

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
Charter Schools	USP 6 -- Goal 1	Develop plan for enhanced Academic Board Professional Development and Governance		
		Action: Increase professional development requirements & participation in PD activities		
		Action: New member orientation		
Charter Schools	USP 1 -- Goal 2	Enhance Oversight: Monitor roles, responsibilities, boards and ESPs - follow-up, reinforce and measure impact of CSO goal #1		
		Action: Monitor to ensure compliance with contract & law		
		Action: Monitor proposed major decisions		
Charter Schools	USP 1 -- Goal 3	Increased Student Achievement		
		Action: Prof.Dev./Prof. Learning Community: Establish CSO Level Core Assessment Team (CAT)		
		Action: Establish Academy level (CAT)		
		Action: Scantron professional development for academy staff		
		Action: Academies use Formative Assessment: Scantron Achievement Series or other CSO acceptable formative assessment		
		Action: All academies meet CSO Student Achievement Trajectory and make AYP 3 consecutive years		
Charter Schools	USP 5 -- Goal 4	Enhance Communications		
		Action: Revise and distribute CSO mission, vision and core values		
		Action: Promote continuous quality improvement		
FCTL	USP 1 -- Goal 1	Technology in Teaching and Learning		
		Action: Increase the accessibility of FCTL and its resources.		
		Action: Develop and support an ongoing process for faculty to review and update the <i>Best Practices in Online Delivery of Instruction</i>		

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: Provide opportunities for faculty to learn about and adopt principles and practices provided in the <i>Best Practices in Online Delivery of Instruction</i> .		
		Action: Provide opportunities, information, and resources for faculty to explore the strengths of using blended learning environments.		
		Action: Work collaboratively with staff of Information Technology Services, Media Product, faculty, administration, and others to identify consistent processes and University standards for product research, purchase, support, implementation, and training.		
FCTL	USP 1-- Goal 2	Learner-Centered Teaching: An Emphasis on Assessment		
		Action: Increase faculty participation in and successful completion of the <i>Inquiries into Teaching and Learning Project</i> .		
		Action: Provide opportunities and support for faculty to utilize Small Group Instructional Diagnoses or other student assessment of instruction formative feedback methods and instruments.		
FCTL	USP 1 -- Goal 3	Learner-Centered Teaching: An Emphasis on Inclusion, Equity, Globalization, and Diversity in the College Classroom		
		Action: Provide opportunities and resources to support faculty efforts to create environments for student learning that are inclusive of and sensitive to a diverse student population.		
FCTL	USP 1 - Goal 4	A Focus on Traditional and Effective Classroom Practices		
		Action: Provide opportunities and resources for faculty to learn about and home or further develop teaching methods and strategies and can lead to greater student engagement and improved learning.		
Academic Affairs	USP 1 -- Goal 1	Establish FerrisOnline	\$1,100,000	

Academic Affairs Plans
2009-2010

March 13, 2009

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: Develop FerrisOnline as the unit to organize online options for the University.		
		Action: Appoint a Director of Distance Learning who is committee full-time to online advancement		
		Action: Plan the development of a "learning objects repository" system.		
		Action: Implement a brief pre-assessment system that will be required of all students prior to enrollment in a fully online course.		
		Action: Design a faculty assessment for online teaching		
		Action: Centralize coordination of faculty contracts through the FerrisOnline office as prepared by each of the colleges.		
		Action: Conduct college-level training sessions on effective strategies for online		
		Action: Implement the class-size recommendations as approved by the VPAA		
		Action: Implement additional policies regarding online learning.		
		Action: Encourage the development of two additional full online degree options		
		Action: Seek annual enrollment growth, with most of that growth coming from non-Big Rapids based students.		
		Action: Develop additional supplemental online teaching personnel from distant sites to expand the University's capacity to offer online		
		Action: continue to improve efficiency.		
Academic Affairs	USP 1 -- Goal 2	Expand Graduate Education - Ed.D.		\$250,000
		Action: Facilitate the utilization of an internal task force and the external Advisory Board for a proposed Ed.D. in Community and Technical College Leadership		
		Action: Work with external consultants hired to develop an implement the program		

Academic Affairs Plans
2009-2010

March 13, 2009

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: Establish a temporary Graduate Programs Development Office in the Office of Academic Affairs		
		Action: Complete the required HLC Change request for the offering of a doctoral degree.		
		Action: Facilitate the development of Ferris' first doctoral degree in the area of Community and Technical College Leadership		
		Action: Develop recruitment, admission, and assessment strategies for the Ed.D.		
		Action: Implement the Ferris Ed.D.		
		Action: Facilitate the employment of adjunct faculty with the required experience to complement the Ferris faculty expertise.		
Academic Affairs	USP 1 -- Goal 3	Enhance assessment for improvement of students' learning		
		Action: Offer additional training in more advanced TracDat functions		
		Action: Continue implementation of TracDat by requiring additional entries especially by course level.		
		Action: Develop reports and frequencies for reporting assessment information.		
		Action: Work with the Academic program Review committee to utilize TracDat for program review.		
		Action: Continue to utilize the TracDat Implementation Team and the Tracking Task Force for guiding Ferris' implementation.		
		Action: Explore the acquisition/implementation of a university-wide portfolio system for assessment and evaluation		
Academic Affairs	USP 1-- Goal 4	Enhance International Programming		
		Action: Increase the number of international students by 10% as compared to the Fall 2008 enrollment.		
		Action: Increase the number of "country" sponsored international students by 20%.		

