

Ferris State University

President's Council

Meeting Summary

June 24, 2020

9:00 a.m., Zoom

Attendance:

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

Agenda Items:

- June 17, 2020 Meeting Summary approved for posting.
- **Budget** – Even though a tentative continuation budget has been approved by the Board of Trustees, Council members continue to have discussions related to enrollment and State funding.
- **Media Update** – There has been significant media coverage over opening campuses in the fall and tuition issues. Ferris has had some good coverage from local news outlets and has been portrayed in a positive light. There was significant coverage of the UICA move in the first 48 months, but not much since. Coverage of tuition increase was limited. The boards at Eastern and Grand Valley also voted to increase tuition.
- **Diversity and Inclusion** – In light of current issues surrounding racism, diversity, inclusion and equity, council members believe strongly that Ferris should take a proactive approach. VP Pilgrim shared and discussed an analysis and recommendations we can do to take action at Ferris.
- **Social Media Strategy** – Council members continue to discuss ways to use social media as an advantage and not to have personal opinions voiced on University accounts. A listing will be developed of official Ferris and Kendall social media accounts. A Policy revision is in preparation along educational sessions and other materials that can help persons with responsibilities for Ferris social media accounts.
- **Re-entry to Campus** – Council members decided the idea of remote delivery after the Thanksgiving break would be a prudent and safer alternative than returning to campus. There will be exceptions for classes with labs, etc. that will need to finish face to face. Deans will answer questions received about which laboratory programs are planned to continue after Thanksgiving, because of significant equipment needed or other special needs.
- **Round Robin**
 - **VP Pilgrim** – Recently gave a virtual presentation to 800 or 900 people at Steelcase. There was a 50 minute discussion afterward about Diversity and Inclusion. Has been doing a lot of interviews with all major news outlets.
 - **VP Bachmeier** – The Director of DPS position will be publicly posted this week.

Approved July 8, 2020

- **President McCrackin** – The Director of Continuing Studies is leaving Kendall, the program will be put on hiatus. There is an opportunity to bring together continuing efforts from the UICA and Kendall. KCAD has commissioned an artist to paint the boards over damaged windows at Kendall. When the windows are repaired, the work will be moved to another location inside the Kendall facilities for discussion.
- **VP Percy** - UA&M is partnering with Admissions to reach out to 78 legacy students, admitted but not scheduled for orientation. Brandi Behrenwald had an interview with 9 & 10 regarding the virtual career day that attracted some attention.
- **President Eisler**– Very happy for Provost Blake and his wife Leann now that he is retiring, but he will be missed. Thank you to Provost Blake for his many contributions and we are very grateful for his years of service to the University.
- **Provost Blake** – Has so much to say. There are no words to express how he feels about this group here today.

Meeting adjourned 11:52 am

Submitted by Terri S. Cook