Ferris State University
President's Council
Meeting Summary
February 17, 2021
9:00 am, Zoom

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

Agenda Items:
- **Organizational Audit/Institutional Effectiveness** – In keeping with the recommendations of the Strategic Plan, Council members discussed possible approaches to improving institutional effectiveness. VP Bachmeier will compile a synthesis from this discussion for a future meeting.

- **Fall Marketing Campaign** – VP Pearcy provided an update on the current marketing campaign. The campaign was a success creatively, but did not generate as many new student leads as expected. With increased social media and online presence, the fall 2020 marketing goals were exceeded.

- **Board of Trustees Meeting** – Council members discussed final details for the upcoming Board meetings on Feb. 18 and 19. The working session is Thursday afternoon, with a virtual tour of the Jim Crow Museum on Friday morning followed by the Finance Committee, Academic Affairs/Student Affairs Committee and then finishing with the regular Board meeting.

- **Summer Camps** – VP Bachmeier and VP Fleischman shared plans to safely hold summer camps this year. Council members discussed the issues and agreed to move forward, health conditions permitting.

- **Summer Dining and Housing** – To support summer classes and summer camps means dining and housing will need to be open.

- **Enrollment Update** – VP Ward-Roof provided an update on enrollment numbers for the fall.

Round Robin
- **VP Pilgrim** – There is a significant donation for a touring show as part of the Jim Crow Museum Project. National design firms showing interest in doing the design work. He encouraged more media attention for the “free tuition” program at Ferris. VP Ward-Roof and VP Pearcy weighed in on that subject with the announcement of the Ferris Launch program and some other marketing initiatives around full paid tuition.
- **Provost Fleischman** – Thanked everyone for the collaborative work across campus and especially VP Bachmeier for assistance with moving classes out of Bishop Hall this fall, President McCrackin and
VP Pilgrim for meeting with direct reports at Kendall regarding community engagement.
  o **VP Ward-Roof** – Communicating with Campus Climate Team to collaborate on diversity, equity and inclusion education.
  o **President McCrackin** – Kendall put together a program for students on preparing for virtual internships. Mickey Albright was an integral part of bringing it all together. Kendall no longer is storing industrial sewing machines, they have all been donated.
  o **President Eisler** – will be talking with the Trustees regarding the Future for Frontliners and the Michigan Re-Connect programs and how Ferris can connect to these students.

Meeting adjourned 11:52 am

Submitted by Terri S. Cook