Academic Affairs Plans
2009-2010

March 13, 2009

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: Increase the short term study abroad number of students by 10% as compared to the Summer of 2008		
		Action: Review the University cost per student for international students.		
		Action: Provide housing and food service options that will support international students		
		Action: Increase campus international/native student participation in international activities		
		Action: Provide additional study abroad scholarship and financial aid assistance to interested students		
		Action: Increase the number of summer short-term international "visitor" short-term stays on the Big Rapids campus		
Academic Affairs	USP 1 -- Goal 5	Examine General Education	\$10,000	
		Action: Support the General Education Task Force following the Academic Senate approved procedure.		
		Action: Provide facilitation for general education knowledge gathering for the GET		
		Action: Provide opportunities for faculty travel and campus guest facilitators for the campus general education review.		
Academic Affairs	USP 2 -- Goal 6	Encourage Diversity		
		Action: Request semi-annual reports from all units regarding strategies implemented and results achieved.		
		Action: Incorporate diversity support in the annual review of all Academic Affairs administrative personnel		
		Action: Work with FCTL, EEO, and HR to continue diversity training and enhance hiring/employment practices.		
Academic Affairs	USP 2 -- Goal 7	Improve Processes		
		Action: Review, analyze and streamline key processes		
		Action: Establish standards for turnarounds		
		Action: Update and refine the Academic Affairs Office Manual to enable more cross-performance of duties		

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: Encourage colleges to improve processes and enhance responsiveness to all constituencies, utilizing a standards-driven approach.		
Academic Affairs	USP 2 - Goal 8	Increase efficiency and transparency		
		Action: Examine efficiency figures		
		Action: Expect colleges and units to improve efficiency		
		Action: Allocate resources according to performance, including growth		
		Action: Support areas that are able to achieve enrollment growth that significantly exceeds costs of generating that growth		
		Action: Regularly communicate openly about budgeting processes		
Scholarship & Spons.Pro.	USP 1 - Goal 1	Increase marketing of grant activity		
		Action: Create grant workshops through FCTL		
	USP 1- Goal 2	Increase Academic Affairs grant support to faculty		
		Action: Coordinate project teams on and off campus		
Allied Health Sciences	USP 1 - Goal 1	Enhance student learning through the use of course learning assessment results		
		Action: Identify multi-section courses		
		Action: Review outcomes for consistence across sections		
		Action: Assure consistency across sections		
		Action: Identify outcome evaluation measures		
		Action: Develop assessment tools		
		Action: Teach courses		
		Action Assess learning		
		Action: Analyze data		
		Action: Develop corrective measures		
		Action: Reteach courses		
		Action: Assess learning		
		Action: Analyze data		

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
Allied Health Sciences	USP 1 - Goal 2	Reaccreditation of Respiratory Care Program		
		Action: Develop accreditation site visit document		
		Action: Submit documents to accrediting agency		
		Action: Host site visitation team		
		Action: Final report rendered		
Allied Health Sciences	USP 1 - Goal 3	Develop accelerated RN-MSN Program		
		Action: Proposal reviewed by University Curriculum Council		
		Action: Program offered		
		Action: BSN-MSN Bridge courses offered		
Allied Health Sciences	USP 1 - Goal 4	Develop Molecular Diagnostics Program		
		Action: proposal reviewed by University Curriculum Comm.		
		Action: Hire faculty member		
		Action: Develop courses		
		Action: Develop Molecular lab		
		Action: Recruit/admit students		
Allied Health Sciences	USP 1 - Goal 5	Increase amount of external funding for program enhancements		
		Action: Review available grant opportunities		
		Action: complete grant application		
		Action: Submit grant application		
Allied Health Sciences	USP 2 - Goal 6	Establish a peer mentoring program to meet the needs of a diverse student body		
		Action: Identify purpose/guidelines for mentoring program		
		Action: Identify peer mentors		
		Action: Prepare mentors for role		
		Action: Publicize peer mentoring program		
		Action: Program implemented		
Allied Health Sciences	USP 2 - Goal 7	Increase service to professional communities		
		Action: Conduct needs assessment		
		Action: Develop continuing education program		
		Action: Develop certificate curriculum proposal		

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: Proposal submission to University Curriculum Committee		
		Action: Certificate Offered		
Allied Health Sciences	USP 5 - Goal 8	Collaborate with the College of Business in the development of a design and management program for senior care facilities		
		Action: Determine need for program		
		Action: Meeting between content expert faculty in Colleges of Business and Allied Health Sciences to determine curriculum content		
		Action: Develop curriculum documents		
		Action: Curriculum submitted to college curriculum committees		
		Action: Curriculum documents to Undergraduate Curriculum Council		
		Action: Program submitted to President's council		
		Action: program marketed		
Arts and Sciences	USP 1 - Goal 1	Increase enrollment in College of Arts & Sciences programs		
		Action: Formulate a college-wide student recruitment plan		
		Action: Develop a vision for programmatic marketing		
		Action: Enhance recruiting materials for CAS programs	\$5,000.00	
		Action: Update college and department websites	\$9,000.00	
		Action: Examine retention and graduate rates in CAS minors and other programs		
		Action: Create a systematic process of communication with prospective students		
		Action: Promote new programs in the College		
Arts and Sciences	USP 2 - Goal 2	Promote the College of Arts & Sciences		
		Action: Continuously update the College and department websites		

