

**President's Council  
Meeting Summary  
October 28, 2009  
8:30 a.m., CSS 301C**

**Attendance:** Burcham, Eisler, Erickson, Green, Kamptner, Pilgrim, Postema, Scoby, Willey; Davison and Evans by phone

**Action Item:** Summary from the October 7<sup>th</sup> PC meeting was approved for posting.

**Discussion Items:**

- Behavior Review Team  
Guests: Mike Cairns and Anne Marie Gillespie  
VP Burcham provided background on the Behavior Review Team and Threat Assessment Team, and then introduced Mike Cairns and Anne Marie Gillespie to present draft policies (“Threat Assessment and Behavior Review Policy” and “Safe Campus – Policy Letter”) prepared by the Teams for review and approval by the President’s Council. They responded to questions of Council members and discussed specifics in the policies. Council members will provide these documents to administrative councils; VP Postema will post this on the new Policy Page online for review and comment. The policies will return to President’s Council in December for potential approval. President Eisler will announce these proposed policies in a University-wide Notice along with the updates from the Emergency Preparedness committee, i.e. new blue lights. President’s Council members thanked the teams for the thoughtful work and efforts to complete the documents.
- Strategic and Annual Planning  
VP Scoby, VP Burcham, and Provost Erickson distributed and reviewed sample planning templates for their divisions. The first page records the division goals tied to the Strategic Plan; page two is the vice president’s goals, which should be tied to the Strategic Plan goals; page three is the department-driven Action Plan or operational page, which may or not be tied to the Strategic Plan goals. These documents are for work planning and not to be viewed as a budget process. The timeline includes development of the templates by May to share with Council. There was discussion concerning how to make the documents available to all. The templates were adopted by Council.
- Pedestrian Safety  
President Eisler shared an update on the tragic accident last Friday. The crisis team’s response was appropriate and all involved in decision making did excellent work handling this difficult situation. This is an appropriate time to focus on pedestrian safety and to make the campus safer as SPARC discussed prior to the incident. VP Scoby has been identified to chair a traffic/pedestrian task force. Membership of and a charge to that group was discussed and will be returned to Council at the next meeting.
- Federal Building  
VC Davison reported that there will be a meeting with Grand Rapids Mayor Heartwell this afternoon regarding tax credits and the potential for tax credits from the state. The project is “shovel ready.”

- Pharmacy in Grand Rapids  
VP Postema provided an update on space and signage for Pharmacy in the Medical Mile in Grand Rapids.
- Board of Trustees – November 6 meeting and working session  
Guest: Karen Obermier  
Council members reviewed the agenda items for the November 6<sup>th</sup> meeting and working session to be held in Grand Rapids at the Kent Room, 2nd Floor, Courtyard by Marriott Downtown, 11 Monroe Avenue NW.
- Reserved Parking for Prospective Student Daily Campus Visitations  
VP Burcham presented a proposal for prospective student parking in the Timme Center for Student Services parking lot. Council members approved this request recognizing the importance of making a good first impression with prospective students and their parents; VPs Burcham and Scoby will work out the details.
- UA&M Core Messages  
VP Willey shared core messages, talking points and communication tools prepared by University Advancement and Marketing. These messages present an integrated sense of the mission, vision, and core values of Ferris and are being used by the President in his Tour 125. The new “Ferris” magazine, updated billboards, newspaper insert, television spots, personalized “Ferris Forward” mailings, and increase in community positioning will create a compelling, exciting and relevant image. President Eisler will provide an update to the University community regarding the messaging changes. At a future Council meeting, internal communications and potential disconnects will be discussed.
- StraightLine Proposal  
VP Scoby presented a proposal for the University to offer the services of StraightLine, an investment fiduciary management company, as an investment option to employees. There will be no University cost. Council members approved making this an additional option on a voluntary basis to 403(b) and 457 eligible faculty and staff.
- Honorary Doctorate Candidates  
President Eisler requested nominations for honorary doctorate candidates for the May 2010 commencement ceremonies.
- Other  
VP Erickson was pleased to announce that Robin Hoisington has accepted the position of Executive Secretary to the Provost and will begin November 2<sup>nd</sup>. VP Scoby mentioned the sculpture to be dedicated next spring as part of Festival of the Arts. VP Burcham and CDO Pilgrim were pleased to announce that there are 698 Tuition Incentive Program students. CDO Pilgrim announced that the Writings on the Wall project was very well done and well attended and that the Executives without Borders project holds potential for Ferris to be involved.

**Next meeting date:** November 4, 8:30-noon in CSS 302

Meeting adjourned 12:00pm

Submitted by Elaine R. Kamptner