Ferris State University
President's Council
Meeting Summary
November 18, 2020
8:30 am, Zoom

Attendance:
Bachmeier, Cook, Eisler, Fleischman, McCrackin, Pearly, Pilgrim, Postema, Ward-Rooft

Agenda Items:
• November 4, 2020 Meeting Summary approved for posting.

• Remote Work Policy – VP Ward-Rooft shared a draft of the Remote Work Policy that was developed as required by the Michigan Occupational Safety and Health Administration’s (MIOSHA) Emergency Rule. Council members approved the Policy for posting to the campus.

• December Planning Retreat – Council members are planning a retreat in December to focus on the strategic opportunities and challenges around enrollment at the University. Guests from EAB joined the Council and provided insight and suggestions for the agenda to maximize the effectiveness of the retreat. Council members discussed the work and preparation that will need to be done. The outcome of the retreat will also satisfy work on the initiatives of the Strategic Plan.

• Sales Force in Student Recruitment – Dean Salomonson and Sam Fattore gave a presentation on the use of Salesforce in managing the relationship and communication with the recruitment of potential students. This system helps plan, coordinate, and track the more than 4 million emails and various other forms of communication that go out to students each year.

• Continuing Commitment to Diversity, Equity and Inclusion – VP Pilgrim gave a review of progress on the elements of the University’s Continuing Commitment to Diversity, Equity and Inclusion adopted in August. Council members discussed progress and next steps to keep this initiative moving forward.

• PCAF: Digital Instruction and Design, MS and Certificate – Provost Fleischman presented a PCAF for this graduate degree. The certificate which would be available staring fall 2021 and would equip teachers, faculty and trainers to incorporate digital instructional skills into their own practice and curriculum directly. The delivery of this program will be fully on-line. The six, three-credit courses will be developed into a Master’s degree available the fall of 2022. This will be a unique degree for Michigan. Council members approved this proposal for further development.

Meeting adjourned 12:00 pm
Submitted by Terri S. Cook