



## SPARC

**March 19, 2019  
3:00 p.m., UC 202A**

### **Meeting Summary**

#### **In Attendance:**

Mike Berghoef  
Megan Biller  
Paul Blake  
Terri Cook  
David Damari  
Jennifer Dirmeyer  
Dave Eisler  
Mike Hughes  
Beth Logan  
David Nicol  
Shelly Percy

David Pilgrim  
Joy Pufhal  
Michelle Rasmussen  
Julie Rowan  
Mandy Seiferlein  
Spence Tower  
Dan Wanink  
Trinity Williams  
Gregory Zimmerman

#### **Guests:**

Peter Bradley, Christy Bregg, Erin Diehm, Jeff Ek, Anne Hogenson, Cindy Horn, Karen Kiiio, Jeremy Mishler, Kasey Thompson, Dana Wekenman, Mark Wilke

**Spence Tower called the meeting to order**, and introduced today's topics. VP Shelly Percy started the meeting with an update on the Branding Campaign.

#### **University Branding**

VP Percy provided an update of what 160/90, our new branding firm, is developing. Expected outcomes from this effort are:

- Improve general reputation and perception of FSU
- Address declining enrollment
- Build a cohesive messaging strategy
- Improve yield and retention
- Elevate to a school of choice

They are finalizing a statement that represents Ferris. VP Percy shared some of the types of brochures and other materials under consideration and also some ideas for impact statements. She solicited input from the group on these ideas. This feedback will be shared with 160/90.

#### **Legislative Update**

President Eisler shared topics of interest from recent visits to the Legislature and discussed portions of the Governor's proposed budget that could affect Higher Education.

**Chair Tower adjourned the meeting**

**Adjourned:** 4:55 pm

**Next meeting:** April 16, 2019, 3pm, UCB 202A

Submitted by Terri S. Cook