

Minutes of a Special Meeting of the
Ferris State University Board of Trustees
Thursday, June 14, 2018
Big Rapids, Michigan

1. Call to Order and Roll Call

A Special Meeting of the Ferris State University Board of Trustees was held on Thursday, June 14, 2018 by teleconference, commencing from room 301C in the Timme Center for Student Services building, 1201 S. State Street, Big Rapids, Michigan. Chair Paul E. Boyer called the meeting to order at 4:04 p.m. In addition to Chair Boyer the following individuals were present: Trustees Lori A. Gwizdala, Gary L. Granger, Anna P. Seibold, Rupesh K. Srivastava, and LaShanda R. Thomas; University President David L. Eisler; University Vice Presidents Jerry L. Scoby, Jeanine Ward-Roof, and Shelly L. Percy; Board Counsel Fredric N. Goldberg; and Secretary to the Board of Trustees Karen K. Huisman. Trustees Robert J. Hegbloom and Ana L. Ramirez-Saenz were absent with prior notification.

2. Hearing of the Public

No one responded to Chair Boyer's invitation to address the Board.

Motion to Amend

It was moved by Trustee Granger, supported by Trustee Srivastava, and unanimously carried that the Board of Trustees hereby amends its agenda for today's meeting by the following:

Change item 4 to be *Informal Closed Session*; and

Renumber the following items as appropriate.

3a. Professional Services Agreement for Marketing Services

Vice President Percy presented this item. It was then moved by Trustee Gwizdala, supported by Trustee Granger, and unanimously carried that the Board of Trustees approve the following Resolution:

RESOLUTION

"WHEREAS, with Board approval, University Advancement and Marketing (UA&M) contracts with a higher education marketing firm to assist the University with developing a comprehensive annual marketing campaign strategy designed to enhance student recruitment efforts (all prospective students and current students) and to continue building the University's brand image and awareness among key influencers (alumni, donors, parents, educators, business and civic leaders, legislators and the media); and,

WHEREAS, the University's professional services agreement with its current firm, Michael Walters Advertising, of Chicago, ends on June 30, 2018; and,

WHEREAS, the recent brand assessment work by Stamats presents an opportune time to secure new marketing talent that can bring a fresh perspective and help lead our marketing campaign in

an optimal direction that maximizes the new brand platform and other brand strategy recommendations from Stamats; and,

WHEREAS, the new firm also will regularly evaluate the campaign and make necessary adjustments to ensure maximum value and impact; and,

WHEREAS, the Administration recommends conducting a Request for Proposals (RFP) to select a highly experienced higher education marketing firm to provide professional services for an amount not to exceed \$180,000.00 annually, plus related expenses, for Marketing Services, for the period of July 1, 2018 through June 30, 2020; and,

WHEREAS, Board approval is required for this agreement, pursuant to Board-approved Purchasing Policy, Section 4-205, Matters Reserved to the Board, as it relates to Professional Services Contracts.

NOW THEREFORE BE IT RESOLVED that the Board of Trustees hereby authorizes the Vice President for Administration and Finance, or his designee, to conduct an RFP and then enter into an agreement with the selected vendor for Marketing Services for an amount not to exceed \$180,000.00 annually, plus related expenses, to be effective July 1, 2018 through June 30, 2020.

BE IT FURTHER RESOLVED that funding for this agreement will be provided from the UA&M marketing budget.

BE IT FURTHER RESOLVED that upon approval of this item, the agreement will be placed on the recurring contracts list within the annual budget documents.”

3b. Proposed Revisions to Board-Approved Policy, Subpart 3-3, Admissions Policy

Vice President Ward-Roof presented this item, and President Eisler provided additional information. It was then moved by Trustee Granger, supported by Trustee Srivastava, and unanimously carried that the Board of Trustees approve the following Resolution:

RESOLUTION

“WHEREAS, the University Administration has been reviewing innovative approaches to pursue with the Admissions office to address the current enrollment climate; and,

WHEREAS, recommendations from this review include revisions to the current Board-Approved Admissions Policy, Subpart 3-3; and,

WHEREAS, the proposed revisions will formally document the admissions standards which were adjusted between 2002 and 2006; and,

WHEREAS, the revisions will also allow the University to consider alternative term options such as a winter or Maymester, and enable the University to pilot a test optional admissions program for students who have strong high school grade point averages, but have traditionally not done as well on the SAT or ACT.

NOW, THEREFORE BE IT RESOLVED, that the Board of Trustees hereby adopts the revised Subpart 3-3 of the Board-Approved FSU Code of Rules, Bylaws and Policies of Ferris State University, as submitted and included in the official record of this meeting, to replace the current Subpart 3-3, effective immediately.

BE IT FURTHER RESOLVED, that the Recording Secretary for the Board of Trustees is hereby authorized to make the aforesaid change to the Code as approved by the Board of Trustees, giving effect to the effective date(s) specified therein.”

3c. Utility Easements for Natural Gas and Electrical Services, Ken Janke, Sr. Golf Learning Center Project

Vice President Scoby presented this item. It was then moved by Trustee Gwizdala, supported by Trustee Thomas, and unanimously carried that the Board of Trustees approve the following Resolution:

RESOLUTION

“WHEREAS, on May 5, 2017 the Board of Trustees authorized all construction phase and other related activities for the Ken Janke, Sr. Golf Learning Center project; and,

WHEREAS, it was unknown at the May 2017 meeting that utility easements would be required to facilitate the installation of natural gas and electrical services to the new buildings; and,

WHEREAS, Board policy appears to be silent on the issue of granting easements, so the administration is therefore bringing this matter to the Board for consideration and approval.

