

President's Memorandum to Faculty and Staff

Office of the President
November 10, 2013

Enrollment Task Force

In September we created an Enrollment Task Force to examine ways Ferris can bolster its efforts to attract students. This is especially important with the enrollment patterns we experienced this fall, which included fewer degree-seeking freshmen, lower yield from our applicant pool and declining credit hours for the Big Rapids campus. While overall enrollment at Ferris is strong, we face the reality that the number of high school graduates in Michigan is shrinking.

Throughout October and the first week of November, co-chairs Paul Blake, Associate Provost for Academic Affairs, and Don Flickinger, Vice President for Student Affairs, led the task force in considering and prioritizing ideas submitted to, and generated by, the committee for its consideration. The committee has completed a draft report which identifies five major areas for action –

- Recruiting is the responsibility of all in the University community.
- Increase our institutional financial aid assistance by \$3 million beginning Fall 2014 and phased in over a period of four years in order to meet enrollment needs of the institution.
- Implement more targeted use of alumni.
- Explore accelerated and alternative means to degree completion to increase enrollment.
- Improve University imaging.

The task force ranks its recommendations into two categories: items for immediate consideration, and items for continued discussion. The complete report is accessible at:

<http://www.ferris.edu/HTMLS/administration/president/planning/EnrollmentTF2013.htm> .

This is very important work. A Ferris education is precisely what students need to prepare for promising futures and career success. Telling our story effectively and attracting students to our programs also has important implications for the ability of our University to continue to grow and adapt to the needs of our state and region.

As we transition from considering ideas to implementing them, please join me in thanking our committee, Paul Blake, Cheryl Cluchey, Jessica Cruz, Roxanne Cullen, Jason Daday, Mitzi Day, Sara Dew, Don Flickinger, David Frank, Anne Marie Gillespie, Jim Hessler, Jennifer Johnson, Ken Kuk, Dave Marion, Bill Potter, Theresa Raglin, Steve Reifert, Kristen Salomonson, Cindy Seel, Spence Tower and Mike Wade for the time, energy and insight they have brought to this effort. Their report provides an excellent template and guide for our future efforts.

Vice President for Student Affairs Forums

Over the next two weeks, four finalists to become our next Vice President for Student Affairs will visit campus and take part in forums open to the entire university community. I strongly encourage you to take part in these sessions and to share your observations and feedback on these candidates. Given the section above and our emphasis in examining student enrollment,

this is a position of vital importance. Your insight and opinions are needed and important as we make a decision on the next leader for Student Affairs.

To provide the opportunity for as many people as possible to meet these candidates, each will be available in two open campus forums, a morning session from 10-11 a.m., and an afternoon session from 3-4 p.m. in FLITE 240 on the following days:

- Nov. 11, Dr. Donna Hight, Chief Student Life and Retention Officer at Ohio State University at Mansfield.
- Nov. 14, Dr. John Berry, Chief Student Affairs Officer for both Central Ohio Technical College and Ohio State University at Newark.
- Nov. 19, Dr. Jeanine Ward-Roof, Dean of Students at Florida State University.
- Nov. 21, Dr. Edward Whipple, Senior Consultant with Keeling and Associates and the former Vice President for Student Affairs at Bowling Green State University in Ohio.

The search committee will provide full resume information for each candidate at the open forum sessions. These finalists were selected by the search committee from airport interviews on Nov. 1 and 2. I visited with each of the finalists at that time. This is a strong pool of candidates with much experience and success in student affairs.

Clifton Franklund and Sara Dew are doing superb work as chairs of this search committee. I also want to thank committee members Matthew Adeyanju, Steven Balkema, Laura Dix, Lori Helmer, Cindy Horn, Kathy Lake, David Pilgrim, Angela Roman, Linda Telfer, Jessica Trindle, Erin Williams and Dan Wanink for their strong efforts on this search.

