

Ferris State University

President's Council Meeting Summary September 18, 2019 8:00 a.m., CSS 301C

Attendance:

Bachmeier, Blake, Cook, Eisler, McCrackin, Percy, Pilgrim, Postema, Ward-Roof
Guests: Kristi Haik, Jeff Ek, Mandy Seiferlein, Jennifer Hegenauer

Agenda Items:

- HLC
Our guests, Kristi Haik, Jeff Ek, Mandy Seiferlein and Jennifer Hegenauer gave an in depth review of the HLC process, current progress, work remaining to be done, and timeline moving forward. They distributed a sheet with this information including expectations for council members during the review team's visit in October, 2020. Town halls will be scheduled during fall semester for campus review of the Quality Initiative Project. Deadlines ahead are March 6, 2020 for the Quality Initiative Program report submission, September 7, 2020 for the Assurance argument submission and October 5 and 6, 2020 for the review team's visit. For more information on the HLC initiative visit www.ferris.edu/HLC
- Strategic Plan
With the last two public forums complete, VP Pilgrim gave a brief overview of final feedback on the strategic plan. A near final document was shared with Council members. The proposed enrollment grid to reach the strategic plan metric of 14,000 was revise based on 4th day fall headcount data. For more information on the new Strategic plan visit https://www.ferris.edu/strategic-planning2/strategicplan19_24/homepage.htm
- Board of Trustees Preparation
Council members discussed the itinerary and agenda items for the upcoming Board of Trustees meetings that will be held in Grand Rapids on October 3rd and 4th.
- Succession Planning
Council members discussed upcoming plans for succession planning in their areas.
- PCAF: BS Art History w/Pre-Conservation Emphasis
Interim President McCrackin brought this PCAF to the Council members for review. Students will complete the first 2 years of the degree with Ferris classes in Big Rapids and the final 2 years at Kendall. Council members support the PCAF.
- Marketing Campaign Update
VP Percy gave an update on the rollout of the new Branding and Marketing campaign. The media coverage is digitally focused to be the most effective in reaching prospective students. The campaign is being positively accepted with areas of campus already embracing the new branding in stationary and brochures. The

new brand guidelines are on the web at

<https://www.ferris.edu/HTMLS/administration/advance/standards/>

Round Robin:

- **VP Postema** – The luncheon for the Rockford students went well and he would like to host it again.
- **VP Percy** – Gold club is on the Quad today asking for donations of coins to cover the seal for the DeVos Children's hospital.
- **VP Bachmeier** – reviewing candidates for the AVP positions in human resources and information technology.
- **Int. President McCrackin** – Interior Design Program granted re-accreditation. Received a Skip Grant and will be working with 3rd Coast Medium for three semesters.
- **Provost Blake** – reminder of the Innovation Fair on the 25th and 26th in the UC. Kick-off at 8:30 am on the 25th and close at 3:00 pm on the 26th. Thanks to Nate Leatherman for bringing a State competition here on March 28. It's a 1st Robotics competition and should draw about 45 teams.
- **VP Ward-Roof** – 1st annual enrollment breakfast is coming up. Please try to attend. It's to celebrate and encourage the campus to continue with the good work. Student Government is trying to put together a lecture series with legislators.

Next meeting date:

Oct. 9, Regular Meeting, 9:00 am, CSS 301C

Meeting adjourned 11:04 am

Submitted by Terri S. Cook