

President's Memorandum to Faculty and Staff

Office of the President
September 30, 2013

Homecoming

This week is homecoming in Big Rapids with a series of traditional events including Wednesday evening's bonfire, the crowning of a homecoming king and queen, and comedy performance. On Saturday the annual Homecoming Parade features Grand Marshalls Brian and Carlleen Rose starting at noon. The Roses own the Old Pioneer Store and Emporium, are strong supporters of downtown business, and have been active long-term supporters of our University.

Leading up to the homecoming football game on Saturday are a series of tailgate events that welcome alumni back to campus in the Top Taggart Field parking lots. The Colleges of Arts and Sciences, Business, Education and Human Services, and Pharmacy are all sponsoring alumni tailgate receptions. One of my favorite events is the College of Engineering Technology chili cookoff, at which different programs compete against each other in a high spirited event. At 2 p.m. our football team will host visiting Saginaw Valley State in a game which includes the unveiling of our new scoreboard.

There are a number of special events this year. Friday evening Pi Kappa Delta, the national honorary forensics society, will host a reception at The Blue Cow. On Saturday the School of Criminal Justice will celebrate its 40th year as a program with a banquet at the Holiday Inn. That evening the School will honor its founding fathers and present the inaugural Criminal Justice Alumni Leadership Award. The Lambda Chi Alpha fraternity will celebrate its 50th anniversary with events throughout the weekend. Saturday morning there is a Homecoming 5K fundraiser run for the United Way.

Responding to many requests, this year we will be giving away commemorative bricks from Masselink and Carlisle Halls for alumni who want to preserve the memory of their time living in those halls. Saturday evening includes our annual gatherings celebrating veterans and black alumni.

A complete listing of events and other information is available online at <http://www.ferris.edu/alumni/homecoming/>. This is a special time to reconnect with former students and to welcome all alumni. I encourage you to take part in Homecoming and enjoy these special celebrations.

Enrollment Task Force

It is very encouraging to see the number of faculty and staff who responded to my call for volunteers for the Presidential Enrollment Task Force. Moving quickly, co-chairs Paul Blake and Don Flickinger have established the task force and are pleased to announce the membership, including -

Jason Daday, Associate Director, Admissions
Cheryl Cluchey, Assistant Dean, Extended and International Operations
Jessica Cruz, Associate Director, Latino Studies

Roxanne Cullen, Professor, Languages and Literature
Mitzi Day, Director, Institutional Research and Testing
Sara Dew, Director, Financial Aid
David Frank, Department Head, Physical Sciences
Anne Marie Gillespie, Director, Student Academic Affairs, Arts and Sciences
Jim Hessler, Associate Vice President, Auxiliaries
Jennifer Johnson, Associate Professor, Geography
Ken Kuk, Professor, Welding Engineering Technology
Dave Marion, Professor, Management
Bill Potter, Associate Provost, Retention and Student Success
Theresa Raglin, Department Head, Dental Hygiene and Medical Imaging
Steve Reifert, Director, Criminal Justice
Kristen Salomonson, Dean, Enrollment Services
Cindy Seel, Assistant Professor, Health Information
Spence Tower, Associate Professor, Management
Mike Wade, Assistant Director, Multicultural Student Services

I want to thank these faculty and staff members for helping with this very important effort. Many, many more people volunteered than the task force could accommodate.

Strength in our enrollment numbers is crucially important to our future. All of us can help in this effort, both in our daily efforts and in sharing our insight and ideas. Please send us your best thinking on enrollment. If you would like to share your thoughts, please e-mail one or both of the task force co-chairs at PaulBlake@ferris.edu or DonFlickinger@ferris.edu.

The task force meets for the first time on Tuesday evening and will report out its findings in early November. Additional analysis of our enrollment patterns will be included in my October budget forums. These sessions are scheduled for Tuesday, Oct. 15th at 11 a.m. and Wednesday, Oct. 16th at 1 p.m. in the Optometry Building Room 210. I am hopeful you can attend, and I look forward to both your insights and questions.

West Michigan Presidents' Compact Committee

Ferris is hosting members of the West Michigan Presidents' Compact Committee on campus Oct. 10. The WMPCC is committed to promoting inclusion, acceptance of people of diverse cultures, and addressing issues of racism at its member institutions, and across West Michigan generally.

Damon Williams is the keynote speaker, and his session is titled "Building an Inclusive Campus with an Eye towards the Retention of Faculty, Staff, and Students of Color." This is scheduled for Thursday, Oct. 10th at 10 a.m. in the College of Business, room 111, and is open to all in the university community. Mr. Williams will be speaking on the same topic Friday, Oct. 11th at 9 a.m. at Kendall when the WMPCC meetings move to Grand Rapids.

Mr. Williams is former chief diversity officer of the University of Wisconsin-Madison and is currently vice president of programs, training and youth development for the Boys and Girls Club of America. In this role, he is the chief youth development and educational officer for the Boys and Girls Clubs of America movement.

Among many other notable achievements, he is a member of the editorial board of the Journal of Negro Education and serves on the ACE Equity and Inclusion Advisory Board, the UC Berkeley Equity and Inclusion Advisory Board, the Gallaudet University Diversity Advisory, and the National Diversity Council Executive Board. Among his many books are the recently published [*Strategic Diversity Leadership: Activating Change and Transformation In Higher Education*](#) and [*The Chief Diversity Officer: Strategy, Structure, and Change Management*](#), which he co-authored with Dr. Katrina Wade-Golden.

Athletics

Our 24th nationally-ranked volleyball team has a winning streak of five games with wins this past weekend on the road over Walsh and Malone Universities. The team is now 9-3 overall and 4-1 in GLIAC Conference play. They next play at home against Grand Valley, Tuesday evening at 7 p.m.

Our football team had another impressive victory, winning 59-16 against Walsh on the road, while gaining a total of 615 offensive yards. The team is now 3-1 overall, undefeated in the GLIAC, and is tied for the lead of the North Division with this weekend's opponent Saginaw Valley.

Sincerely,

David L. Eisler, president