

# President's Memorandum to Faculty and Staff

Office of the President  
November 30, 2015

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## **Strategic Enrollment Management Plan**

Over the past year more than 60 faculty and staff members have been working to craft a strategic enrollment management plan to maintain and increase enrollment at Ferris State University. This is a challenging goal in an environment of continued declining numbers of high school graduates. The current draft of the plan proposes ten possible strategies to accomplish this.

Strategic enrollment planning is headed by Vice President of Student Affairs, Jeanine Ward-Roof, and Dean of Enrollment Services, Kristen Salmonson, who recently sent a note to campus with a link to these ten enrollment strategies along with a call for the Ferris community to provide feedback. I encourage you to do so. You can access the enrollment strategies and provide feedback on them through a link on the home page of MyFSU.

In addition to the ten strategies, the document includes a list of other proposed outcomes and strategies that have been forwarded to committees and groups to be considered for future action; initiatives that have been implemented as part of the Strategic Enrollment Plan process; and an inclusive list of ideas developed in this process. This plan will be finalized early in the spring semester. Your input will help team members evaluate and prioritize these strategies.

The Strategic Enrollment Management process has been broad-based and inclusive. I want to thank the many members of our campus community who have participated in this effort -

*Strategic Enrollment Plan Team:* Co-Chairs Kristen Salomonson and Jeanine Ward-Roof: Matthew Adeyanju, Nicholas Campau, Cheryl Cluchey, Jessica Cruz, Mitzi Day, Sara Dew, Stephen Durst, Sam Fattore, Michael Hughes, Jennifer Johnson, Kristopher Jones, Kenneth Kuk, Kathy Lake, Bryan Marquardt, Jeremy Mishler, Glen Okonoski, David Pilgrim, Bill Potter, Piram Prakasam, Theresa Raglin, Spence Tower, Kirk Weller and Ralph Williams.

*Academic Programs:* Chair, Leonard Johnson: Matthew Adeyanju, Shari Chamberlain, Dave Darrow, Cliff Franklund, Elise Gramza, Fran Rosen, Deb Thalner and Kirk Weller.

*Financial Aid, Pricing and Financial Services:* Chair, Scott Garrison: Sara Dew, Kristy Heeter, Jim Hessler, Beth Logan, Victor Piercey, Krissy Workman and Lindsay Young.

*Student Recruitment:* Chair, Mischelle Stone: Peter Bradley, Matt Chaney, Jason DaDay, Amy Dorey, Angela Garrey, Shana Hansma, Cindy Horn, Israel Ledesma, Bryan Marquardt and Chase Watts.

*Student Engagement, Retention and Success:* Chair, Angie Mishler: Jocelyn Goheen, Fern Labra, Lisa Ortiz, John Randle, Lisa VonReichbauer and Fathima Wakeel.

*Marketing, Branding and Communication:* Chair, Jeremy Mishler: Jennifer Amlotte, Ann Hogensen, Franklin Hughes, Emmanuel Jadhav, Kristopher Jones, Susan Jones, Elaine Kamptner, Eric Simone, Nick Smith, Spence Tower and Leroy Wright.

Through their efforts, they are helping our university plan and shape our enrollment future. As you understand, this is critical to the success of our Ferris State University and helps enable future students to benefit from the education we provide.

## **Holiday Receptions**

Please note there has been a change in the dates for the holiday receptions that I shared in a previous message. The Grand Rapids reception will now be on Tuesday, December 15<sup>th</sup> in the W.N. Ferris Building Room 217, and the Big Rapids reception is on Wednesday, December 16<sup>th</sup> in the University Center Room 202. Both events are from 4-7 p.m. I hope you will attend.

## **Athletics**

One of the most memorable football seasons in our university's history came to a close this past Saturday when our Bulldogs lost 38-34 to Grand Valley State in a very exciting, hard fought contest. This was a second round game in the NCAA postseason tournament. The previous Saturday our team defeated Texas A&M Commerce 48-30 in a home match to earn their first post-season win in 19 years. This was the second consecutive year our football team was undefeated in regular season play, won the GLIAC Conference Championship, was among the top nationally ranked teams, and finished the season with an outstanding 11-1 record. Congratulations to Coach Tony Annese, his coaching staff, and most of all, our student-athletes for a remarkable, memorable year.

This Thursday, Friday, and Saturday our university is hosting the NCAA Midwest Regional Volleyball Tournament. Our women's volleyball team is the top seed in the regional and faces Trevecca Nazarene in the tournament quarterfinals on Thursday, Dec. 3 at 5 p.m. With success our team would play in the semifinals on Friday at 5 p.m., and the finals, taking place on Saturday, Dec. 5, also at 5 p.m. The volleyball tournament will be held in Wink Arena, meaning there will be plenty of seats to cheer our team on to victory. I encourage you to attend and support the volleyball team during their historic, record-breaking season.

Before Thanksgiving, the women's volleyball team won the GLIAC conference tournament, defeating Findlay 3-0 in the finals, Grand Valley 3-0 in the semifinals and Michigan Tech 3-0 in the quarterfinals. In the tournament awards, head coach Tia Brandel-Wilhelm was named GLIAC coach of the year, sophomore Alyssa Buckley was selected for the All-GLIAC Honorable Mention team, seniors Danielle Dowd, Caroline Heitzman, and Alexis Huntley were selected for the All-GLIAC second team, and seniors Megan Vander Meer and Stephanie Sikorski to the first team. Additionally, Stephanie Sikorski was named Setter of the Year and Megan Vander Meer was named Player of the Year. This brought the team's record to 31-2, the first 30-win season for Coach Brandel-Wilhelm. Please join me in wishing the best of luck to our lady Bulldogs as they pursue postseason success.

Our men's basketball team is off to a fast, successful start. On Saturday they defeated Wisconsin-Parkside, 84-58, to push their record to 6-0. The team is currently ranked 18<sup>th</sup> in the nation and will begin conference play this weekend. On Thursday they take on Lake Erie at 8 p.m. and Saturday play Ashland at 5 p.m., preceded by the women's team both days two hours before the men's tip-off. These games will be at the Big Rapids High School gymnasium because of the NCAA volleyball tournament. Congratulations to Coach Andy Bronkema and the men's basketball team on this early season success.

This will be a busy sports weekend, with the NCAA volleyball tournament, a pair of basketball games on Thursday and Saturday evening, and ice hockey playing Bemidji on Friday and Saturday evening. We are fortunate to be experiencing extraordinary athletic success. I encourage you to attend, enjoy some excellent competition and support our student athletes.

David L. Eisler, president