Academic Affairs Plans
2009-2010

March 13, 2009

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: Create web pages that announce college, faculty, staff and student successes		
		Action: Examine interdisciplinary programs and activities		
		Action: Promote the activities and successes of the college		
		Action: Invite CAS alumni to campus to highlight their successes	\$2000 Prog.Mrktg.	
		Action: Continue to involve faculty the decisions that impact the College		
Arts and Sciences	USP 3 - Goal 3	Become a demonstrable center of excellence in educational quality, student engagement, and student learning		
		Action: Continue to advocate for additional support for programs, activities, and course offerings both internally and externally		
		Action: Continue to advocate for adequate staffing, and proper equipment and materials both internally and externally		
		Action: Design and implement an alumni student tracking protocol.		
		Action: Develop a long-range assessment strategy for the College.		
		Action: Make the temporary departmental assessment coordinator positions permanent.	\$37,200 VPAA	
		Action: Enhance student research/travel awards.		
		Action: Promote student/faculty collaborative research		
		Action: continuously update the College and department websites		
Business	USP 1 - Goal 1	Maintain/enhance vitality, viability, and sustainability of programmatic offerings, regardless of delivery location or medium.		

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: Identify and implement timely changes to educational offerings as necessary to assure that all programs are distinctive in the value provided and/or the markets served.		
		Action: Develop collaborative initiatives and partnerships that yield distinctive, value-added programs.		
		Action: Enhance educational partnerships for mutual benefit, with particular regard to joint venture with the NMC and Great Lakes Maritime Academy		
		Action: Develop linkages between permanent faculty and adjunct faculty to assure consistence of educational focus, learning objectives and outcomes across all courses and sections, regardless of location or delivery medium.		
		Action: Enhance programmatic offering by utilizing input from programmatic advisory boards and focused on discussions with workplace representatives and other constituents groups regarding curricular and pedagogical relevance and materiality.		
Business	USP 1 - Goal 2	Improve the processes supporting both prospective students and enrolled students, thereby enhancing retention and graduation rates.		
		Action: Assess and improve student support processes, infrastructure, systems, and related staffing with the college as a part of the quality improvement process.		
		Action: Permanent staff dedicated to supporting advising and student service needs for the COB off-campus student population.		\$72,000
		Action: Train off-campus coordinator and College Academic Counselor to facilitate more effective acceptance, assimilation, and general support of transfer students.		
		Action: Include off-campus faculty in all advising and scheduling communications.		

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: Provide off-campus students with all advising/support communications currently distributed to on-campus counterparts.		
		Action: Review and simplify admissions standards for the college.		
		Action: Expand involvement with technical/vocational centers via attendance at open houses and development of working agreements		
		Action: Update promotional materials, develop better recruiting activity follow-up, and explore opportunities for recruiting partnerships.		
		Action: Increase the number of student internships, and provide more career awareness and job search assistance.		\$77,040 _(internship) \$57,600 _(MIM)
		Action: Initiate Orientation Survey to enhance usefulness of activity.		
		Action: Track and monitor probation students.		
		Action: Track and monitor Dawg Day participation, program visits, and orientation attendance.		
		Action: Develop a process to collect retention data.		
		Action: Develop, grow, or engage in increasing potential scholarships and endowments.		
Business	USP 1 - Goal 3	Be exemplary in the use of the assessment process to enhance student learning		
		Action: Create College Assessment Committee		
		Action: Improve departmental assessment coordination		
		Action: Implement TracDat within the College		
		Action: Develop College-level expectations re: Business Core Outcomes		
		Action: Develop program-level outcomes		
		Action: Develop course-level outcomes		
		Action: Provide "Leap Forward" workshops on assessment		

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: Assure comparable learning outcomes by applying assessment for all offerings, regardless of delivery location or medium.		
		Action: Meet ACBSP Accreditation Std. #1 condition (Leadership)		
Business	USP 2 - Goal 4	Create and sustain a welcoming, supportive and inclusive college environment		
		Action: Create College Diversity Committee		
		Action: Develop/review the College of Business Diversity Report		
		Action: Develop/enhance College of Business Diversity Plan		
		Action: Establish an Ad Hoc Committee to improve faculty/administration relations and foster more effective communications within the College		
		Action: Meet ACBSP Accreditation Std. #6 condition (Educational and Business Process Mgt.)		
		Action: focus on college mission and values		
Education & Human Serv	USP 1 - Goal 1	Achieve accreditation for two programs		
		Action: RLSW completes reaccreditation process by submitting reaccreditation documents, hosting visitation team, and attending NRPA Accreditation Council		
		Action: School of Education seeks initial TEAC Accreditation by Preparing and reviewing TEAC brief, implementing LiveText, identifying hallmark assignments aligned to outcomes, identifying assessments, analyzing data--meetings, reviewing teacher preparation policies, re-instituting advisory council, preparing brief revisions in preparation for the TEAC visitation team.		

