

President's Council (PC)
Meeting Summary
March 24, 2004
9:00 a.m., CSS 301C

Attendance:

Burcham, Chesley (for Oldfield), Davison, Duffett, Eisler, Green, Hill-Kennedy

Action Items:

- Approval of Council Meeting Summary for March 17, 2004
Agreement: The summary is ready to post with one change.

Discussion Items:

- Presentation of Bentz Whaley Flessner marketing process and survey - Duffett**
Guest: Kelly Horst
Kelly Horst presented the background and concept of an integrated marketing concept and explained the process to be used at Ferris by Bentz Whaley Flessner to gain significant input on our promotion and marketing practices. She distributed a 38-page survey to the Council members who will complete those questions about which they have firsthand experience or about which they have a strong opinion. The surveys should be returned to Kelly within 10 days. A UA&M component and a fundraising survey is being completed at the same time. All information will be compiled and reviewed by the firm, followed by suggestions and recommendations.
- HIPAA Compliance - Duffett**
VP Duffett provided a draft "Notice of Privacy Practices" that will be sent to all employees on Ferris Flex insurance. This is in compliance with HIPAA requirements.
- Federal & State Employment Posters - Duffett**
VP Duffett provided posters that must by law be posted around campus.
- Hiring Process Exceptions - Hill-Kennedy**
VP Hill-Kennedy reviewed the Business Policy Letter regarding appropriate hiring process exceptions and procedures.
- Discussion on Planning - Eisler**
President Eisler distributed a draft summary of planning goals. Council members will provide comments and suggestions by March 30. A memo will be sent to campus by late next week announcing 1) a presentation on planning and Ferris' future, 2) providing an online link to the summary of university-wide planning goals, and 3) providing the comments presented to the Higher Education Subcommittee Appropriation Hearings.

Other:

Eisler - Representatives from the Dow and Towsley Foundations visited campus earlier this week; they are impressed with the educational focus of Ferris. We are continuing to meet with and hold collaborative conversations with community colleges throughout the state.

Next meetings:

March 31: 9:00-11:00am PC in CSS 301C

Adjourned 10:50am

Submitted by Elaine R. Kamptner