Jim Crow Museum Featured

Ferris' Jim Crow Museum of Racist Memorabilia will be featured in the PBS series "The African Americans: Many Rivers to Cross with Henry Louis Gates Jr." on Tuesday, Nov. 12. This fourth episode in the series is entitled, "Making a Way Out of No Way," and focuses on the Jim Crow era when segregation laws were implemented and enforced.

Gates, a noted Harvard scholar and one of the foremost commentators on race in America, visited campus last November to shoot footage of the museum for the six-part series. During his visit Gates met with museum founder David Pilgrim, Ferris' Vice President for Diversity and Inclusion. His collection of artifacts documenting negative popular culture stereotypes of African Americans forms the core the museum's exhibits. The episode includes an interview with David. The museum's collection will also be a part of the series' finale, "A More Perfect Union," which airs on Tuesday, Nov. 26.

The series airs nationally at 8 p.m. For local listings and other information about "The African Americans: Many Rivers to Cross with Henry Louis Gates Jr." visit <http://www.pbs.org/wnet/african-americans-many-rivers-to-cross/>.

Good News

The 2013-14 academic year continues to be in one in which there are many, many items of good news to share with the university community. Here are just a few of the extraordinary accomplishments by our people at Ferris:

- Professor Patrick Klarecki, Graphic Media Management, presented a paper, "Sustainable Printing: Lessons Learned in North America," at the 2013 International Conference on Advanced Media Technologies and Education in China. While there he was elected to the State General Administration of Press, Publication, Radio, Film, and Television of China, International Scientific Committee.
- Dr. Amy Kavanaugh has two chapters in the recently published text, *Quality Rating and Improvement System for Early Care and Education: Development, Implementation, Education and Learning* by Peter Lang Publishing.
- Welding Engineering Technology faculty Jeff Carney, Jeff Hardesty, Ken Kuk and Brent Williams recently accompanied 22 students to the American Welding Society Detroit Section Student Awards Night. Ferris students received more than \$24,000 in scholarships bringing the total awarded since 1986 to more than \$525,000.
- Architecture and Facility Management faculty Diane Nagelkirk and Dane Johnson co-chaired the Frank Lloyd Wright Building Conservancy National Conference, *Wright on the Inside*, in Grand Rapids.
- 2013 HVAC Graduates Steven Coen, Cameron Diebel, Ryan Johnson, Kyle Maupin, and Nicholas Von Haden, earned a 2nd place finish in the ASHRAE Student Engineering Competition for HVAC System Selection. Ferris teams have either won or placed in this student competition more than any other college or university dating back to 1996.
- Along with the Big Rapids Community Library, the Faculty Center for Teaching and Learning and the Saudi Student Organization co-sponsored Dr. Mohammad Hassan Khalil, associate professor and interim director of Muslim Studies at Michigan State University, and author of *Islam and the Fate of Others*. Dr. Khalil delivered guest class lectures and presented an evening lecture entitled "Islam: What Everyone Should Know."
- University Archivist Melinda Isler has been appointed to the Standards Committee of the Society of American Archivists for the 2013-14 year.
- Library faculty Kristi Motz will present at the American Speech-Language-Hearing National Convention: *On Beyond Google: Information and Inspiration at Your Fingertips*.
- Michigan College of Optometry's Dr. Amy Dinardo was featured in *Women of Optometry* for her role as American Optometric Association-Faculty liaison.
- The MCO conducted a vision screening for the employees of Simonds International in Big Rapids. Doctors David Oosting and David Durkee were accompanied by students Allison Ezell, Jessie Wenzel, and Angela Conley.
- The Transfer Services Center has been selected to receive the 2013 MACRAO Outstanding Transfer Award, which will be presented at the Great Lakes Conference in Indianapolis.
- Four different Ferris State football student-athletes have now combined to receive National Player of the Week honors a total of 14 times over the course of five different weeks this season from the three primary media outlets that recognize players on a national level in Division II.
- Ferris hosted the first-ever "Pink In The Rink" hockey game, wearing pink jerseys for the game with proceeds going to support the Susan P. Wheatlake Women's Cancer & Wellness Fund.

