

Minutes of a Special Meeting of the  
Ferris State University Board of Trustees  
Tuesday, September 10, 2019  
Big Rapids, Michigan

1. Call to Order and Roll Call

A Special Meeting of the Ferris State University Board of Trustees was held on Tuesday, September 10, 2019 by teleconference, commencing from room 301C in the Timme Center for Student Services building, 1201 S. State Street, Big Rapids, Michigan. Chair Amna P. Seibold called the meeting to order at 1:00 p.m. In addition to Chair Seibold the following individuals were present: Trustees Lori A. Gwizdala, Robert J. Hegbloom, Kurt A. Hofman, Ana L. Ramirez-Saenz, and Rupesh K. Srivastava; University President David L. Eisler; Vice President for Student Affairs Jeanine Ward-Roof; Vice President and General Counsel Miles J. Postema; Dean of Enrollment Services and Director of Admissions and Records Kristen Salomonson; Board Counsel Frederic N. Goldberg; and Secretary to the Board of Trustees Karen K. Huisman. Trustees Kari L. Sederburg and LaShanda R. Thomas were absent with prior notification.

2. Hearing of the Public

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

3. Proposal for EAB Enrollment Services 2020-2022

President Eisler provided an overview of this item, with additional detail provided by Vice President Ward-Roof and Dean Salomonson. It was then moved by Trustee Ramirez-Saenz, supported by Trustee Hegbloom, and unanimously carried to approve the following Resolution, as submitted on this date:

RESOLUTION

*“WHEREAS, the Administration has been challenged to find innovative, state-of-the-art ways to reverse the enrollment trends experienced over the last several years; and,*

*WHEREAS, while it is believed incremental improvements will continue, to achieve the turnaround desired, additional, skilled assistance is required; and,*

*WHEREAS, in an extensive review, a series of products has been identified from EAB that will create the results desired; and,*

*WHEREAS, the Administration is recommending the University enter into a three (3) year agreement beginning immediately with EAB to provide access to their proprietary sophomore/junior marketing, parent-first search, and senior marketing programs; and,*

*WHEREAS, based on the institution's research and understanding of the marketplace, the Administration is not aware of another provider of this level of services in the country and is therefore recommending to retain EAB, on a sole-source basis, which will also allow for an early implementation date; and,*

*WHEREAS, Board approval is required to enter into 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 President David L. Eisler, or his designee, to enter into a three (3) year agreement with EAB for Enrollment Services, in accordance with Board-approved policies, in an amount not to exceed \$431,410 in year one, \$484,610 in year two, and \$544,730 in year three, effective immediately.*

*BE IT FURTHER RESOLVED that funding for this contract will be provided from the University strategic planning budget.”*

#### 4. Hearing of the Public

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

#### 5. Informal Closed Session

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

- 1. For review of the successor collective bargaining agreement with the Ferris Faculty Association, affiliated with the Michigan Association for Higher Education MEA-NEA.*

On a roll call vote of six (6) "yes," the Board went into Informal Closed Session at 1:51 p.m.

#### 6. Adjournment

At 2:09 p.m., upon returning to Open Session, it was moved by Trustee Gwizdala, supported by Trustee Hofman, and unanimously carried that the meeting be adjourned.

Submitted by:

Karen K. Huisman, RP  
Secretary to the Board of Trustees

Approved by the Board of Trustees:

October 4, 2019