

Minutes of the Regular Meeting of the  
Ferris State University Board of Trustees  
Held on Friday, February 18, 2022  
Big Rapids, Michigan

1. Call to Order and Roll Call

A Regular Meeting of the Ferris State University Board of Trustees was held virtually on Friday, February 18, 2022 in room 202c of the University Center Building, 805 Campus Drive, Big Rapids, Michigan. Chair Amna P. Seibold called the meeting to order at 11:02 a.m. In addition to Chair Seibold, the following individuals were present: Trustees George K. Heartwell, Ana L. Ramirez-Saenz, Ronald E. Snead, and Rupesh K. Srivastava; University President David L. Eisler; Provost and Vice President Bobby Fleischman; University Vice Presidents David Pilgrim, Jim Bachmeier, Shelly L. Percy, and Jeanine Ward-Roof; University Vice President and General Counsel Miles J. Postema; Kendall College of Art and Design President Tara McCrackin; Board Counsel Fredric N. Goldberg; Secretary to the Board of Trustees Karen K. Huisman; and members of the University and area communities. Trustees Kurt A. Hofman and LaShanda R. Thomas were absent with prior notice.

Motion to Amend

It was moved by Trustee Heartwell, supported by Trustee Srivastava, and unanimously carried to amend the agenda for today's meeting by the following:

Add item 4a.4. *Legal Representation and Indemnification*, and

Remove item 4j. *Professional Services Agreement for Automated Transcript Capture*.

2. Hearing of the Public

President Eisler and the Board of Trustees recognized the Bulldog Women's Soccer, Bulldog Women's Volleyball and Bulldog Football teams with Citations of Merit. No one else responded to Chair Seibold's invitation to address the Board.

3. Administrative Reports

The following Administrative Reports were presented. Copies of written reports are located in the official file for this meeting:

- a. Student Government –Paige Abromaitis, President, Student Government
- b. Academic Senate – Sandy Alspach, President, Academic Senate
- c. Finance – Jim Bachmeier, Vice President for Administration and Finance
- d. Critical Success Factors/Dashboard – Jeanine Ward-Roof, Vice President for Student Services
- e. Diversity Plan Update – David Pilgrim, Vice President for Diversity, Inclusion and Strategic Initiatives

- f. Strategic Planning Update – Bobby Fleischman, Provost and Vice President for Academic Affairs
- g. Office of Extended and International Operations – Megan Biller, Director, Doctor of Community College Leadership Program
- h. Latino Business and Economic Development Center – Carlos Sanchez, Director

4a. Consent Calendar

It was moved by Trustee Snead, supported by Trustee Srivastava, and unanimously carried that the Ferris State University Board of Trustees hereby approves the following Resolution, as amended on this date:

RESOLUTION

*“RESOLVED, that the Ferris State University Board of Trustees hereby approves the items contained in the Consent Calendar as presented in the appended documentation:*

- a. *Consent Calendar*
  - 1. *Minutes of December 17, 2021*
  - 2. *Personnel Items*
  - 3. *Appointments and Reappointments to the Boards of Directors of FSU-Authorized Charter School Academies*
  - 4. *Legal Representation and Indemnification*

4b. Charter School Reauthorizations

It was moved by Trustee Heartwell, supported by Trustee Srivastava, and unanimously carried, that the Ferris State University Board of Trustees hereby approves the following Resolution, as submitted on this date:

RESOLUTION

*“WHEREAS, the current campus Master Plan includes the demolition of Bishop Hall, which houses the current Early Learning Center; and,*

*WHEREAS, there is not sufficient space available on campus to move the Early Learning Center to; and,*

*WHEREAS, a new Early Learning Center will need to be constructed to continue supporting the students, faculty, staff, and the surrounding community with quality educational experiences for young children, and to provide a hands-on learning laboratory for academic students pursuing careers in Early Childhood Education; and,*

*WHEREAS, the gross square footage for the new Early Learning Center is estimated to be 10,915 square feet; and,*

*WHEREAS, the proposed schedule for this project calls for completing the design and bidding in the Spring of 2022, with a planned substantial completion of the construction project in July 2023; and,*

*WHEREAS, the Administration is recommending the project be approved for a not to exceed amount of \$5.5 million; and,*

