

# FERRIS STATE UNIVERSITY

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FERRIS FORWARD

## SPARC

October 12, 2021

3:00 p.m., Zoom

### Meeting Summary

**In Attendance:** 60 participants on zoom, 15 participants in person

**Chair Spence Tower** welcomed everyone and shared that the November meeting has been moved from Tuesday, Nov. 9 to Thursday, Nov. 11. Today's meeting will focus on the Ferris Equity Initiative (FEI) and how that correlates with Navigate.

Assoc Provost Seiferlein explained how the FEI and Navigate closely align with the strategic priorities of the University. FEI is at the center, representing our Vision, grounded in our Core Values and aligned with the Mission, Strategic Plan and our commitment to Continuous Improvement.

VP Pilgrim discussed how recent events, followed by demonstrations challenged the University to look at the ways that its practices and policies impact African Americans and other people of color. We need to assess and address inequities; to look at the student experience and how that experience ties to the success or lack of success for the student.

#### Breakout #1 Discussion Questions

1. What would an equitable student experience at Ferris look like to you?
2. If you could have any data available at your fingertips to help you best support students and increase their odds of success, what might that include?

Results will be shared and used for discussion at a future meeting.

Provost Fleischman explained Navigate as a Customer Relationship Management (CRM) tool. It is technology for managing and analyzing relationships and interactions with students across the entire student experience.

#### Breakout #2 Discussion Questions

1. What questions or concerns do you have?
2. What recommendations do you have for building excitement and engagement around this initiative?
3. What more would you like to know?

Again, results will be shared and used for further discussion.

The presentation can be viewed here: [SPARC Presentation](#)

**Chair Tower adjourned the meeting 4:54 pm**

**Next meeting:** November 11, 2021, 3pm

Submitted by Terri S. Cook