

SPARC - April 13, 2021

Campus updates – President Eisler

Strategic plan accomplishments (2019-2024) – Bobby Fleischman, David Pilgrim, Franklin Hughes

- Review strategic accomplishments
- Seek and discuss wider set of achievements

What have we learned during the pandemic?

- Teaching examples – Amy Greene
- Non-teaching examples – Gheretta Harris, Joy Pulsifer
- Seek and discuss wider set of innovations

Upcoming retreats

- Wednesday, May 5
- Wednesday, June 23

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Strategic Plan Progress Update

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Campus updates: President Eisler

- Budget
- State legislature
- Enrollment
- Campus master planning

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Strategic Plan Accomplishments Update

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Strategic Plan Progress Update

- [Strategic Plan Highlight Video](#)
- [Strategic Plan Progress Update](#)
- Summary of accomplishments in each area
 - Academic Programs and Offerings
 - Student Success
 - Institutional Effectiveness
 - Pride and Community
 - Enhancing Resources
- Opportunity to provide additional accomplishments

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Academic Programs and Offerings

Market-Driven Programs

Big Rapids campus and online

- Artificial Intelligence, BS
- Social Justice, BS

Kendall College of Art and Design campus

- Art History, AS
- Product Design, BFA

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Student Success

- Ferris Launch – Link to [website](#)
 - Free tuition for high-performing students with critical financial need
 - Eligibility - 1st degree, FASFA, 3.0 GPA, 12 Credit hours
- KCAD Innovation Hub – Link to [more details](#)
 - Connection point with regional industry and local community partners through grant funded projects
 - Irwin Seating
 - FloraCraft
 - Pharmacy Design

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Institutional Effectiveness

- Office of Graduate Studies
 - Establish Office
 - Hired graduate office clerical position
 - Collaborated with UGPC to begin policy review
 - Completed upgrade to webpages
 - Launch Marketing Campaign
 - New Salesforce records created since March 1 – April 5: 932
(compared to 88 last year)
 - New applications since March 1 – April 5: 91
(compared to 43 last year, a 112% increase)
 - Streamline Application Process
 - Common reference form agreed upon
 - Applicant Dashboard 90% complete
 - Application Review Tool initial build and testing complete
 - PharmCAS in progress, OptomCAS and NuringCAS to follow

Pride and Community

- Ferris.edu webpage updates
 - Align with Ferris Forward branding
 - Improve User Experience
 - Emphasis on prospective student content
 - Initiated a collaborative plan to transition all colleges, departments and office webpage content by Fall 2021
 - Current status of updates
 - Website suggestions

Enhancing Resources

- Academic Grants

- **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.

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Submit Progress and Updates!

- [Academic Programs and Offerings](#)
- [Student Success](#)
- [Institutional Effectiveness](#)
- [Pride and Community](#)
- [Enhancing Resources](#)

Pandemic-Induced Innovation

- **Premise:** We may think we want to go back to what we used to do, but some of our changes could be worth continuing!
- Examples of innovations in each area
 - Teaching
 - Amy Greene
 - Non-teaching
 - Gheretta Harris
 - Joy Pulsifer
- Breakout Groups: Other innovations or thoughts on what we've learned?

Here to Stay: Gheretta Harris

Housing and Residence Life

- Operation Move-in Process Changes
- Check-In Packet
- Information Alley
- Express Check-Out

Dining Services

- “Ready to Heat” Entrees
- Ferris Friendsgiving Brutus Box

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Pandemic-Induced Innovation

- Breakout Groups:
 - Other innovations or thoughts on what we've learned in teaching and non-teaching settings at Ferris
 - Link to SharePoint file [4.13.21 SPARC Meeting](#) to document group discussions

Ferris Upcoming Retreats

- Wednesday, May 5 – University-wide Planning Retreat
- Wednesday, June 23 - SPARC Retreat