*WHEREAS, Board of Trustees approval to move forward with this project is required pursuant to board approved Purchasing policy, Section 4-205, Matters Reserved to the Board, as it relates to professional services and capital construction.*

*NOW THEREFORE BE IT RESOLVED, the Vice President for Administration and Finance, or his designee, are hereby authorized to proceed with the retention of the necessary preconstruction, construction and other related services and procurement, including the negotiation of, and entering into contracts in accordance with the Board approved policies at a total project cost not to exceed \$5.5 million.*

*BE IT FURTHER RESOLVED, the funding for this project will be provided from HEERF/CARES funds.”*

4c. Demolition, Fabrication and Installation of Exterior Campus Wayfinding and Branding, and Extension of KMA Professional Design Services Agreement

It was moved by Trustee Heartwell, supported by Trustee Snead, and unanimously carried, that the Ferris State University Board of Trustees hereby approves the following Resolution, as submitted on this date:

RESOLUTION

*“WHEREAS, the Ferris State University Board of Trustees previously approved issuing a Request for Proposal for campus wayfinding/identity design services for the purpose of assessing external wayfinding needs on the Big Rapids campus with the intent to create a navigation and identity system that is more logical, user-friendly and aptly branded to enhance the visitor experience and improve the safe movement and flow of vehicles and pedestrians; and,*

*WHEREAS, that Request for Proposal process resulted in KMA Design, an award-winning woman-owned business with offices in Philadelphia, Tampa and Pittsburg, being selected to provide these services; and,*

*WHEREAS, working with our campus committee, KMA conducted a comprehensive assessment of wayfinding needs across main campus that led to the completion of a wayfinding masterplan and recommendations to be implemented in three priority phases; and,*

*WHEREAS, the Priority 1 recommendations of this master plan are highlighted by replacing primary vehicular directional signs for the most traveled routes and major destinations,*

*overhauling the University’s parking lot identification system, investing in new, larger building identification signs for the key visitor destinations, replacing street blade signs, adding branding elements to the gateways of major pedestrian crosswalks; and,*

*WHEREAS, the professional services agreement with KMA will continue in full force and effect until Priority I recommendations are implemented, necessitating their professional services agreement be extended a minimum of six months through December 31, 2022, but no more than a year; and,*

*WHEREAS, Board approval is requested to adopt the wayfinding master plan and is required to authorize the implementation of Priority 1, and to extend the duration of the professional services agreement with KMA, pursuant to board-approved Purchasing Policy, section 4-205, Matters Reserved to the Board, as it relates to construction services and professional services contracts.*

*NOW THEREFORE BE IT RESOLVED that the Ferris State University Board of Trustees hereby adopts the wayfinding master plan and authorizes President David L. Eisler, or his designee, to implement Priority 1 wayfinding and signage recommendations contained in the plan at a total cost not to exceed \$759,755.50, and authorizes the extension of the duration of the professional services agreement with KMA a minimum of six months through December 31, 2022, but no more than a year, at no additional cost, to allow them to oversee the demolition, manufacture and installation of all Priority 1 signage elements.*

*BE IT FURTHER RESOLVED that funding for this item will be provided from University central funds.”*

4d. Honorary Doctorate Candidates, May 2022

It was moved by Trustee Ramirez-Saenz, supported by Trustee Srivastava, and unanimously carried, that the Ferris State University Board of Trustees hereby approves the following Resolution, as submitted on this date:

RESOLUTION

*“RESOLVED that the Ferris State University Board of Trustees hereby accepts the Administration’s recommendation to confer upon Phil Hagerman the Honorary Doctorate of Business and Industry degree at the May 2022 commencement ceremonies.*

*BE IT FURTHER RESOLVED that the Ferris State University Board of Trustees hereby accepts the Administration’s recommendation to confer upon Dana King the Honorary Doctorate of Humane Letters degree at the May 2022 commencement ceremonies.*

*BE IT FURTHER RESOLVED that the Ferris State University Board of Trustees hereby accepts the Administration’s recommendation to confer upon Dick Shaw the Honorary Doctorate of Industry degree at the May 2022 commencement ceremonies.*

*BE IT FURTHER RESOLVED that the Ferris State University Board of Trustees hereby accepts the Administration’s recommendation to confer upon Ian Stallings the Honorary Doctorate of Arts degree at the May 2022 commencement ceremonies.”*

