

President's Message to Campus

Office of the President
March 16, 2018

At the Strategic Planning and Resource Council meeting on Tuesday, I shared information on enrollment trends and the continued decline of students graduating from Michigan high schools. Across the University, many people are working very hard on student recruitment and retention. As we plan for the impact this will have not only on next year's budget but for the next three years, we need to look beyond enhancing enrollment and retention. What are other strategies to generate more revenue?

Specifically, beyond current recruitment efforts, are there new degrees, new cohorts of students, and new or enhanced methods for providing our education to students? What investments can we make that will attract more students to Ferris? Are there additional ways we can maintain and enhance state revenues? Finally, are there ideas to develop and grow other revenue sources? Additional examples are included in slides 7-10 from my [SPARC presentation](#) accessible online.

Please take some time to consider these thoughts. I am very interested in your ideas on increasing revenue. Please send them via e-mail to eislerd@ferris.edu. I look forward to hearing your suggestions.

By working together to find solutions to the challenges we face, we can and we will turn this enrollment challenge into new opportunities for our students and our University. Thank you to everyone who attended the SPARC meeting and submitted ideas for consideration. I look forward to hearing more from you both now and in the coming weeks.

Women's History Month

Throughout the month of March, activities are taking place on campus to commemorate Women's History Month. On Tuesday, March 20, the film "Generation M" will be shown in FLITE 135 at 11 a.m., 1:30 p.m. and 3 p.m. This film examines misogyny and sexism in mainstream American media. Wednesday is the Women's Advocacy, Education and Resource Fair inside the IRC Connector from 2 to 5 p.m. A complete schedule of events can be found [online](#). Please attend and support these events.

Understanding Healthcare Reform Series

The Faculty Center for Teaching and Learning is sponsoring a 3-part lecture series hosted by Gail Bullard. Each lecture is at the University Center, room 203, from 7 to 8:30 p.m. The first session held on Tuesday of this past week focused on patient-centered care and teambuilding. Guest speakers included Melonie Jackson, HR business partner from Spectrum Health, along with several of our students. The next two sessions include:

- **Tuesday, March 20 – Access to Care: Challenges in Rural Healthcare**
Speakers Panel: Amanda Knuth, Chief Compliance Officer, Director of Patient Outcomes at Spectrum Health & FSU students
- **Tuesday, March 27th – Patient-centered Care: The Pharmacist – A Member of Your Healthcare Team**
Speakers Panel: Lisa Dysard, Pharm.D. and Dan Mercer, Pharm.D., Clinical Pharmacists at Baldwin Family Health Care & FSU students

Thank you to Gail Bullard and the Faculty Center for Teaching and Learning for organizing and sponsoring this informative lecture series.

Jim Crow Museum

At Ferris, we are very fortunate to house the Jim Crow Museum in Big Rapids. This results from the efforts of our Vice President for Diversity and Inclusion David Pilgrim. David has spent much of his life collecting and assembling these artifacts and is a nationally recognized authority and author on Jim Crow memorabilia. If you have not visited the Jim Crow Museum, please do. The Museum is open from noon to 5 p.m. Monday through Friday. More information is available from their [website](#).

Now there is a new way to visit the Jim Crow Museum, through a [virtual tour](#). On the virtual tour, blue circles indicate signage from the Museum you can read as part of the tour and red circles are video selections from the materials that play in the Museum. I encourage you to try this, it is quite remarkable. Even if you have toured the Museum many times you will see and learn things missed in earlier visits. Congratulations to David and everyone associated with the Museum on this new, engaging use of technology.

Relay for Life

Next weekend the Registered Student Organization Colleges Against Cancer will be hosting the annual Relay for Life, the signature fundraiser for the American Cancer Society. This event is a wonderful way to remember those whose lives have been lost to cancer and to honor cancer survivors.

The event starts at 6 p.m. on Friday, March 23, in Jim Wink Arena and runs through 6 a.m. Saturday. Individual walkers and teams have already raised just over \$20,255 with organizers hoping to reach their goal of \$50,000. Students, faculty, staff and community members are both invited and encouraged to participate. You can [register for this event](#) to support the cause. Thank you to all of the students on campus who are leading this event and raising money to fund cancer research, critical patient care services and more.

Athletics

In a truly memorable game, our men's basketball team defeated Findlay 80-65 Tuesday evening. They did this in front of a packed house of 2,400+ fans at Jim Wink Arena. In doing so, they won the first NCAA Division II Midwest Regional Tournament hosted on our campus and advanced to the Elite Eight for the first time since 1988. After trailing for most of the game, Findlay caught up and briefly led in the second half. From there our team limited Findlay to six points in the final 6½ minutes and with some clutch shooting pulled away for the win. Zach Hankins and Noah King were selected to the all-tournament team together with Drew Cushingberry who was named the tournament's most valuable player.

The Bulldogs will travel to Sioux Falls, S.D., for the national finals and are the top-seeded team in the Elite Eight. They play in the national quarterfinals on Tuesday, March 20, at 3:30 p.m. (ET) against Barry University from Florida. The men are now 35-1 and have won 23 games in a row. Congratulations to Coach Andy Bronkema and our student-athletes on their continued success. We wish them well next week and are so very proud of all they have accomplished this season.

David L. Eisler, president