

President's Memorandum to Faculty and Staff

Office of the President
March 31, 2014

Strategic Plan

Last week Provost Fritz Erickson shared the latest version of the University's Strategic Plan in his Inside Academic Affairs communication to campus. The revised draft results from the input of many constituencies both on and off-campus.

This revision of the new Strategic Plan, as in past versions, is organized around our six University Core Values – Collaboration, Diversity, Ethical Community, Excellence, Learning and Opportunity. Many of the strategic areas of focus remain, but there are some additional areas of focus, together with a rewriting of others. For me, the most striking change here is centering the plan around our students. The phrase *our students* is used in each initiative and brings a sharp focus to the centrality of the work we do. I encourage you to take a few moments and read through this document, which is posted here –

<http://www.ferris.edu/HTMLS/administration/president/strategic/index.htm> . Our new strategic plan will continue to evolve and change as it helps guide university efforts for the future.

The Strategic Planning and Resource Council approved this version at their meeting on March 18. It will be presented to the Ferris Board of Trustees for their review at their next regular meeting on May 9.

This plan results from significant input by people throughout our campus community. It also has been shaped by external review from a series of Commission for the Future meetings held earlier this year in Lansing, Grand Rapids and Big Rapids. Central to the development of this plan and guiding this process for our University has been the Strategic Planning Committee led by Sandy Balkema and Fritz Erickson. Please join me in thanking the strategic planning committee for their dedicated efforts –

Susan Cherry and Glen Okonoski, co-champions for Collaboration
Michael Berghoef and Jessica Cruz, co-champions for Diversity
Tamie Grunow and Sarah Hinkley, co-champions for Ethical Community
Sandy Balkema and Fritz Erickson, co-champions for Excellence
Leonard Johnson and Dean Krager, co-champions for Learning
Amy Dorey and Paul Kwant, co-champions for Opportunity.

Next fall we will begin implementing this strategic plan throughout our University. We will also be developing the steps for assessment and evaluation of our strategic efforts. I look forward to working with you for *our students* as we adopt the strategic areas of focus articulated in this plan.

Distinguished Staff Awards

Each year it is an honor to recognize the contributions of some of our most outstanding staff members with the Distinguished Staff Awards. You know there are many remarkable staff members at Ferris, which makes choosing a small number of them for special recognition a very

difficult task. Please join me in congratulating this year's Distinguished Staff Award winners, who exemplify excellence in their work at Ferris State University:

- Jennifer Amlotte, Director of Marketing and Admissions, Extended and International Operations
- Brandi Behrenwald, Assistant Alumni Director
- Robert Bentley, Assistant Athletic Director, Communications
- Ramona Larson, Food Services, The Rock Café
- Dee Dee Stakley, Transfer Services Center Director

Thanks are also due to the Distinguished Staff Awards Committee, who invested considerable time and effort in reviewing and recommending awardees from among so many deserving people. The committee members are Bill Bitzinger and Shelly VandePanne (co-chairs), Craig Bowman, Pam Muccio and Tracy Powers. Distinguished Staff and other awards will be presented at the Annual Employee Service Awards Celebration, which will take place on Wednesday, April 23, 3-5 p.m. at the Holiday Inn.

State Budget Update

This past week both the state House and Senate Appropriations Subcommittees for Higher Education voted out their versions of the state budget for this coming year. Both committees followed Governor Snyder's lead in splitting new state funding between across-the-board and performance funding. The Senate Committee moved forward the Governor's recommendation of an increase of \$84,366,800, or 6.1 percent for higher education. This would result in an increase of \$3,554,700 in state funding for Ferris, a 7.8 percent increase. The House recommendation is \$5 million less, an increase of \$79,366,800, or 5.6 percent. This lower number would result in an increase of \$3,256,000 for Ferris, or 7.1 percent. The difference between the two recommendations for our university is \$298,700.

In another significant move the Senate committee included \$15 million for MPSERS universities. This would adopt our recommendation that a cap be placed on contributions for the seven MPSERS universities. This language was not in the House bill.

The budgets next move to the full House and full Senate for approval. It is expected that, as in the past few years, budgets will be combined into an omnibus bill. Following approval by each body, the budgets would next move to conference committee to resolve the differences between the House and Senate versions. They would then move back to the House and Senate for ratification and to the Governor for his signature.

It seems a certainty that the state budget will be completed in the next two months. All of this is some very positive and exciting news for higher education.

Hockey

Our men's hockey team finished their season with two remarkable games at the Midwest Regional of the NCAA Tournament in Cincinnati. On Friday, the team beat Colgate 1-0 to move to the Elite Eight round of the tournament. The Bulldogs made their single goal stand up for the win by playing great team defense backed up by the goaltending of Hobey Award Finalist CJ Motte. This win pushed the team's record to 29-10-3.

On Saturday the team ended its season with a heart-breaking double-overtime loss to the University of North Dakota by a score of 2-1. Our team played spectacularly over 80 minutes of tense, hard-fought hockey. Despite dominating North Dakota in the third period and first overtime, and out-shooting them 45-26, the game ended when North Dakota scored 1:28 into the second overtime.

It was my good fortune to be present for the games in Cincinnati this past weekend and I could not be prouder of our team, our coaches and fans. It was a remarkable year for our team as they won the WCHA regular season championship and took possession of the MacNaughton Cup. Our Bulldogs have now made it to the national tournament two out of the last three years, a remarkable accomplishment, placing us among the national elite in college hockey.

I want to congratulate all the players, Coach Bob Daniels, and his coaching and support staff on this memorable, record-breaking, winning season. They truly represent dedication, effort and excellence and made us all very proud of them.

Thank you,

David L. Eisler, president