4e. Sabbatical Leave Requests 2022-2023

It was moved by Trustee Ramirez-Saenz, supported by Trustee Srivastava, and unanimously carried, that the Ferris State University Board of Trustees hereby approves the following Resolution, as submitted on this date:

RESOLUTION

*“RESOLVED, that the Board of Trustees hereby approves the Sabbatical Leave Requests for Academic Year 2022-2023 as presented and endorsed by the Board of Trustees’ Academic Affairs/Student Affairs Committee.”*

4f. Lighthouse Academy Contract Amendment: Additional Campus

It was moved by Trustee Ramirez-Saenz, supported by Trustee Snead, and unanimously carried that the Ferris State University Board of Trustees hereby approves the following Resolution, as submitted on this date:

RESOLUTION

*“WHEREAS, the Ferris State University Board of Trustees (“University Board”) granted conditional approval to a Resolution (“Initial Resolution”) dated March 21, 2008 for Lighthouse Academy (“Academy”), which conditionally authorized the execution of a contract with the Academy to charter an academy (“Original Charter Contract”) and conditionally authorized the Chairperson of the University Board to execute the Original Charter Contract between the Academy and the University Board; and,*

*WHEREAS, on February 22, 2013 the University Board reauthorized the Academy for five years through June 30, 2018; and,*

*WHEREAS, on February 16, 2018 the University Board reauthorized the Academy for seven years through June 30, 2025; and,*

*WHEREAS, the Academy serves as a Strict Discipline Academy that provides educational services for incarcerated, adjudicated or suspended at-risk teens; and,*

*WHEREAS, the Academy currently has 310 students in grades 5-12 at five campuses located in West Michigan which are Lighthouse South, Lighthouse North, Eagle Village, The Pier, Waalkes, Ottawa Juvenile Detention Center and Juvenile Justice Institute; and,*

*WHEREAS, the Academy was sought out by the Muskegon County Juvenile Transition Center to provide educational services for the at-risk youth at their facility; and,*

*WHEREAS, the Academy seeks to add a campus at the Muskegon County Juvenile Transition Center located at 205 E. Apple Avenue, Muskegon, Michigan; and,*

*WHEREAS, the Academy Board of Directors requested the University Board to consider and approve a contract amendment to add a campus at 205 E. Apple Avenue, Muskegon, Michigan.*

*NOW THEREFORE BE IT RESOLVED, that the University Board of Trustees hereby approves the addition of a Lighthouse Academy campus to be located at the Muskegon County Juvenile Center located at 205 Apple Avenue, Muskegon, Michigan.”*

4g. Pittsfield Acres Academy – Conditional Authorization

It was moved by Trustee Ramirez-Saenz, supported by Trustee Srivastava, and unanimously carried, that the Ferris State University Board of Trustees hereby approves the following Resolution, as submitted on this date:

RESOLUTION

*“WHEREAS, the Michigan Legislature has provided for the establishment of public school academies as part of the Michigan Public School System by enacting Act No. 362 of the Public Acts of 1993; and,*

*WHEREAS, according to this enacted law, the Ferris State University Board of Trustees (“University Board”), as the governing board of a State public university, is an authorizing body empowered to issue contracts to organize and operate public school academies; and,*

*WHEREAS, Act No. 362 of Public Acts of 1993 has been ruled constitutional by the Michigan Supreme Court; and,*

*WHEREAS, the Michigan legislature has mandated that public school academy contracts be issued on a competitive basis taking into consideration the resources available for the proposed public school academy, the population to be served by the proposed public school academy, and the educational goals to be achieved by the proposed public school academy; and,*

*WHEREAS, the University Board has developed the following three (3) principles to guide its work in authorizing public school academies: compatibility and congruence of the academy’s educational program with the University mission; financial unnecessary risk; and curriculum and program quality for the academy that will reflect positively on the University; and,*

*WHEREAS, the University Board has received applications from organizing public school academies and reviewed the applications according to the provisions set forth by the Michigan Legislature and the University’s principles for authorizing public school academies; and,*

*WHEREAS, the University Board issues contracts to charter public school academies under Part 6a of the Revised School Code (“Code”); and,*

