Ferris State University

President’s Council
Meeting Summary
November 4, 2020
9:00 am, Zoom

Attendance:
Bachmeier, Cook, Eisler, Fleischman, Halko, Pearcy, Pilgrim, Plas, Ward-Roof

Agenda Items:
- October 21, 2020 Meeting Summary approved for posting.
- **December Planning Retreat** – Provost Fleischman and VP Pilgrim shared plans for a Planning Retreat on December 9 for the Council Members and others from the campus community. The retreat will focus on strategic planning and enrollment efforts.
- **College of Arts, Sciences & Education National Dean Search** – Provost Fleischman requested approval to move forward with plans to hire a search firm to assist with finding candidates for a new Dean for CASE. An RFP will be generated to seek a continuing relationship with a national search consulting firm. VP Bachmeier will assist with this process.
- **PCAF: Advanced Studies in Marketing and Sales Leadership Certificate**
  Provost Fleischman shared the PCAF for this new certificate which will supplement current undergraduate marketing degrees as well as provide depth of specific marketing related topics for individuals who do not have a marketing sales undergraduate degree. Council members approved moving forward with planning for this certificate.
- **PCAF: Master of Engineering** – Provost Fleischman brought forward this proposal for a Master of Engineering degree. This degree will focus on the “practice” of engineering rather than engineering research. It will be accredited by ABET EAC and qualify the graduates for professional engineering licensure. The degree will be offered in person and fully on-line. Council members approved moving forward with planning for this degree.
- **PCAF: Natural Science Illustration Certificate** – Dean Halko brought the Certificate in Natural Science Illustration to the Council. There are no other comparable programs in Michigan and this certificate would provide a specialized marketable skill for current students. Council members approved moving forward with planning for this certificate.
- **Deliberative Dialogues/Election Programming** – VP Ward-Roof shared with Council Members resources available for students to help them navigate issues involved that may develop related to November elections.
Council members also discussed progress on Deliberative Dialogues with students and the campus community.

- **Student Survey Responses** – VP Ward-Roof shared the responses from the recent student survey regarding their experiences since COVID. Open-ended questions included “what have we done well?” and “what should we be doing?” Council members reviewed these data with the intent to help alleviate student concerns.

- **Enrollment Update** – The enrollment team continues to adapt student recruitment in the current health environment. There is good registration for the virtual Dawg Day. The Team has increased mail and electronic contacts for students in secondary markets and also with transfer students from Illinois and Indiana.

- **Re-Entry to Campus** – VP Ward-Roof shared updates from the Re-entry Committee. Council members were asked to reinforce the use of the Positive Portal - [https://www.ferris.edu/HTMLS/news/coronavirus/homepage.htm](https://www.ferris.edu/HTMLS/news/coronavirus/homepage.htm)

  COVID positive information does not automatically populate from the Symptom Checker.

- **Adobe Creative Cloud** – VP Bachmeier shared the challenge of additional costs for divisions from downloads of the Adobe Creative Cloud. He will follow up with additional information for VPs. Council members were asked to review this information for their divisions. Decisions need to be made by Nov. 15.

- **Round Robin**
  - **VP Pilgrim** – attended along Provost Fleischman the Town Hall facilitated by Byron Brooks. There were 60 people in this conversation.
  - **Dean Halko** – Thank you to David and Jeanine for the Deliberative Dialogues; found them informative. Happy to assist VP Bachmeier with the Adobe Creative Cloud information.
  - **VP Pearcy** – the virtual Ferris Foundation Gala will be launched today. You will all get an invitation with the link to the video presentations and the giving information. Have raised $91,000 already for student scholarships.
  - **President Eisler** – will become the Chair of the Midwestern Higher Education Compact (MHEC) next week.

Meeting adjourned 11:25 am

Submitted by Terri S. Cook