

**Ferris State University**  
**President's Council**  
**Meeting Summary**  
**May 4, 2016**  
**8:00 a.m., CSS 301C**

**Attendance:**

Bellavance (by video link), Blake, Eisler, Kamptner, Percy, Pilgrim, Postema, Scoby, Ward-Roof

**Presentation:**

Marketing Campaign Concepts – Percy/Mishler  
Associate VP for External Relations Jeremy Mishler presented two suggested campaign concepts to be used for a two year span. He shared that the target audience age range has changed, moving younger for the Big Rapids campus and extending older for regional campuses. Possible messages, concepts and fonts have been updated and will be more consistent between print and digital ads. It was requested that copies of the digital media be provided. Council members offered comments and expressed support.

**Agenda Items:**

- The summary from the April 6, 2016 PC meeting was approved for posting.
- Board of Trustees – May 6<sup>th</sup> Meetings  
Guests: Karen Huisman, Sally DePew, Beth Logan  
President Eisler distributed the May 6-7 itinerary and agendas for Board of Trustee meetings and Commencement activities for discussion. Included will be a luncheon to celebrate the “High Value Institution” recognition.
- University-Wide Expectations 2016-2017  
Guests: Sally DePew, Beth Logan  
President Eisler distributed the most recent draft of the 2015-2016 University Expectations for final review and revisions.
- PC Planning  
Guests: Sally DePew, Beth Logan  
President Eisler provided documents to be completed prior to upcoming individual appraisal and PC Planning meetings. He then reviewed the agenda for Planning Days 1 (May 17), 2 (May 25) and 3 (June 8). The annual SPARC Retreat will be June 9. Members discussed options for a team building day (possibly May 26 or in August) and will email suggestions and preferences to the President by next week.
- Dashboard  
Guests: Sally DePew, Beth Logan  
President Eisler, Sally DePew and Beth Logan shared the latest iDashboard report.

- **PCAF: Respiratory Care AAS**  
Provost Blake explained the proposed curriculum revision for the Respiratory Care AAS program. Council supported moving the proposal forward.
- **PCAF: Computer Information Systems BS**  
Provost Blake explained the proposed course revisions to update the Computer Information Systems program. Council supported moving the proposal forward.
- **Sustainability Task Force Report**  
VP Scoby presented recommendations and conclusions from the Sustainability Task Force. Council supported the report and approved conclusions as discussed.
- **FLSA – Federal Proposed Changes**  
VP Scoby reported on proposed changes to the Federal Fair Labor Standards Act as an unfunded mandate, the impact regarding a group of administrative employees, and the classification of exempt vs. non-exempt.
- **Search Firm(s) RFP for University**  
VP Scoby distributed an initial draft of a RFP for search firms as a “General Retainer for Multiple Searches.” This would be a tool to reduce search firm costs.
- **Preliminary Results of Grad Survey**  
VP Ward-Roof requested input on the grad survey. This agenda item will be discussed at greater length at a planning meeting.

Agenda items not covered in this meeting will be addressed at the end of the first planning meeting on May 17<sup>th</sup>.

- **Round Robin**
  - **VP Postema** update the council on the EEO search.
  - **VP Pilgrim** is working a small advisory group on an employee satisfaction survey. He would like Franklin Hughes to present the Hampton-Ferris connection at an upcoming Council meeting; the President suggested one of the planning days and also recommended sharing this story on Founders Day as a piece of our heritage.
  - **President Bellavance** announced that the Wege Foundation has funded a grant of \$444,000 to KCAD’s Wege Center for Sustainable Design for the Wege Prize completion. She is excited about a Spectrum Health collaboration between Spectrum Health Innovations and students in the Interior Design and Industrial Design Programs, who have been tasked with the proposed redesign of the existing patient rooms in the Epilepsy Monitoring Unit; Spectrum is building a test room with layouts and furniture designs that can help solve mobility issues designed by KCAD students. She also stated that the senior portfolio show was awesome.
  - **VP Scoby** was pleased to share that 250 students have enrolled for summer housing and that Bond Hall is full.
  - **Provost Blake** updated the council on the Arts & Sciences and Education & Human Services dean searches.

Approved 5/17/16

- **VP Percy** announced three searches are underway in her division.
- **VP Ward-Roof** appreciates the continued assistance from all divisions on student issues; is looking forward to all the Commencement activities; the University Center is being well used for student gathering/studying; and the Dean of Student Life candidates will be on campus in the next few weeks.
- **President Eisler** announced that the WCHA playoff series has been changed to three weekends at campus sites rather than large public arenas; has been meeting with donors of large gifts; will be starting a search committee to replace retiring Marc Sheehan; and that the student stories for Commencement are remarkable.

**Next meeting date:**

May 17, 2016, 8:30am, IRC 109 (Planning Day #1)

Meeting adjourned 12:02 pm.

Submitted by Elaine R. Kamptner