*WHEREAS, Global Educational Excellence (GEE), a management company headquartered in Ann Arbor, Michigan, submitted an application to the FSU Charter Schools Office (the “CSO”) for a new charter school, Pittsfield Acres Academy (the “Academy”) to be located at 4377 Textile Road, Ypsilanti, Michigan; and,*

*WHEREAS, the CSO reviewed the application which included an independent reviewer, conducted an applicant capacity interview and visited the proposed site of the Academy; and,*

*WHEREAS, the Academy’s student population will consist of a high percentage of Middle Easterners English language learners and refugees assimilating to the United States; and,*

*WHEREAS, the Academy proposes to begin with 100 students in grades K-5; and,*

*WHEREAS, the Academy intends to add grades 6-8 in successive years; and,*

*WHEREAS, the CSO recommends the University Board grant a conditional authorization of the Academy.*

*NOW THEREFORE BE IT RESOLVED:*

*1. That the application for Pittsfield Acres Academy in Ypsilanti, Michigan, was submitted under Section 502 of the Code, subject to the conditions set forth herein, appears consistent with the requirements of applicable law and the University Board principles for authorizing public school academies, and is therefore approved for grades K-8 for a period of five years through June 30, 2027 contingent upon successful completion of the Charter School Office’s application and school opening protocols;*

*2. The University Board establishes the method of selection, length of term, number of members, qualification of members, the procedure for removal of members, and other matters pertaining to the Academy’s Board of Directors, as follows:*

*a. Method of Selection. The University Board shall prescribe the methods of appointment for members of the Academy Board. Ferris State University’s Director of Charter Schools (“CSO Director”) is authorized to administer the University Board’s academy board selection and appointment process (including a Public School Academy Board Member Questionnaire or School of Excellence Board Member Questionnaire or Strict Discipline Academy Board Member Questionnaire, as applicable, and required background checks), as provided below:*

*1. The University Board shall appoint initial and subsequent members of the Academy Board of Directors by formal resolution, except as prescribed by subparagraph (4) of this subparagraph (a). The CSO Director shall recommend nominees to the University Board based upon a review of the applicable Academy Board Member Questionnaire, required background checks and each nominee’s*

*resume. Each nominee shall be available for interview by the University Board or the CSO Director. The University Board may reject any or all Academy Board nominees.*

- 2. The Academy Board shall be provided an opportunity to nominate its subsequent members, by resolution and majority vote, except as provided herein. The Academy Board shall recommend at least one nominee for each vacancy. The Academy Board's nominees shall submit the applicable Academy Board Member Questionnaire for review by the CSO. If the University Board elects not to appoint any of the Academy Board's nominees for a vacant position on the Academy Board or elects to make its own nomination(s), it may nominate and appoint an Academy Board member of its own choosing for that vacant position, or it may request additional nominees from the Academy Board.*
  - 3. An individual appointed to fill a vacancy created other than by expiration of the term shall be appointed for the unexpired term of that vacant position.*
  - 4. Under exigent conditions, and with the approval of the University Board's Chair, the CSO Director may appoint a qualified individual to the Academy Board. All appointments made under this provision must be presented to the University Board for final determination at its next regularly scheduled formal session. The University Board reserves the right to review, rescind, modify, ratify, or approve any appointments made under the exigent conditions provision.*
- b. Length of Term. Each member of the Academy Board shall serve at the pleasure of the University Board. The initial terms of the members of the Academy Board shall be staggered in a manner determined by the CSO Director, but no individual member's term shall exceed a period of four (4) years. The subsequent term of each member of the Academy Board shall be for a period of four (4) years. The terms for each position shall begin on July 1st and end on June 30th of the pertinent year.*
- c. Number of Directors. The number of board member positions on the Academy's Board of Directors shall be seven (7). The number of board member positions shall never be fewer than five (5) nor more than seven (7), as determined from time to time by the University Board. If the Academy Board fails to attain or maintain its full membership by making appropriate and timely nominations, the University Board or the CSO Director, may deem that failure an exigent condition.*

*A vacancy may be left on the initial Academy Board for a parent or guardian representative to allow sufficient time for the Academy Board to interview and identify potential nominees.*



*d. Qualifications of Members. To be qualified to serve on the Academy Board, a person shall, among other things: (1) be a citizen of the United States; (2) be a resident of the State of Michigan; (3) submit all materials requested by the CSO including, but not limited to, the applicable Academy Board Member Questionnaire which must include authorization to process a criminal background check of the nominee; and (d) submit annually a conflicts of interest disclosure as prescribed by the CSO.*