- Tot's Place Child Development Center was awarded a 4-year, \$108,000 per-year CCAMPIS grant to subsidize child care costs, improve productivity and quality of services provided.
- A Rape Aggression Defense class for women was taught in October by three of our RAD-certified police officers.
- Governmental Relations and General Counsel spearheaded an event with the Michigan Department of Civil Rights celebrating their 50th Anniversary.
- KCAD Fashion Studies student Athena Anger has made it to the top five of the Elle.com and Byco Dress Design competition. ELLE editors will pick one winner from these five finalists and BYCO will produce the winning design and make it available for sale.
- Kendall Art Education Program Chair Cindy Todd has been appointed to a task force of the National Art Education Association to review and analyze the organization's existing leadership strategies and recommend new program goals, core competencies and implementation models.
- Kendall Ceramics faculty member Israel David's work has been featured in exhibitions at Coe College Gallery in Iowa, Queens University Gallery in North Carolina, Society for Contemporary Craft in Pittsburgh, Fort Wayne Art Museum, the Detroit Artists Market, Schaller Gallery in St. Joseph. He is included in the *Ceramics Monthly /Pottery Illustrated* Ceramics Yearbook for 2014.
- The Liaison Committee for Students with Disabilities raised more than \$700 at a recent Wheelchair Basketball game to help fund scholarships for Ferris students with disabilities.
- Enrollment Services added Arabic as the third language to the Virtual Tour feature on the web.
- The Financial Aid Office has hired two students to pilot its Financial Awareness Student Team - peer mentoring program initiated in response to recommendations of the 2012 Student Debt Task Force.
- The Office of Multicultural Student Services' pilot Volunteer Tutor Assistance program collaborates with Honors students to provide tutoring support during OMSS' Extended Hours Study Table on Tuesday and Thursday evenings.
- Though the end of October the Student Recreation Center had more than 60,000 customers for the fall semester.
- Photo Services has a new mini-helicopter with an on-board video camera, which allows staff to record aerial video and photography on demand, creating interesting perspectives of campus and events.
- The Student Alumni Gold Club held its 5th Annual Rake n' Run. More than 230 students representing more than 30 RSOs raked more than 100 yards in Big Rapids.
- Ferris is the new home of the Michigan Golf Hall of Fame.
- Homecoming 2013 highlights included more than 100 community businesses, community members, University departments, individual faculty and staff, alumni groups and student organizations supporting the Homecoming committee, and eight downtown businesses supporting the parade as Spirit Sponsors.
- Dan Wanink defended his title at this year's Homecoming Chili Cook-Off, winning over the judges with his "CAD-O-Strophic" chili. Bob Eastley's "Better with Bacon" earned top honors in the People's Choice category. All funds collected benefit the CET student scholarship fund.

There are many more wonderful achievements than can be included here, please take time to review the entire list of Good News items online. The November list as well as previous compilations can be accessed at <http://www.ferris.edu/HTMLS/administration/president/goodnews/homepage.htm> .

Athletics

This weekend the men's ice hockey team swept Bemiji State at home and is in first place in the Western Conference Hockey Association. The team has won five straight games and is 7-2 overall and 4-0 in the WCHA. They are currently ranked 19th nationally and 7th on the Ratings Percentage Index (RPI). The team next faces off against Bowling Green State this coming Friday and Saturday at 7:07 p.m. at the Ewigleben Ice Arena.

The men's cross-country team is headed to the NCAA national championships for the second year in a row by placing 4th overall at the Division II Midwest Regional Championships at Kenosha, Wis., this past Saturday. From the women's team, Samantha Johnson won a regional title to advance individually to the national championship. The national meet takes place in Spokane, Wash., Nov. 23.

Our women's volleyball team, ranked 24th nationally, had a weekend sweep against Lake Superior State and Saginaw Valley State, bringing their season record to 20-7 overall and 13-3 in the GLIAC. The team will finish their regular season schedules with away games against Hillsdale and Northwood this coming weekend.

Sincerely,

David L. Eisler, president