College of Arts & Sciences
Speaker      Clifton Franklund, College of Arts & Sciences

1:30 p.m.  College of Arts & Sciences
            College of Education & Human Services
            College of Engineering Technology

Adjutant     Neil Patten, College of Arts & Sciences
Mace Bearer   John Schmidt, College of Engineering Technology
Marshals     Sandy Alspach, College of Arts & Sciences
             Mary Bacon, College of Arts & Sciences
Speaker      Clifton Franklund, College of Arts & Sciences

Future Dates
May 10 & 11, 2013
December 14, 2013
The University has made significant progress in its continuing efforts to prevent a Penn State type of situation at Ferris, and ensure the safety and well being of everyone at FSU, especially minors.

- A Title IX committee was formed in April, 2011 with University-wide representation.

- All departments and divisions within the University have been asked to review their sexual assault and reporting policies and procedures.

- Divisions, colleges and departments are looking at minors on campus from a broad perspective. They are inventorying all activities involving minors to ensure their safety in many unique environments on campus.

- Significant progress has been made to strengthen safeguards and improve the safety of minors on campus, especially in the areas of academic, sports and other camps.
  - Significant progress has been made to increase camp security. As part of these efforts all camp counselors and other staff must wear ID badges and all camp employees participate in child safety and wellness training.
  - Significant progress has been made to clarify who is responsible for guests during camps.
  - Lists of reporting officials are being established for camps.
  - Summer camp forms now include a “what to do if there is an emergency” item. These forms are distributed to camp participants and their guardians.
  - Department of Public Safety will be provided with camp coordinator contact information.
  - Mandatory criminal background checks are now required for all adults associated with summer camps. Camp staff is required to participate in training to identify the characteristics of inappropriate sexual behavior. They are also required to report all suspected sexual assault activity to proper University authorities including the Department of Public Safety.
Title IX & Minors on Campus Committee

Cindy Bauman  Paralegal, Governmental Relations & General Counsel
Shana Beisiegel  Coordinator of Student Life
Mike Cairns (Co-Chair)  Associate VP, Student Affairs
Nick Campau  Interim Director, Office of Student Conduct
Cheryl Cluchey  Assistant Dean, Extended Learning & International Operations
Jim Cook  Assistant Director, Dept. of Public Safety
Sandy Davison  Vice President, Administration & Finance, KCAD
Alicia Freye  Senior Coordinator, Camps & Conferences, Extended Learning & Int’l Operations
Tamie Grunow  Associate VP, Human Resources
Jim Hessler  Associate VP, Auxiliary Enterprises
Sara Higley  NCAA Compliance Coordinator / Senior Woman’s Administrator, Athletics
Cindy Horn  Director, University Recreation
Kia Hunter  Gear-Up Coordinator, Multicultural Student Services
Diane Johnson  Assistant to the Director of Housing, Housing & Residence Life
Matt Olovson  Equal Opportunity / Staff Attorney, Governmental Relations & General Counsel
Ken Plas  Staff Attorney, Governmental Relations & General Counsel
Mike Ryan  Professor, Biology, College of Arts & Sciences
Wendy Samuels  Professor, Social Work, College of Arts & Sciences
Renee Vander Myde  Interim Director, Birkam Health Center/Personal Counseling Center
Cindy Vander Sloot  Assistant Director, University Recreation
Chris Weber  Manager, Risk Management & Insurance
Gary Wendrowsky  Athletic Camps Coordinator, Athletics
Leroy Wright (Co-Chair)  Dean of Student Life, Student Affairs
Student Debt Task Force

Final Report

Task Force Members:

Cathy Archer, Assistant Professor, Dental Hygiene
Dan Burcham, Vice-President, Student Affairs
Sara Dew, Director of Financial Aid
Fritz Erickson, Provost and Vice-President, Academic Affairs
Doug Haneline, President, Academic Senate
Leonard Johnson, Professor of Education (Chair)
Gloria Lukusa-Barnett, Associate Professor, Developmental Curriculum
David Marion, Associate Professor, Management
Kristy Motz, Associate Professor, FLITE
William Potter, Associate Provost, Retention and Student Success
Jim Rumpf, President, Ferris Faculty Association

November 20, 2012
Background

During the 2011-12 Academic Year a number of town hall meetings were held across campus involving faculty, staff and students in a series of discussions for the purpose of gathering ideas to help inform efforts to identify and launch a series of initiatives to address the growing problem of student debt. The recommendations were categorized in four areas: time to degree/course offerings, finances/financial literacy, controlling/reducing costs, and advising. At the summer retreat of the Strategic Planning and Resource Council held in July 2012, members examined and prioritized those recommendations.