Academic Affairs Plans
2009-2010

March 13, 2009

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: Data disaggregation for accreditation, retention, diversity, and curriculum improvements -- Review and analyze data from BST, MTTC, MCOLES, Institutional Research, Present data to COEHS departments, share data with CAS and follow-up departmental meetings to review curriculum and retention.		
Education & Human Serv	USP 2 - Goal 2	Create a minimum of one new programmatic offering and/or adapt program for new and changing target population.		
		Action: Examine existing offerings and location offerings		
		Action: Analyze data		
		Action: Identify student and programmatic needs		
		Action: Determine feasibility and impact on department		
		Action: Review courses and programs		
		Action: Complete PCAF		
		Action: complete Curriculum Development Process		
		Action: Prepare to implement program		
Education & Human Serv	USP 3 - Goal 3	Prepare for new building		
		Action: Identify equipment and structural needs		
		Action: Articulate the identified needs		
		Action: Seek funding for equipment and special needs required of a 21st century learning-centered environment		
		Action: Poll alumni, students, faculty, and stakeholders/constituents about building concepts.		
		Action: work with advisory boards		
		Action: Engage parking/driving time study to support relocation of the COEHS		
Engineering Technology	USP 1 - Goal 1	Enhance program enrollments		
		Action: Continue to develop and implement the college marketing plan.		

Academic Affairs Plans
2009-2010

March 13, 2009

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: Continue to fund marketing specialist position	\$15,000 (UA&M) \$5,000 (Tech)	\$36,160
		Action: Develop marketing videos for students, parents and industry.		
		Action: Develop additional print materials for students, parents, and industry		
		Action: Investigate developing radio marketing		
		Action: Support, through release time, a faculty member to enhance retention activities		
		Action: Host additional regional student competitions on campus		
		Action: Continue to invite high school and career tech students to visit specific programs.		
		Action: Develop additional articulation agreements with regional community colleges and Canadian technical colleges.		
		Action: Implement Engineering Technology Explore Post.		
		Action: Consider for implementation the Supportive Education for the Returning Veteran (SERV) program.		
		Action: Consider full-time tuition scholarship for national Skills USA winners and scholarships for AAS students that would reduce tuition costs to be competitive with community colleges	\$20,000 (VPAA)	
		Action: Continue to support and encourage additional international articulation agreements.		
		Action: Encourage all programs to seek accreditation with professional organizations		
		Action: Strengthen image through visible leadership activities including student presentations, projects and competitions.		

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
Engineering Technology	USP 1 -- Goal 2	Implement college laptop initiative.	\$10,000 (Tech) \$20,000(VPAA)	
		Action: Develop a pilot program with approximately 60 students.		
		Action: Develop assessment parameters to evaluate and refine program for Fall 2010 implementation for all CET freshmen.		
Engineering Technology	USP 1 - Goal 3	Institute comprehensive curricular review for potential changes		
		Action: Review current curricula for duplication and relevance to industry		
		Action: Continue the College's ongoing course assessment activities		
		Action: Determine areas where reallocation of resources through retirement, enrollment declines or program redirection or elimination if possible.		
		Action: Utilize the reallocated resources to develop new degree program, minors and certificates.		
		Action: Where possible, partner with other colleges to share courses in the development of new degrees, minors certificates.		
		Action: Develop a task group to explore offering curriculum in different formats.		
Engineering Technology	USP 1 - Goal 4	Maintain Up-to-Date Lab Equipment		
		Action: Maintain state-of-the-art equipment in labs; continue to identify internal and external resources for equipment replacement.		
Engineering Technology	USP 1 - Goal 5	Professional Development		
		Action: continue to encourage and support faculty participation in state, regional, national and international seminars, workshops, and professional conferences		

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: Continue to encourage and support faculty consulting for private industry		
		Action: Continue to support faculty and staff leadership in academic, professional and societal initiatives.		
		Action: Encourage continued education for faculty and staff through coursework and advanced degrees.		
Engineering Technology	USP 3 - Goal 6	Pursue opportunities to best utilize resources and meet industry and societal needs.		\$100,800 (En.Ctr.Coord)
		Action: Develop and support a culture conducive for pursuing external grants.		
		Action: Enhance and expand external partnerships with business and industry.		
		Action: Expand initiatives in the Energy Center, beyond the current programs in energy efficiency, to include projects in the training of energy auditors and alternative energy development.		
		Action: Become a recognized Center of Excellence for Sustainability and Energy Efficiency.		
		Action: Grow the Corporate and Professional Development Center to better pursue opportunities that build financial support for the College of Engineering Technology, collaborative advantages for industries, experiential opportunities for faculty and students, and create employment for graduates and retrained workers.		
Engineering Technology	USP 2 - Goal 7	Develop, implement and sustain a College of Engineering Technology Diversity Plan		
		Action: Develop, implement and sustain a College of Engineering Technology Diversity Plan.		
FLITE	USP 1 - Goal 1	Assess measurable information literacy achievement in FLITE's Information Literacy sessions by using a pre- and post-test model.		