*The Academy Board shall include as a member (1) at least one parent or guardian of a child attending the Academy; and (2) one professional educator, preferably a person with school administrative experience. The Academy Board shall include representation from the local community in which the Academy serves.*

*The members of the Academy Board shall not include (1) any member appointed or controlled by another profit or non-profit corporation; (2) Academy employees or independent contractors performing services for the Academy; (3) any current or former director, officer, or employee of an educational management company that contracts with the Academy; and (4) Ferris State University officials or employees.*

*e. Oath. Before beginning his/her service, each member of the Academy Board shall take and sign the constitutional oath of office before a justice, judge, or clerk of a court, or before a notary public. The Academy shall cause a copy of such oath of office to be filed with the CSO. No appointment shall be effective prior to the taking, signing and filing of the oath of public office.*

*f. Removal of Members. The University Board may remove an Academy Board member with or without cause at any time by notifying the affected Academy Board member. The notice shall specify the date when the Academy Board member's service ends. Any Academy Board member may also be removed by a two-thirds (2/3) vote of the Academy Board for cause.*

*With the approval of the University Board Chair, the CSO Director may suspend an Academy Board member's service, if in his/her judgment the member's continued presence would constitute a risk to persons or property, or would seriously impair the operations of the Academy. Any suspension made under this provision must be presented to the University Board for final determination at its next regularly scheduled meeting. The University Board reserves the right to review, rescind, modify, ratify, or approve any suspension made under this provision.*

*g. Tenure. Each member of the Academy Board shall hold office until such member's replacement, death, resignation, removal or until the expiration of the term, whichever occurs first.*

*h. Resignation. Any member of the Academy Board may resign at any time by providing written notice to the Academy or the CSO. Notice of resignation will be effective upon receipt or at a subsequent time designated in the notice. Any Academy board member who fails to attend three (3) consecutive Academy board meetings, may, at the option of the Academy Board, the University Board, or the CSO Director, be deemed to have resigned, effective at a time designated in a written notice sent to the resigning Academy board member. A successor shall be appointed as provided by the method of selection adopted by the University Board.*

*i. Board Vacancies. An Academy Board vacancy shall occur because of death, resignation, removal, failure to maintain United States citizenship or residency in the State of Michigan, disqualification, enlargement of the Academy Board, or as specified in the Code.*

*j. Compensation. An Academy Board member shall serve as a volunteer director and without compensation for his/her services. By resolution of the Academy Board, the Academy Board members may be reimbursed for their reasonable expenses incidental to their duties as an Academy Board member.*

*k. Initial Members of the Board of Directors. Provided that each initial member submits a completed Academy Board Application, successfully completes a criminal background/record and reference check, and if requested to do so, participates in a mutually satisfactory personal interview with the University Board of Trustees or its designee, the University Board appoints the following seven (7) persons to serve as initial members of the Academy's Board of Directors:*

<i>Douglas Abbott</i>	<i>Jennifer Sanderson</i>
<i>3619 Roberts Meadow Drive S.</i>	<i>1157 Bicentennial Parkway</i>
<i>Tecumseh, MI 49286</i>	<i>Ann Arbor, MI 48108</i>
<i>Term Ending: June 30, 2027</i>	<i>Term Ending: June 30, 2023</i>
<i>Ramsey Bishar</i>	<i>Vacant</i>
<i>1401 Tammy Lane</i>	
<i>Ann Arbor, MI 48103</i>	
<i>Term Ending: June 30, 2026</i>	<i>Term Ending: June 30, 2027</i>

*Hasan Mihyar Vacant*

*28 Colony Court*

*Ypsilanti, MI 48197*

*Term Ending: June 30, 2025 Term Ending: June 30, 2026*

*John Stephens*

*2210 Kimberwicke Court*

*Ann Arbor, MI 48103*

*Term Ending: June 30, 2024*

*3. That the University Board approves and authorizes the execution of a contract with the Academy, substantially in the form of the draft contract to charter a public school academy which has been provided to the University Board in connection with its consideration of this Resolution, and authorizes the President of the University, or his designee, to execute the contract to charter a public school academy and related documents between the Academy and the University Board, provided that, before execution of the contract and any related documents, the Director of Charter Schools determines that all terms of the contract and any related documents have been agreed upon, a completed final application has been received by the University, all of the conditions set forth herein have been complied with, and the Academy is able to comply with all terms and conditions of the contract and related documents. The conditions upon which this application is approved, and upon which the Academy is authorized, include, but are not limited to, the following:*

