Ferris State University
President’s Council

Meeting Summary
November 17, 2021
9:00 am, CSS 301C

Attendance:
Bachmeier, Eisler, Fleischman, McCrackin, Pearcy, Pilgrim, Postema, Walcott, Ward-Roof
Guests: None

Agenda Items:
• Approval of Council Meeting Summary – 11/3/21
• Divisional relationships with EAB – Council members discussed the various contracts and ways their divisions are currently using the services of EAB.
• Additional Enrollment Investments – Council reviewed possible enrollment investments in university facilities.
• Presentation of Budget Forum Update – President Eisler provided a walk-through of the presentation he has planned for the Budget Forum on 11/18/21. Council members offered suggestions and VP Ward-Roof will provide facts from the graduating student’s satisfaction survey to be included.
• Enrollment & Stopouts – President Eisler presented a proposal to use HEERF funds to reduce student debt and encourage reenrollment of students who have stopped out.
• PCAF: Front End Innovation – President McCrackin presented this certificate to the Council. This certificate would utilize five existing classes from KCAD and the College of Business. Council members were in support.
• Grant Policy – Provost Fleischman presented an overview of the changes made to the grant policy which has been in draft form for several years. Council members were in support of moving this policy change forward for approval.

Round Robin
- VP Ward Roof – She will send out the COVID Satisfaction Survey slides to Council members for their review. VP Ward-Roof noted that the data obtained was mostly positive.
- VP Pearcy – UAM is rolling out Championship Marketing events. The Ferris community should soon see digital boards in larger cities. We are also planning alumni fan events to support Ferris teams in post season tournaments. UAM has hired KMA to help with campus wayfinding and branding. They will be on campus later this month to do a walk through.
- President McCrackin – KCAD hosted a prospective student open house which had 81 student attendees, and over 200 family members. KCAD is hosting a grad fair today. KCAD is doing a student portfolio review tomorrow, where alumni have volunteered to review those portfolios.
o Provost Fleischman – AA is working hard on collaborating with SA for re-enrollment efforts.

o VP Pilgrim – The Detours podcast was on campus this week to tour the JCM. Ferris Equity Initiative/Navigate has a website up and running, and the first newsletter should come out soon. The analysis on the FEI surveys which were done should be done soon with best practices ready to be shared next week. VP Pilgrim is working on an initial draft of the Diversity Plan.

o President Eisler - Discussed meeting with the team at Kalamazoo Valley Community College to sign the partnership agreement.

Meeting adjourned at 12:10 pm.

Submitted by Maggie M. Walcott