Academic Affairs Plans
2009-2010

March 13, 2009

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: Pre- and post test first developed with appropriate subject content in partnership with teaching faculty from UC and CAS in Fall 2008		
		Action: Assess data from Fall 2008 and revise tests.		
		Action: Revise lesson plans and survey instrument based on test outcomes.		
		Action: Share results with teaching faculty		
		Action: Implement revised test Fall 2009		
		Action: Develop benchmark from Fall 2009 data and set goals for future improvement. Track outcomes in TracDat.		
		Action: Gradually extend pilot group to additional colleges until all colleges are represented in the test group.		
FLITE	USP 1 - Goal 2	Repeat LibQual Survey in Spring 2010 to access user perceptions of the quality of library services, facilities and resources.	\$3200 FLITE	
		Action: Administer survey in spring 2010		
		Action: Analyze data and comments from the survey.		
		Action: Based on data and comments, determine follow-up actions to investigate issues identified through the survey.		
		Action: Respond to user input from the survey and follow-up activities by revising services, policies, and procedures as appropriate.		
FLITE	USP 1 - Goal 3	Work with the History program through the university curriculum process to convert the two student assistant positions in Special Collections to internships.		
		Action: Discuss plan with History program.		
		Action: Send course through UCC process.		
		Action: Offer internships as a course.		
FLITE	USP 1 - Goal 4	Ensure backup of electronic files to support faculty in web-based instruction activities.		

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: Install portable drive and server that were recently purchased.		
		Action: Develop processes and procedures		
		Action: Publicize availability to faculty.		
FLITE	USP 1 - Goal 5	Provide faculty members with timely turn-around on digital recordings of lectures for use in FerrisConnect.		
		Action: Install software on existing equipment		
		Action: Pilot test with faculty		
		Action: Develop processes and procedures.		
		Action: Work with FCTL to implement on wide scale.		
FLITE	USP 1 - Goal 6	Develop a long-term plan for distributing media to classes.		
		Action: Monitor development of other means of distributing media to classes including streaming media.		
		Action: Determine disposition of current media booking collection as usage diminishes.		
FLITE	USP 2 - Goal 7	Work with OMSS staff to ensure a smooth transition to FLITE.		
		Action: work with OMSS and Physical Plant on renovation timetable that is most convenient to all parties.		
		Action: Meet in advance of move with OMSS staff to discuss building services.		
		Action: Work with OMSS to determine possible future joint programming and services.		
FLITE	USP 2 - Goal 8	Promote FLITE resources to all instructors in all locations.		
		Action: Meet with CPTS and other regional coordinators of distance education instruction.		
		Action: Gather contact information for instructions from CPTS/regional coordinators.		
		Action: Contact through email with information about LFITE, resources instruction, FerrisConnect options, etc.		
FLITE	USP 2 - Goal 9	Promote Ferris history during the 125th anniversary of the University.	\$2664.00 (st.hrs)	

Academic Affairs Plans
2009-2010

March 13, 2009

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: Create website for 125th anniversary		
		Action: Revise historical display in Timme and create additional new displays.		
		Action: Provide information for other Ferris employees working on university related projects.		
		Action: Host history related events during Homecoming.		
		Action: Promote anniversary activities through campus and Community Calendar cable TV postings.		
FLITE	USP 2 - Goal 10	Promote FLITE diversity resources through marketing and displays.		
FLITE	USP 4 - Goal 11	Develop a business continuity/disaster plan for FLITE and the University Archives and Records Management Program housed in Alumni.		
		Action: coordinate planning efforts with C.Weber and M.McKay and other university offices.		
		Action: Create team to develop FLITE plan; research plans developed by other libraries		
		Action: Develop contingency arrangements with vendors and other libraries.		
		Action: Develop a written plan and provide appropriate staff training.		
		Action: Keep the plan up-to-date and maintain staff training and preparedness.		
FLITE	USP 4 - Goal 12	Upgrade technology in FLITE seminar rooms and instruction studios (8 total)	\$136,000 (VPAA)	
		Action: Work with IT personnel to develop a list of needed FLITE technology enhancements in seminar rooms and instruction studios and projected costs.		
		Action: Make the case to incorporate FLITE into the ongoing classroom renovation project sponsored by the VPAA office.		

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
FLITE	USP 5 - Goal 13	Enhance outreach to internal and external communities through the new reading room for University Archives in ALU 101		
		Action: Pursue becoming a county depository for the State archives.		
		Action: Work with local history organizations and genealogy groups to use existing collections and add resources.		
		Action: Work with local organizations in collaborative digital and cataloging activities.		
		Action: Explore funding possibilities for such collaborative ventures including grants.		
FLITE	USP 6 - Goal 14	Develop a mentoring program to orient and initiate new FLITE faculty and administrators to Ferris.		
		Action: Faculty members who served on search committees for recently appointed library faculty have been assigned as mentors to the new hires. Old guidelines/suggestions for mentors are being revised by the faculty.		
		Action: Dean's search committee will serve as orientation coordinating and mentoring group for new dean for first few months after hiring		
		Action: Assess the effectiveness of this new mentoring and orientation system.		
FLITE	USP 6 - Goal 15	Develop a more efficient means of managing FLITE's electronic resources since an increasing percentage of library resources are online and electronic resources better support off-campus constituents.	\$28,000 FLITE	
		Action: Investigate commercial Electronic Resources management systems		
		Action: Determine needed functionality		
		Action: Interview/visit libraries currently using ERMs.		