*a. The Academy’s proposed school site must be approved for occupancy as a school by the Office of Fire Safety. Additionally, the proposed site must be made the subject of an environmental assessment and audit acceptable to the FSU Director of Charter Schools.*

*b. The Academy’s proposed school site must be approved for occupancy by the local County Health Department and receive accessibility certification from the appropriate governmental authority.*

*c. The Academy must submit a completed and satisfactory Board Questionnaire for each Board nominee.*

*d. The Academy must obtain approval by the FSU Director of Charter Schools:*

- 1. A management contract for the Academy between the Academy Board and a management company, if the Academy Board chooses one;*
  - 2. A signed lease agreement between the Academy and the owner of the proposed school site, or a deed of ownership by the Academy, together with a detailed plan of the proposed school facilities;*
  - 3. A three-year projected budget which contains a full description of the financial resources available to the Academy for organizational and start-up purposes;*
  - 4. Documentation supporting the availability to the school of \$150,000 for start-up funds;*
  - 5. A list of quantifiably measurable educational goals and standards by which the Academy's goals will be monitored and held accountable, and an assessment plan by which the Academy's goals will be measured;*
  - 6. A satisfactory curriculum outline, which shall include a plan for specific grade level curriculum elements as developed by certified instructional staff;*
  - 7. A detailed description of the means by which the management company will be held accountable to the Academy Board for the day-to-day performance of its obligations under the management contract;*
  - 8. A complete and specific school calendar that includes the required number of pupil instructional hours and staff development days.*
- e. This conditional approval and authorization extended to grades kindergarten through 8<sup>th</sup> grade. Any variation from this schedule must be approved by the University's Director of Charter Schools.*
- 4. If the Academy fails to open and commence regular student instruction on or before September 6, 2022, the CSO Director will have the option to require that the Academy's opening be delayed for a period of up to one year from that date, as determined by the CSO Director, in his sole discretion."*

4h. New Degree – Bachelor of Science, Economics

It was moved by Trustee Ramirez-Saenz, supported by Trustee Snead, and unanimously carried, that the Ferris State University Board of Trustees hereby approves the following Resolution, as submitted on this date:

RESOLUTION

*“WHEREAS, the College of Business proposes the creation of the Bachelor of Science (BS) in Economics degree program; and,*

*WHEREAS, the proposed creation of the BS, Economics degree program has been reviewed and recommended for approval by the University Curriculum Committee, the Academic Senate, the Provost/Vice President for Academic Affairs, and the University President; and,*

*WHEREAS, it is the University’s intent to begin enrolling students requesting entry in the program beginning Fall Semester 2022; and,*

*WHEREAS, Board of Trustees’ approval is required to establish this new degree program, pursuant to Board-approved Academic Affairs – Programming Responsibilities policy, Section 3-201(1), as it relates to the inauguration of the new degree program.*

*NOW THEREFORE BE IT RESOLVED that the Ferris State University Board of Trustees hereby approves the establishment of the Bachelor of Science in Economics degree program, as presented on this date, for implementation as of Fall Semester 2022.”*

4i. New Degree – Bachelor of Science, Professional Esports Productions

It was moved by Trustee Ramirez-Saenz, supported by Trustee Srivastava, and unanimously carried, that the Ferris State University Board of Trustees hereby approves the following Resolution, as submitted on this date:

RESOLUTION

*“WHEREAS, the College of Business proposes the creation of the Bachelor of Science (BS) in Professional Esports Productions degree program; and,*

*WHEREAS, the proposed degree program is a cross-disciplinary, fully on-line degree that includes existing courses in Business, Communication, and Digital Media; and,*

*WHEREAS, students graduating with the Bachelor of Science in Professional Esports Productions will be prepared to immediately enter the Esports profession and contribute to the fast-growing industry; and,*

*WHEREAS, the proposed creation of the BS, Professional Esports Productions degree program has been reviewed and recommended for approval by the University Curriculum Committee, the Academic Senate, the Provost/Vice President for Academic Affairs, and the University President; and,*