Charge

In August 2012, the Student Debt Task Force was empanelled, asked to review those recommendations, and charged to:

1) Identify broad priorities for current efforts.
2) Consider how to engage the entire campus community.
3) Empower faculty leadership for this effort.

Process

In September 2012, the Task Force was divided into the following three working groups: finances/financial literacy, controlling/reducing costs, and advising/time to degree. Throughout September and October, each working group reviewed suggestions and submitted ideas that were then taken to the entire Task Force for its consideration. In late October, the Task Force met as a group and agreed to recommend the following areas for possible action or further study.

Broad Priorities

Ferris State University is addressing student debt by:

1) engaging the entire campus community in promoting greater financial literacy;
2) providing students with multiple pathways to achieve their educational goals with manageable indebtedness; and
3) empowering faculty as leaders for continuous improvement in this effort.
Areas for Possible Action

Financial Literacy

“The number one problem in today's generation and economy is the lack of financial literacy.” Alan Greenspan

SHORT TERM

1) Identify and train a core group of students who would serve as peer financial literacy coaches to help other students understand financial aid budgeting and general financial literacy. Beginning Fall 2013, this core group of students will work out of the Financial Aid office and visit FSUS 100 classes, and RSOs, lead residence hall programs, conduct exit counseling, etc.

2) Launch a weekly Q & A column in the Torch and social media. Have students submit their questions to Student Government which in turn would forward them on to the Financial Aid Office.

3) Provide faculty advisors with a “student success, retention and financial literacy checklist.” Identify the “Five things every advisor should know about financial aid.” Ask Deans and College Counselors to orient faculty at the College-Wide meetings in January, 2013 to the checklist and to the resources available.

4) Promote across-the-board-utilization of My Degree to keep students informed about their degree progress throughout their enrollment at Ferris.

5) Create a “value in taking 15 credits per semester” handout to encourage students to take a full course load every semester (this could result in completion of an additional 24 credits over eight semesters for those students who would otherwise take only 12 credits). Encouraging students to accelerate completion of graduation requirements could be one of the most effective ways to reduce time to degree.

6) Commission TDMP students to create an informational video to be posted on YouTube and used by “peer financial literacy coaches” to promote good fiscal planning among students.

LONG TERM

1) Employ trained peer financial literacy coaches to help students understand financial aid budgeting and general financial literacy. This core group of students will work out of the Financial Aid office and visit FSUS 100 classes, and RSOs, lead residence hall programs, conduct exit counseling, etc.

2) Continue the weekly Q & A column.

3) Identify those metrics which indicate impending financial aid “issues” and implement an “early warning system.” (e.g. create a dashboard, something graphic and visual in MyFSU).

ONGOING

1) Each Spring semester, peer financial literacy coaches will assist in the identification and training of a new group of students who will serve as peer financial literacy coaches the following Fall.

2) Evaluate and enhance the weekly Q & A column.

3) Continue efforts to identify those metrics which foreshadow impending financial aid “issues” and incorporate them into the “early warning system.”
Affordability

“Permit and encourage a student who has the ability to do four years of scheduled work in three years.” Woodbridge Ferris

SHORT TERM

1) Develop partnerships with high schools/ISD’s to find ways to maximize incoming students’ pre-college experiences and options to increase their college-level credit (i.e., dual-enrollment, concurrent enrollment, CLEP, AP, IB, etc.). Utilize the new Transfer Services Center and make every effort to promote these options among prospective students.

2) Charge programs to come up with alternative program completion models (e.g. three-year, four-year, five-year with estimated costs/savings). Challenge faculty and incentivize departments to examine how programs are delivered and faculty are ‘loaded’ with an eye toward creating more opportunities for students to take required classes in a timely manner while at the same time increasing productivity.

3) Identify ways to reduce the proportion of students with D-F-W grades in “predictive courses.” (This might be accomplished by improving placement procedures, enforcing/enhancing pre-requisites, providing support via tutoring or Structured Learning Assistance, or restructuring the sequencing of those courses).

4) Develop a partnership between Financial Aid and Retention and Student Success for the purpose of expanding efforts to ensure “satisfactory academic progress” and to prevent lack of success from jeopardizing students’ financial aid eligibility.

LONG TERM

1) Promote a culture of intentional/strategic/purposeful academic advising.

2) Promote student awareness of alternative program completion models (e.g. three-year, four-year, five-year with estimated costs/savings).

3) Expand “academic program review” processes to include the collection and analysis of data related to both time to degree, and amount of debt incurred.

ONGOING

1) Continue to promote a culture of intentional/strategic/purposeful academic advising.

2) Continue to explore possible alternative program completion models.
Research

“Schools must...build a foundation and furnish a plan for a possible human structure of beauty, strength and service.”
Woodbridge Ferris.