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: Decide whether to purchase an ERM or develop in-house solutions.		
		Action: Implement ERM or in-house alternative.		
FLITE	USP 6 - Goal 16	Investigate less paper-intensive and more time efficient means of tracking leave balances.		
		Action: See demonstration of Lotus Notes capabilities for leave requesting and tracking.		
		Action: Assess feasibility of implementing Lotus Notes leave system in FLITE.		
		Action: If determined to be feasible, develop pilot group within FLITE to test.		
		Action: Assess pilot and implement FLITE-wide if deemed successful.		
Pharmacy	USP 1 - Goal 1	Recruit and retain appropriate faculty and administrative staff		
		Action: Fill existing open faculty positions with competitive salaries		
		Action: Implement competitive salaries for all College faculty and administrative staff based on current AACCP data.	\$181,000 (for existing faculty & admin.)	\$308,000 (vacant faculty) \$100,000 (admin existing & vacant) \$54,260 (exist.fac.)
Pharmacy	USP 2 - Goal 2	Assess the need for new faculty, staff and administrative positions within the college based on ACPE requirements.		
		Action: Evaluate and establish appropriate new faculty positions based on accreditation standards.		
		Action: Support expanded assessment requirements through establishment of an assessment officer position		\$175,000
		Action: Establish an office of Experiential Education to support all levels of experiential coursework and adjunct faculty		\$170,000

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: Assess the need for an office/committee of intellectual and Faculty Development to support the research expectations of faculty and students.		
Pharmacy	USP 1 - Goal 3	Provide needed upgrades in College facilities to support faculty and student research and scientific learning activity.		
		Action: Obtain the necessary equipment and facilitate the formation of a core equipment resource for college and university-wide use.		\$150,000 one-time
		Action: Obtain necessary resources and technologies to enhance student learning and support accelerated learning	\$45,000	\$35,000 One-time
		Action: Restore/renovate existing laboratory spaces within College of Pharmacy		\$250,000 One-time
		Action: Regain use of existing spaces within College through removal of excess materials.	\$5000 Pharmacy	
		Action: Further develop off-campus instructional sites with appropriate stakeholders/partners.		
		Action: Establish necessary agreements with MSU-CHM for co-location of entire P-3 class in new Secchia Center.	\$1,000,000 Phar	\$3,270,000 one-time -- \$657,000 permanent
Pharmacy	USP 1 - Goal 4	Implement revised doctor of pharmacy curriculum		
		Action: Develop and implement plans for the following: course coordination and instruction responsibilities, equipment and facility upgrades, secure needed instructional resources, remediation/transition process		
Pharmacy	UPS 2 - Goal 5	Establish an appropriate enrollment process		
		Action: Identify and establish appropriate support personnel and procedures to assist with the following areas or the enrollment process: recruitment, interview/admissions, retention		\$25,000 permanent
Pharmacy	USP 1 - Goal 6	Create a comprehensive vision, mission, goals and value statement for the College		

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: College Accreditation Committee to update existing mission statement based on University statements.		
CPTS	USP 1 - Goal 1	Enrollment growth through increased degree program offerings, a wider variety of distance education methods, enhanced retention and expanded facilities		
		Action: The process from inquiry to course registration will be defined, measured, and tracked.		
		Action: Student and instructional services currently available to students at the FSU-GR offices, and selected services available at FSU-BR campus will be made available to students across CPTS.		
		Action: Current off-campus year-to-year retention is 70%. Retention will rise through clearer identification of retention issues, improved student services, implementation of a stop-out follow-up procedure.		
		Action: Community college recruiting outreach will be expanded including: A new community college development advertising campaign will be developed, advisor/faculty luncheons will be held yearly at primary community college partners, regular meetings with partner community college leadership, open house events will be held at each of the primary community college partners, FSU faculty will be invited and scheduled to attend department meetings and make classroom visits at partner community colleges, expanded advertising in community college newspapers, Guerilla marketing campaigns will be held at major partner community colleges.		

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: High school outreach will be refined and expanded: expanded relationships with high schools in major community college partner cities, WIA designated school outreach project.		
CPTS	USP 2 - Goal 2	Increase CPTS faculty status within the university.		
		Action: Increase CPTS faculty participation within the faculty senate, committee structure and academic endeavors		
		Action: Provide additional opportunity for skill enhancement, knowledge acquisition and expansion of credentials for all CPTS faculty		
		Action: Assist faculty in the pursuit of grant, economic development, tech transfer and applied research opportunities.		
CPTS	USP 1 - Goal 3	Enhance diversity in faculty, staff and student populations.		
		Action: CPTS will expand outreach to minority communities through high school outreach initiatives.		
		Action: Various actions will be taken to diversify the applicant pool for CPTS positions including the following: Post recruiting information with minority organizations in our CPTS office communities, partner with community chambers of commerce in their minority recruitment outreach campaign, reach out to doctoral degree granting university as sources of recruitment of faculty		
CPTS	USP 5 - Goal 4	Expand community presence in all major community college partner communities.		
		Action: Develop a CPTS position for community outreach to seek productive relationships with community members where CPTS provides services.		

