Ferris State University
President’s Council

Meeting Summary
March 2, 2022
8:30 am, CSS 302

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

Guests: Brittany Motley and Linda Marchlewski (EAB)
Ted Risher and Ann Volz (Scion)
Jeremy Mishler, Chriss Thompson, Erin Ward, and Sammy Bowen (VisionPoint)

Agenda Items:
• Service Awards – Council members discussed last year’s ceremonies that were held separately for the first time, with the Academic Awards and Distinguished/Staff Team Awards in April and Service Awards on Founders’ Day. There was support in continuing with this format.

• Ferris Equity Initiative Update – Brittany Motley and Linda Marchlewski from EAB gave a progress report on the Ferris Equity Initiative and Navigate project. Team leaders for the six best practices have been chosen from the campus community to lead these efforts. A virtual Ferris Equity Initiative Convening is scheduled for Thursday, March 24. A timeline stretching from now thru June will lead to a pilot of the Navigate system in July.

• Kendall Housing – With the assistance of Ted Risher and Ann Volz of Scion, President McCrackin and VP Bachmeier shared progress on the proposal to develop housing at Kendall. This project is a big initiative for Kendall to increase enrollment. There remains work to be completed before the preliminary agreement can be presented for consider by the Board of Trustees. The current timeline would have this the building ready for student tenants by August 2024.

• Marketing Campaign Strategies – Jeremy Mishler provided an overview of the marketing strategies used in 2021 pertaining to digital, traditional, and Athletic Championship Marketing. The VisionPoint team of Chriss Thompson, Erin Ward and Sammy Bowen, presented the campaign they are developing to help increase yield in having admitted students enroll. A Q&A followed the presentations.

Meeting adjourned 12:01 pm

Submitted by Terri S. Cook