NOW THEREFORE BE IT RESOLVED that the Board of Trustees hereby authorizes the Vice President for Administration and Finance, or his designee, to negotiate and execute any and all documents required to provide utility easements to serve the Ken Janke, Sr. Golf Learning Center project.”

3d. Parking Lot 36 Expansion and Stadium Drive/South Street Intersection Reconfiguration

Vice President Scoby presented this item. It was then moved by Trustee Seibold, supported by Trustee Srivastava, and unanimously carried that the Board of Trustees approve the following Resolution:

RESOLUTION

“WHEREAS, at its February 16, 2018 meeting, the Board of Trustees approved the Parking Lot 36 Expansion and Stadium Drive/South Street Intersection Reconfiguration Project at a not to exceed project budget of \$300,000.00, which was based on preliminary design and estimates; and,

WHEREAS, the project was subsequently competitively bid with the low responsive bid to complete the project coming in higher than expected; and,

WHEREAS, the Administration is seeking Board of Trustees approval to increase the project budget by \$50,000.00 and to authorize this project at a revised not to exceed cost of \$350,000.00.

NOW THEREFORE BE IT RESOLVED, that the Vice President for Administration and Finance, or his designee, is hereby authorized to move forward with the project to redesign and construct the intersection of Stadium Drive and South Street and add additional parking and associated work near parking lot 36, as originally approved at the February 16, 2018 Board of Trustees meeting, at a revised cost not to exceed \$350,000.00, inclusive of monies already expended.

BE IT FURTHER RESOLVED that the project funding will continue to be provided from University reserves.”

3e. Professional Services Agreement with EAB

President Eisler presented this item. It was then moved by Trustee Gwizdala, supported by Chair Boyer, and unanimously carried that the Board of Trustees approve the following Resolution:

RESOLUTION

“WHEREAS, after interviews with over 100 private and public colleges and universities, Ferris State University has been extended the opportunity for membership in the Higher Education Forum sponsored by EAB; and,

WHEREAS, EAB is a national higher education consulting practice focused on finding best practices to address education’s top challenges through research forums with academic and administrative leaders; and,

WHEREAS, the competitive landscape for higher education is changing faster than ever and becoming a member of this forum will help increase the university’s capabilities to take advantage of emerging opportunities, find new educational and business models that work, and implement those models on campus; and,

WHEREAS, membership in the forum requires entering into a professional services agreement with EAB.

NOW THEREFORE BE IT RESOLVED that the Board of Trustees hereby authorizes President David L. Eisler, or his designee, to enter into an agreement with EAB for professional services for the Higher Education Forum, in accordance with Board-approved policies, in an amount not to exceed \$30,500.00, plus related travel and administrative expenses, for the period beginning June 25, 2018 and extending through June 24, 2019.

BE IT FURTHER RESOLVED that funding for this agreement will be provided from university strategic planning funds.”

4. Informal Closed Session

It was moved by Trustee Gwizdala and supported by Trustee Granger that the Board of Trustees go into informal closed session for the following purpose:

- 1) To conduct a periodic personnel evaluation of an individual which is to be kept confidential at the individual’s request.*

On a roll call vote of six (6) “yes,” the Board of Trustees went into Informal Closed Session at 4:37 p.m.

Motion to Amend

At 4:51 p.m., upon returning to Open Session, it was moved by Trustee Gwizdala, supported by Trustee Granger, and unanimously carried to amend the agenda for today’s meeting by the following:

Add new action item 3f. Amendment to Sec. 3.3 of Amended and Restated Employment Agreement

3f. Amendment to Sec. 3.3 of Amended and Restated Employment Agreement

It was then moved by Trustee Gwizdala, supported by Trustee Granger, and unanimously carried that the Board of Trustees approve the following Resolution:

RESOLUTION

“WHEREAS, the University entered into an Amended and Restated Employment Agreement (the “Agreement”) with Dr. David L. Eisler as President of Ferris State University that became effective July 1, 2008, and has since been superseded as to all of its provisions excepting Sec. 3.3 thereof, which continues in effect; and,

WHEREAS, the parties have decided to amend Sec. 3.3 of the Agreement, effective June 14, 2018; and,

WHEREAS, a copy of the proposed Amendment to Sec. 3.3 of the Agreement has been submitted to the Board on this date.

NOW THEREFORE BE IT RESOLVED, that the Board of Trustees hereby approves the Amendment to Sec. 3.3 of the Agreement, as submitted to the Board on this date, effective June 14, 2018.

BE IT FURTHER RESOLVED, that the Ferris State University Board Chair be and is hereby authorized and directed to execute the said Amendment to Sec. 3.3 of the Agreement in the name and on behalf of the Board of Trustees.”

5. Hearing of the Public

No one responded to Chair Boyer’s second invitation to address the Board.

6. Adjournment

At 4:54 p.m., the meeting was adjourned.

Approved by
Paul E. Boyer, Chair



Submitted by
Karen K. Huisman
Secretary to the Board of Trustees