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: Expand membership and relationships with various community organizations including: regional Michigan Works organizations, Chambers of Commerce in major community college partner cities, regional economic development organizations located in major community college partner cities.		
CPTS	USP 3 - Goal 5	Encourage economic development opportunities, across the State, on behalf of the University.		
		Action: Develop an entrepreneurial incubator project allowing for cooperation between academic programs and entrepreneurs		
		Action: Establish a grant development infrastructure within CPTS to pursue economic development funding opportunities		
CPTS	USP 3- Goal 6	CPTS will have a formalized advancement strategy, customized to the unique characteristics of CPTS and consistent with the University's advancement strategic plan.		
		Action: A CPTS faculty/staff scholarship fund will have been established and funded.		
		Action: A CPTS Dean's Advisory Committee will be established, receiving advice and direction concerning new program development and gifts to the College.		
CPTS	USP 1 - Goal 7	Where appropriate, CPTS will expand facilities to provide space for continued growth.		

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: Additional office and classroom space as well as updated technologies infrastructure well be acquired according to the following list: Delta college office space will be developed, Southwest Michigan College technology infrastructure will be upgraded, space in Traverse City beyond the current office and classroom space at Northwestern Michigan College, Additional lab and classroom space in Grand Rapids will be negotiated with Grand Rapids Community College		
Optometry	USP 1 - Goal 1	Recruit highly qualified diverse student body and diverse patient base		
		Action: Hire three-year full-time temporary student recruiting marketing specialist/development person (includes benefits)	\$166,560 MCO/AA \$30,000 SA Cost for three years	
		Action: Recruitment of all undergraduate Honors Programs and pre-optometry clubs in MI and mid-west		
		Action: Enhance recruitment material of MCO website with new building reports and faculty news		
		Action: Recruit under-represented qualified students		
		Action: Continue Advanced Standing admissions and investigate MOU with Elite School of Optometry		
		Action: Increase number of first year scholarships for increased class size.		
		Action: Develop patient marketing and community service plan		
		Action: Assist with fund raising development plan		
Optometry	USP 1 - Goal 2	Enhance assessment and the use of assessment data at the course and program level to measurable improve student learning.		

Academic Affairs Plans
2009-2010

March 13, 2009

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: Organize college assessment and curriculum committees to guide and oversee completion of desired course and program outcomes and assessment of outcomes.		
		Action: Provide outcome and assessment workshop for faculty as facilitated by FSU assessment committee.		
		Action: Require assigned TracDat liaison and MCO representatives to the AA Assessment Committee to receive TracDat training.		
		Action: Assign Mentor to assist with development of course level outcomes and assessment tools		
		Action: Review and update program outcomes		
		Action: Enter program outcomes and analysis of program data to TracDat		
		Action: Identify course learning outcomes and assessment tools for all courses in OD curriculum		
		Action: Input course outcomes to TracDat		
		Action: Review and analyze course assessment data by curriculum track chairs		
		Action: Input learning outcomes analysis of data to TracDat		
Optometry	USP 3 - Goal 3	Infuse Cultural Competence across the curriculum and among college personnel and students		
		Action: Establish MCO diversity committee		
		Action: Review ASCO Diversity plan and recommend appropriate activities and learning modules for MCO		
		Action: Participate in ASCO diversity workshop "train the trainer"		
		Action: Include learning outcomes for Cultural Competence in appropriate courses		
		Action: Develop diversity learning outcomes for clinical courses		

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: Sponsor workshops for college personnel to support culturally sensitive and inclusive clinical and learning environments.		
		Action: Apply for diversity grants in support of college diversity plan.		
		Action: Assure that MCO SVOSH and FCO includes diversity goals in their purpose statement.		
		Action: Sponsor Clinical Diversity in Eye Care workshops for all clinical faculty and students.		
		Action: Continue to sustain a diversified Faculty by encouraging under-represented faculty to apply for faculty positions.		
University College	USP 1 - Goal 1	Implement Outcomes Assessment plan for UC at program and course levels		
		Action: Form UC Outcomes Assessment Team		
		Action: Require UC leaders and support staff to receive TracDat training.		
		Action: Identify respective program outcomes.		
		Action: Load program outcomes to TracDat		
		Action: Enter program outcomes data and reports to TracDat		
		Action: Analyze program outcomes data.		
		Action: Identify respective course learning outcomes where appropriate		
		Action: Load course outcomes to TracDat.		
		Action: Load learning outcomes data to TracDat.		
		Action: Analyze course outcomes data.		
University College	USP 1 - Goal 2	Identify existing degree programs in other colleges that will permit the recruitment of students to the Honors Program who seek the opportunity to accelerate degree completion.		

