

FERRIS STATE UNIVERSITY

FERRIS FORWARD

SPARC
April 13, 2021
3:00 p.m., Zoom

Meeting Summary

In Attendance:

Michele Albright	John Globoker	Kara Peltier
Julie Alexander	Jocelyn Goheen	Kylie Piette
Jennifer Amlotte	Amy Greene	David Pilgrim
Stacy Anderson	Stephen Halko	Piram Prakasam
Lori Armstrong	Gheretta Harris	Joy Pulsifer
Jim Bachmeier	Joe Haupt	Theresa Raglin
Harsh Bhalala	Anne Hawkins-Badge	Michelle Rasmussen
Tony Baker	Fredericka Hayes	Steve Reifert
Jason Bentley	Sarah Hinkley	Angela Roman
Mike Berghoef	Robin Hoisington	Julie Rowan
Megan Biller	Franklin Hughes	Karen Royster-James
Peter Bradley	Mike Hughes	Tracy Russo
Shari Chamberlain	Emmanuel Jadhav	Kristen Salomonson
Matthew Chaney	Jennifer Johnson	Ashley Schulte
Richard Scott Cohen	Leonard Johnson	Mandy Seiferlein
Terri Cook	Karen Kiio	Kelly Senkowski
David Damari	Andrea Kitomary	Mike Staley
Nicole DeKraker	Bhavani Koneru	Wendy Stapp
Amy Dorey	Paul Kwant	Daniel Taylor
Steve Durst	Jennifer Lamberts	Patty Terryn
Kara Eagle	Rod Larson	Kasey Thompson
Dave Eisler	Anne London	Spence Tower-Chair
Jeff Ek	Margaret Lyons	Lisa vonReichbauer
Allyson Faulkner	Sheila MacEachron	Dan Wanink
Justin Faris	Tara McCrackin	Jeanine Ward-Roof
Bobby Fleischman	Leah Monger	Hannah Wieters
Jody Gardei	Brooke Moore	Mark Wilk
Angela Garrey	Kaylee Moreno	Trinity Williams
Sharon George	Bob Murray	Amy Winker
Lincoln Gibbs	Shelly Pearcy	Kaitlin Zies

Chair Spence Tower – Welcome and topics for today are: Campus updates, Strategic plan accomplishments, and what we have learned during the pandemic. Reminder about Planning Retreat Day with the President's Council on May 5 and the SPARC Retreat on June 23.

Campus Updates – President Eisler spoke briefly about the following topics:

- Budget – at this point there is no need to plan for a budget cut. The State Legislature is back from break and there is no indication of any big surprises to come out of them.
- Enrollment – the numbers are encouraging as they are up for the fall.
- Campus Master Planning – after feedback from this group, some updates to Williams Auditorium have been moved up the list. Also, there will be renovations to the Alumni

Building to accommodate those that are in the East Building and that building will be razed.

Strategic Plan Progress -

Strategic Plan Highlight Video <https://www.youtube.com/watch?v=Tc4wt9FCy4Q>

Strategic Plan Progress Update

<https://ferrisstateuniversity.sharepoint.com/:w/s/StrategicPlanAssessmentTeam/ERizAiy29AIDlOQ2DGYq604BsDajq77I8jNE3otbOoTkhq?e=S811DR>

Academic Programs and Offerings

- Market Driven Programs
 - Artificial Intelligence, BS
 - Social Justice, BS
- Kendall Campus
 - Arts History, AS
 - Product Design, BFA

Student Success

- Ferris Launch Program -
<https://www.ferris.edu/admissions/financialaid/FerrisLaunch.htm>
 - Free tuition for high performing students with critical financial need
 - Eligibility - 1st degree, fill out a FASFA, have 3.0 high school GPA, and enroll for 12 credit hours
- KCAD Innovation Hub -
https://www.ferris.edu/strategic-planning2/pdfs-docs/SPARC_KCAD-InnovationHub.pdf
 - Connection point with regional industry and local community partners through grant funded projects

Institutional Effectiveness

- Office of Graduate Studies
 - Establish an Office – hired clerical position, collaborated with UGPC to begin policy review, upgraded webpages
 - Launch Marketing Campaign – New records created and new applications up significantly since last year
 - Streamline Application Process – Common reference form agreed upon, Applicant Dashboard nearing completion, Application Review Tool built and being tested, PharmCAS in progress, OptomCAS and Nursing CAS to follow.

Pride and Community

- Ferris.edu webpage updates
 - Align w/ Ferris Forward branding
 - Improve User Experience
 - Emphasis on prospective student content
 - Initiated a collaborative plan to transition all colleges, department and office webpage content by Fall 2021

Enhancing Resources

- Academic Grants – just a sampling:
 - Gail Bullard (College of Health Professions) and Scott Sexton (College of Pharmacy) received a **\$1 million grant** from the U.S. Department of Health and Human Services Health Resources and Services Administration for an Opioid Implementation Program.

- Greg Gogolin (College of Business) received a **\$376,268 grant** from the U.S. Department of Defense.
- Liza Ing (College of Arts, Sciences, and Education) received a **\$113,262 grant** from Michigan's Department of Talent and Economic Development.
- Eric Nybo (College of Pharmacy) received a **\$385,406 grant** from the National Institutes of Health -National Cancer Institute, and a **\$407,900 grant** from the National Science Foundation.
- Victor Piercey (College of Arts, Sciences, and Education) received a **\$16,465 grant** from the National Science Foundation.
- Deedee Stakley (OTSSP) and Andrew Peterson (eLearning) received a **\$669,216 grant** from the U.S. Department of Agriculture's Distance Learning and Telemedicine grant program.

Pandemic Induced Innovation – Members shared some innovation that came about because of the pandemic that we might want to continue. Some examples of innovation in teaching include using cell phones for a lot more, addressing rural disparities, and using informal learning spaces. In housing and dining a couple examples that were very successful are “ready to heat entrees”, Ferris Friendsgiving Brutus Boxes and using a check in packet for students with everything they need in it. The remainder of the meeting the SPARC members broke into groups to brainstorm more innovation that came about and how we can continue to use it to enhance our student experience. See the worksheets from those sessions here:

<https://ferrisstateuniversity.sharepoint.com/:f:/s/StrategicPlanAssessmentTeam/EktuohtlruRGqWu0DvdiG0YBStOghBp-QrfkF4J-ZD9JEA?e=RvVIhr>

Chair Tower adjourned the meeting

Adjourned: 4:46 pm

Next meeting: May 5, 2021, Planning Day
June 23, Summer Retreat

Submitted by Terri S. Cook