

Ferris State University

President's Council Meeting Summary February 19, 2020 9:00 a.m., CSS 301C

Attendance:

Bachmeier, Blake, Cook, Eisler, McCrackin, Percy, Pilgrim, Postema,
Ward-Roof

Guests: Franklin Hughes, Michelle Rasmussen

Agenda Items:

- Ferris Leaders – VP Pilgrim and Franklin Hughes gave a presentation on outstanding Ferris graduates they have discovered through their research since starting the Hampton Project a few years ago. There are a good number of Ferris alumni that went on to be Congressmen, investors, college presidents, scholars, philosophers and lawyers among other things. Many were involved in major historical events. David and Franklin are looking for ways to engage the campus with further research as they believe there are many more stories to discover. Council members gave suggestions on how to share the information and display it around campus.
- 160/90 Analytics – VP Percy shared an update on the Ferris Forward Marketing Campaign. The goals of the Campaign are for brand awareness and student recruitment. The data on this campaign is more detailed than any we have received in previous marketing campaigns.
- EAB Analytics – VP Ward-Roof presented data on the success of recruitment enhancements with EAB. During this first month they have been quite successful.
- Student Success – VP's Pilgrim and Ward-Roof shared their efforts on the development of a Student Success Plan. Council members were asked for input on potential targets and efforts that could be implemented on a short timeframe. A small group will be convened to coordinate the student success efforts.
- Honorary Doctorate – Council members were asked to review candidates for an Honorary Doctorate Degree at the May Commencement.

Round Robin

- **Interim President McCrackin** – Reminder “A Beautiful Struggle: Black Feminist Futurism” opens Feb. 21 at UICA.
- **VP Pilgrim** – Academic Search will be here as the members of the provost search committee work to identify 10 candidates for airport interviews from the 100 applications for the position. Raymond Gant is speaking on campus Feb. 20, 6 – 7:30. He was approached by a group of African American Students about funding a “Food for Your Soul” Dinner on Feb. 21.
- **VP Postema** – if you donated to Friends of Ferris, thank you, if not, please consider doing so.
- **President Eisler** – reviewed the Trustee schedule for Thursday and Friday. They will be

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touring Bishop hall and the Pharmacy building remodel. Council Members received handouts for the IPEDS data.

Next meeting date:

March 4, 2020, Regular Meeting, 8:00 am, CSS 301C

Meeting adjourned 11:58 am

Submitted by Terri S. Cook