



SPARC
February 9, 2016
3:00 p.m., UC 202A
Meeting Summary

In Attendance:

Matthew Adeyanju	Shelly Percy
Mike Berghoef	David Pilgrim
Cheryl Cluchey	Bill Potter
David Damari	Steve Reifert
Amy Dorey	Julie Rowan
Steve Durst	John Schmidt
Dave Eisler	Jerry Scoby
Clifton Franklund	Dylan Tantalo
Jody Gardei	Khagendra Thapa
Scott Garrison	Spence Tower
Sarah Hinkley	Deb Tyson
Leonard Johnson	John Urbanick
Andy Karafa	Michael Vasicek
Beth Logan	Dan Wanink
Bryan Marquardt	Emily Zyla
Kristen Motz	
Karen Ottobre	

Guests:

Usman Adamu, Megan Biller, Deb Dawson, Susan Jones, Kara Kosloski, Jeremy Mishler, Mischelle Stone

Chair Spencer Tower brought the meeting to order and noted the next meeting dates for SPARC: March 15, 2016; and April 12, 2016.

Divisional Updates

VP Scoby reported on the progress of West Campus Apartments; planning for a North Campus residence hall, roads and parking; and searches for Associate Vice President for Human Resources and Chief Technology Officer. VP Ward-Roof provided an update on the Dean of Students search, the Strategic Enrollment Plan, and Career Fair; reported that prospective students are receiving more personalized experiences; and reminded members of the approaching Student Government's BIG Event. Student Government representative Dylan Tantalo shared some of their upcoming events. President Eisler reported that the Governor's Executive Budget will be announced February 10th. It proposes an increase to higher education of 4.4%, which if adopted, would mean a 5.6% increase or \$2.8 million to Ferris. The Executive Budget is a starting point for discussions with the Michigan House and Senate, but this is positive news from Lansing.

Digital Media and Student Enrollment

VP Shelly Percy and Associate Vice President for External Affairs Jeremy Mishler presented a historical background of Ferris efforts in branding and efforts to shape public perceptions of the university; the transition to a more intentional, brand awareness in 2004-5; and the recent move to a greater student recruitment focus. They shared campaign objectives and the media plan for the current year using a marketing firm with special skills in digital marketing. This has produced some excellent results, including more than 47 million impressions from the media plan for Fall 2015. They then reported on the next steps and responded to numerous questions from SPARC members concerning out-of-state reach, marketing for accessibility issues, website updates/migration to new templates, and marketing cost. The [presentation](#) is available on the SPARC website.

Chair Tower adjourned the meeting.

Next meeting: March 15, 2016

Adjourned: 4:30 pm

Submitted by Elaine R. Kamptner