Ferris State University
President’s Council
Meeting Summary
April 21, 2021
8:30 am, Zoom

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

Guests: Hersh Steinberg, Charles Prince, Scott Winslow, Fredericka Hayes, Gheretta Harris

Agenda Items:
- **Board of Trustees** – Council members discussed action items and topics for the working sessions that will be part of the upcoming Board Meetings on May 7.

- **Re-Entry Discussion** – With the current extension of work from home recommendations by the state, further discussion on this topic is needed. An announcement will be delayed until the number of positive cases declines.

- **A New Perspective on the Future of Enrollment** – VP Ward-Roof shared data assembled by EAB recruiting students post-COVID. Students are looking at the college experience differently and we need to adapt to attract those students. This material will be shared for continued exploration and discussion.

- **Employee Benefits** – AVP Hayes shared the Benefits Committee review of health insurance options for this year’s enrollment period. Increases in cost are minimal and no plan changes are recommended.

- **Enrollment Update** – VP Ward-Roof shared the latest fall enrollment information. The number of applications and admits continue be very good. A new report was shared comparing 2021 to 2019.

- **Housing FY 22 Projections and Expectations** – AVP Harris and VP Bachmeier shared information on the marketing plan that they are using to attract students to housing and dining. There is stiff competition from off-campus housing, as they are offering deep discounts. The Housing and Dining budget was shared with Council members and will be presented to the Board of Trustees on May 7.

- **Strategic Initiatives Re: Effectiveness** – Scott Winslow from EAB made a presentation on Efficiency Opportunity Analysis. In studying these efforts at other universities there are common areas of focus - Centralization, Process Improvement, Space Utilization and Procurement. These are suggested starting points for University efforts.
**Round Robin**

- **VP Pilgrim** – Has 10 candidates to interview for the administrative assistant in his office. Have narrowed the field to two exhibit firms for the Jim Crow Museum. Has a tour scheduled with Joshua Sanborn of Ilitch Holdings and Senator John Bumstead.

- **President McCrackin** – Kendall took 1st and 3rd in the MWest Challenge competition and is in the top 8 out of 264 in the TCU national challenge. Have secured funding for the Design Academy after school program.

- **Provost Fleischman** – Vaccines will be administered M-F from 9-4 in Wink arena. Team leaders are working on the SPARC retreat. There is a robust pool of candidates for the CASE dean.

- **VP Ward-Roof** – The Big Event was held last weekend with over 200 students serving 50 households. We are holding a version of Pancakes with the President from 8 – 10 pm at Top Taggart Field on Monday. A pancake wrapped sausage w/syrup will be served via drive up. The virtual Commencement Ceremony for May is coming along with 2000 slides. About 525 students attended the grad fair. Arrangements are being made for students to be able to take pictures in their cap and gown in front of the main entrance.

- **VP Pearcy** – One Day for Dawgs raised $219,000. This was more than twice as much as last year. There were over 300 first time donors. Thank you to all that participated.

- **VP Bachmeier** – The new AVP for Facilities will start June 1 and comes to us from Mott Community College. President McCrackin and VP Bachmeier are working on a marketing demand analysis for housing at KCAD.

- **President Eisler** – Continuing to work on the Moonshot for Equity project. Also exploring an equity-based Navigate approach. Thank you for all of your good work in helping the university stay open, healthy and safe.

Meeting adjourned 12:03 pm

Submitted by Terri S. Cook