Ferris State University

President’s Council
Meeting Summary
January 20, 2021
9:00 am, Zoom

Attendance:
Bachmeier, Cook, Eisler, Fleischman, McCrackin, Pearcy, Pilgrim, Postema, Ward-Roof

Guests: Gheretta Harris and Kelly Tilstra, Kristen Salomonson and Melanie Wade

Agenda Items:
- **New Textbook System** – Kelly Tilstra, from Akademos, shared a presentation of the new virtual bookstore software. The system is integrated with Banner so the students can easily find books and additional materials from multiple vendors for their classes. The Barnes and Noble contract will expire June 30 and this new software will be in place for Fall 2021.

- **Strategic Plan Institutional Effectiveness Initiative 1** – As part of the Strategic Plan, it has been recommended the University conduct an organizational audit to consider possible duplication and redundancies in processes and functions across the university. The goal is to improve institutional effectiveness. VP Bachmeier will develop a draft document and seek input from Council members on this initiative.

- **Strategies for Summer and Fall** – Council members discussed strategies for summer and fall classes. Summer semester will be use a combination of delivery strategies with about 53% of classes a combination of face to face and hi-flex and 47% fully on-line. The university is also considering hosting camps this summer if health conditions permit. Fall will return to a more traditional approach. Decisions about housing, dining and continued approaches to COVID-19 need to be considered in these decisions.

- **Enrollment Update** – VP Ward-Roof shared the latest numbers on applications for fall. The university has begun awarding financial aid for fall 2021. A new campaign for FTIACS will be launched the first week of February.

- **Board of Trustees Special Meeting** – at a special meeting of the Board on January 19, a renovation and expansion of the intercollegiate athletic building was approved. The renovations will provide a new volleyball arena, office space, and meeting rooms on the main level. The lower level will house a renovated and larger conditioning room and revamped player locker rooms.

- **RNL Financial Aid Leveraging** – Melanie Wade of Ruffalo, Noel, Levitz gave a presentation on the work she does with Ferris on leveraging financial aid leveraging to increase affordability, help reach enrollment goals, and maximize net tuition revenue.
Meeting adjourned 11:59 am

Submitted by Terri S. Cook