*WHEREAS, it is the University’s intent to begin enrolling students requesting entry in the program beginning Fall Semester 2022; and,*

*WHEREAS, Board of Trustees’ approval is required to establish this new degree program, pursuant to Board-approved Academic Affairs – Programming Responsibilities policy, Section 3-201(1), as it relates to the inauguration of the new degree program.*

*NOW THEREFORE BE IT RESOLVED that the Ferris State University Board of Trustees hereby approves the establishment of the Bachelor of Science in Professional Esports Productions degree program, as presented on this date, for implementation as of Fall Semester 2022.”*

*(Item 4j. was removed.)*

4k. EAB Enrollment Services

It was moved by Trustee Ramirez-Saenz, supported by Trustee Srivastava, and unanimously carried, that the Ferris State University Board of Trustees hereby approves the following Resolution, as submitted on this date:

RESOLUTION

*“WHEREAS, Ferris State University is faced with an increasingly competitive enrollment landscape in Michigan and the Midwest region; and,*

*WHEREAS, declining enrollment, intensifying financial pressures, changing demographics, increasing apathy concerning the value of a college education and the lingering effects of COVID are among the most significant issues; and,*

*WHEREAS, these challenges make recruitment much more difficult than in previous eras; and,*

*WHEREAS, the university’s collaboration with EAB has increased FTIAC applications but not resulted in higher yield or higher student enrollment; and,*

*WHEREAS, the end of the three-year agreement approaches, the university is taking the opportunity to recalibrate its investment in order to stabilize and ultimately increase headcount; and,*

*WHEREAS, the administration is requesting support to change the relationship with EAB and obtain a new and significantly reduced three-year enrollment contract for only the Sophomore/Junior Search (Cultivate) and accompanying Parent Search; and,*

*WHEREAS, the cost of this contract will be \$290,000 in 2023, \$300,000 in 2024 and \$310,000 in 2025 for a total cost not to exceed \$900,000 for three years; and,*

*WHEREAS, contracting for these services requires full Board approval, in accordance with the Board-approved Purchasing Policy, Section 4-205, Matters Reserved to the Board, as it relates to Professional Services Contracts, and Board-approved Contracting Policy, Section 4-103.*

*NOW THEREFORE BE IT RESOLVED that the Ferris State University Board of Trustees hereby approves the administration’s recommendation and authorizes President David L. Eisler,*

*or his designee, to proceed with a new contract with EAB for the Sophomore-Junior Search (Cultivate) and the accompanying Parent Search, upon legal review and in accordance with Board-approved policies, at a cost not to exceed \$290,000 in 2023, \$300,000 2024 and \$310,000 in 2025, for a total amount not to exceed \$900,000 for three years,*

*BE IT FURTHER RESOLVED that funding for this item will be provided from the President’s Office funds.”*

#### 5. Hearing of the Public

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

#### 6. President’s Report

President Eisler’s comments included the following:

- Our athletic teams have come a very long way. We are very impressed and very proud.
- Thank you to Dr. David Pilgrim for his success and continued efforts regarding Diversity, Equity and Inclusion. We have come a long way since the office was created.
- Discussion of a chart from the book, *Our Kids* (Putnam, 2015, p. 190), showing how family background matters more than 8<sup>th</sup> grade test scores for college graduation.
- Discussion of a report from CollegeNET showing Ferris State University ranked second in the state for Social Mobility.
- Discussion of a report from ThirdWay.org showing Ferris State University ranked 4<sup>th</sup> in the state for Economic Mobility.

#### 7. Comments from the Board of Trustees

Trustee Srivastava’s comments included:

- Appreciation for everyone’s extensive work.
- COVID has been challenging for everyone. Ferris has done a commendable job in handling everything related to these challenges.
- Trustees are very proud of the student athletes!
- Trustees are also very proud of the new degree programs.

Trustee Seibold’s comments included:

- Appreciation for Trustees Snead and Heartwell for taking extra time to do things on campus to represent the Board.

#### 8. Reconfirmation of Next Meeting Date

The next regularly scheduled full Board meeting will be held on Friday, May 6, 2022, in Big Rapids.

9. Adjournment

At 12:23 p.m. Chair Seibold declared the meeting adjourned.

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