SHORT TERM

1) Release an interested faculty member to subject transcript data to “data-mining” processes in a comprehensive effort to identify “predictive indicators.”
2) Survey students to better ascertain their financial aid awareness, concerns, and decision-making.

LONG TERM

1) Evaluate the effectiveness of strategies aimed at reducing the proportion of students with D-F-W grades in “predictive courses” and make adjustments where necessary.

ONGOING

1) Continue to enhance existing and to develop additional partnerships with high schools/ISD’s to find ways to maximize incoming students’ pre-college experiences and options to increase their college-level credit (i.e., dual-enrollment, concurrent enrollment, CLEP, AP, IB, etc.).

For Further Study

1) Reconsider what constitutes a “full academic year” to include other possible ways faculty might meet the 24 credits of annualized load obligation. This could enable the creation of accelerated, year-round programs.
2) Identify particular programs with students most in need of a default degree option. Challenge them to collaborate with faculty advising students on the Bachelor of Integrated Studies degree in the College of Arts and Sciences to create an option for students having earned 150 credits or more to complete a degree by adding no more than one additional semester.
3) Create a ‘game’ students might play on mobile devices that would heighten their awareness. Put all majors in the game as options, costs, etc. (Selected students in the Digital Game Design program might create).
Faculty/Staff Fall Annual Appeal. Ferris faculty and staff will be receiving a Fall Annual Appeal mailing requesting an annual gift that has an immediate impact on students, academic programs, operations or need-based scholarships. Last year, faculty and staff generously contributed more than $170,000 to help support students and the University. Employees have the option of making gifts through payroll deduction, or cash or credit card donations. The faculty/staff appeal coincides with a fall direct mail solicitation to alumni seeking support for Opportunity@Ferris scholarships awarded to Ferris students who are in greatest need of support, college/program needs, and unrestricted gifts. The direct mail campaign is followed by a phonathon, e-mail blasts with videos and a link to progress reports on the fall campaign, and posts on the FerrisForward and Ferris Alumni Association Facebook sites thanking and encouraging year-end giving. The goal for the annual Fall Appeal is to increase faculty/staff and alumni participation and giving by 6 percent. UA&M thanks the more than 80 faculty and staff, alumni and students who assisted with this fall’s campaign.

Hockey and Pharmacy Mini-Campaigns. Special fundraising campaigns are currently underway to raise money for the College of Pharmacy main campus and Grand Rapids facilities and for Ferris’ Division I hockey program. The Pharmacy Forward 5-year fundraising campaign is concentrated on securing support to renovate labs and simulation spaces in the Pharmacy building on campus, identifying naming opportunities for both the Big Rapids and Grand Rapids Pharmacy facilities, providing more student scholarships, continuing to recruit and retain highly qualified faculty and staff and purchasing new equipment. To continue a tradition of making history on ice and upholding a powerful, nationally recognized brand, it is critical that additional private support is obtained to assure that Ferris State hockey retains its elite reputation. While joining the Western Collegiate Hockey Association for the 2013-14 season is a tremendous opportunity for Ferris, it will mean increased costs for travel, managing facilities, recruiting players and developing robust student-athletes who depend on a solid strength and conditioning program and state-of-the-art player performance technology.

Centralized Fundraising Model. UA&M is moving toward a centralized advancement model where all advancement functions, including the college-based fundraisers, will be housed centrally in UA&M offices in the Prakken Building. The new model places an emphasis on activities that will help Advancement raise more money for the University’s top funding priorities and better align the division for managing a future capital campaign. The Advancement unit is comprised of annual, planned, major, special and leadership and athletics giving; corporate and foundation relations; research and prospect management; stewardship and donor relations; and advancement services and technology. Recommendations from an external fundraising consultant were taken into consideration in making these changes which are expected to create a more holistic, focused, cohesive and coordinated approach to fundraising that will maximize fundraising success. To further support a concentrated fundraising effort and to enhance UA&M’s capability to raise more private support for the University, two new hires will be made, including an Associate Vice President for Advancement and Director of Annual Giving.

Marketing Campaign. This year’s statewide marketing campaign (October through June) reinforces the University’s mission of preparing students for successful careers through a career-oriented, broad-based education that uniquely meshes theory with practice. The campaign is targeted to key business leaders, policy makers, opinion leaders and other influencers, with the intended outcomes of communicating Ferris’ value to the state and its citizens; shaping positive public opinion about the University by focusing on its differentiating characteristics; and encouraging public engagement and private gift development. The ads are an evolution of previous years' campaigns and have a bold, yet simplistic design emphasizing Ferris’ official colors. Media placements in major markets include billboards; television, print and Internet ads; and floor graphics.