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: Meet with College of Business Dean and Department Heads		
		Action: Meet with the College of Education Dean and Department Heads		
		Action: Purchase ACT list for annual Honors recruiting effort: send flash message to all, send special messages to prospects		
		Action: Initiate Special Marketing for Eligible Business and Education prospects: telemarketing, campus visits, additional messages		
		Action: Enroll first cohorts		
University College	USP 1 - Goal 3	Introduce textbook readability program with FCTL.		
		Action: Arrange a workshop with FCTL at which reading faculty from UC and School of Education could share expertise to help faculty identify.		
		Action: Create a webpage about textbook selection cross-listed with FCTL.		
University College	USP 1 - Goal 4	Modify two current FSUS objectives to address University and divisional priorities.		
		Action: Modify FSUS course objectives #1 to include Ferris Connect as one of the campus technologies introduced in seminar courses.		
		Action: Identify additional guest speakers and activities to supplement the FSUS diversity objective and emphasize this objective in training sessions for new and returning instructors.		
University College	USP 2 - Goal 5	Introduce diversity statement to all UC course syllabi.		
		Action: Modify language presently included in the course syllabi for READ courses for inclusion in syllabi for all UC courses.		
University College	USP 2 - Goal 6	Identify ways to increase the race/ethnic, geographic and programmatic diversity of students enrolled in the Honors Program.		

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: Consider modification of admission criteria for Honors.		
		Action: Utilize new international student scholarships to recruit international students.		
		Action: Utilize new Great Lakes scholarships to recruit out-of-state students.		
		Action: Continue to recruit internal and external transfer students to Honors.		
		Action: Purchase ACT lists for annual Honors recruiting effort: send flash message to all, send special messages to minority, international, and out-of-state prospects.		
		Action: Initiate special Marketing for Eligible prospects: telemarketing, campus visits, additional messages.		
University College	USP 4 - Goal 7	Identify a central, more accessible location for the Educational and Disabilities Services office.		
		Action: work with Liaison Committee for Students with disabilities to identify criteria, expense, and possible site(s) for new office suite.		
University College	USP 5 - Goal 8	Enhance the instructional technology in room STR 209.		
		Action: Work with Information Technology department to identify necessary changes and costs.		
University College	USP 5 - Goal 9	Resolve temporary staffing issues in two UC departments.		
		Action: Swap \$17,500 supply and expense increment for supfac dollars with Academic Affairs to allow continuation of adjunct counseling positions		
		Action: Swap base \$12,000 supply and expense base for wage dollars to allow continuation of part-time clerical support for Honors program.		
University College	USP 5 - Goal 10	Resolve departmental identification issues in two UC departments		
		Action: Change name of Educational and Career Counseling department to reflect changes in caseload.		

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: Change name of Developmental Programs and Curriculum Department to reflect departure of department head position.		
University College	USP 2 - Goal 11	Move Tuition Incentive Program Scholars from one-year pilot to continuing status.		
		Action: Identify funding(one-time) to continue TIP Scholars program for 2009-10.	\$12,000 (S&E from VPAA) \$3000 (UC st.wages)	
		Action: Continue appointment of TIP Scholars Coordinator and current programming levels for recruitment and retention.		\$35,000 (Salary) \$15,400 benefits = \$50,400
		Action: Continue TIP Scholars Program Steering Committee.		
		Action: Complete statistical analysis about TIP students at Ferris.		
University College	USP 1 - Goal 12	Purchase and implement the DegreeWorks degree audit system for use by all degree programs and colleges.	\$157,007 (S&E/E)	\$98,936
		Action: Form Academic Advising Implementation Team and a committee on degree audit systems.		
		Action: Committee conducts research about available degree audit products.		
		Action: Conduct product demonstrations for campus audiences.		
		Action: Conduct off campus inquiries concerning product selected.		
		Action: Meet with Ferris IT staff members to explore ramifications of product purchase and installation.		
		Action: Make recommendation to Interim VPAA Burcham		
		Action: Identify funding sources for project.		
		Action: Purchase DegreeWorks license for installation.		
		Action: Initiate hardware purchases and installation.		
		Action: Identify project coordinator and begin training.		

Academic Affairs Plans
2009-2010

March 13, 2009

College/Unit	Goal #	Goal	Available Fund.	Funding Req.
		Action: Identify project (scribe)s and begin training.		
		Action: complete installation, catalog scribing, staff training, and testing.		
		Action: Start use with first cohort, class entering in Fall 2010.		
University College	USP 1-Goal 13	Continue and enhance the Political Engagement Project by creating a Center for Student Engagement within University College		\$160,000
		Action: Allocate funding from base or one-time sources to continue operation of the PEP for 2009-10.		
		Action: Identify office space for the PEP in Rankin Center or Arts and Sciences Commons.		
		Action: Assign release time to a member of the current Steering Committee to oversee the PEP.		
		Action: Provide clerical support for the PEP.		
		Action: Using the PEP model, funding and the support structure identified in steps 1-4, consider adding Academic Service learning to the proposed Center.		
		Action: Using the PEP model, funding and the support structure identified in steps 1-4, consider adding Student leadership Development to the Proposed Center.		