

FERRIS STATE UNIVERSITY

STRATEGIC PLAN

PROGRESS REPORT

Core Values: Collaboration, Diversity, Ethical Community, Excellence, Learning and Opportunity

June 2016

Our Strategic Plan in Action

The 2015-16 academic year marked the second year of actions guided by Ferris State University's current strategic plan, "Living our Values." As we review our progress, we can clearly see the impact of these efforts on our university community and the students we serve. This is the real test of the efficacy of our planning—how it affects our graduates and helps prepare them for the future. This is the same goal that inspired Woodbridge and Helen Ferris to found their school 132 years ago.

The story of this success is best told through the experiences of our students. This progress report focuses on some of the graduates of the Class of 2016 and how their accomplishments embody our core values in action. Selected initiatives and achievements are highlighted to show how these supported our students and helped them to earn a Ferris degree—sometimes overcoming remarkable odds to do so.

By making core values the central tenants of our strategic plan, we highlight our Founders' vision and the process of making that vision a reality today for our students. This emphasis on vision, process and values promotes a university-wide perspective that puts our students and their learning experiences at the forefront of everything we do.

Looking back and seeing how we have progressed is important to making decisions that will impact not only current students, but future generations of students.

This year marked the development and implementation of a dashboard which tracks our efforts and progress on these six core values. The [dashboard](#) is accessible at www.ferris.edu/strategic-planning under the "Where Are We Now" tab.

The following is a brief sampling of accomplishments resulting from our strategic planning, and some of the positive overall trends we are experiencing thanks to an approach that puts students first. Many more of these accomplishments are accessible on our strategic planning website. As always, your observations, thoughts, and ideas are both encouraged and solicited. Please write and share them with us.



Commencement 2016



Robert Kollinger II and III

Collaboration

When father-and-son graduates Robert Kollinger II and Robert Kollinger III received their degrees in Industrial Technology and Management, it was the first time they had set foot on the Big Rapids campus. Ferris' collaboration with Macomb Community College allowed them to earn their degrees near where they live. Their success also exemplifies the commitment of Ferris faculty to extend our education programs to meet students' needs wherever they might live.

- This past year a collaborative group of over sixty faculty and staff from throughout the university completed work on a Strategic Enrollment Plan. The action plans this developed are designed to improve student access and opportunity, and enroll, retain and graduate a larger and more diverse student body while advancing the academic quality of our student population.
- On Sept. 8, 2015 the Grand Rapids Public Museum School began teaching 6th grade students. The school is a collaboration between the museum, Kendall College of Art and Design, Grand Rapids Public Schools, Grand Valley State University, the City of Grand Rapids and Downtown Grand Rapids, Inc. The school, which will ultimately serve grades 6-12, uses progressive teaching techniques and immersive environments to challenge students both intellectually and creatively.
- Ferris Pharmacy students along with professionals including dietitians, nurses, pharmacists and physicians, are working with health care providers at Cherry Street Health Center in Grand Rapids to improve diabetes health outcomes. The initiative identifies how regional partners can develop collaborative, innovative and inter-professional initiatives across disciplines, learning institutions and health care systems. Students from Ferris' Michigan College of Optometry also serve patients there. Last fall CSH recognized Ferris' contributions at its annual benefit dinner.

Ethical Community

"My hope is that as/humanity, we can learn to see/each other's bodies as if they/were a gift."

- Emily Garlick

Emily's poem comes from an ArtPrize entry which featured her words and a life-size photo of this Integrative Studies graduate. Her grace, poise and determination touched many people both at Ferris and far beyond campus.



Emily Garlick

Sustainability Task Force

This past year a university-wide team was assembled to address the issue of sustainability. More than 1,200 faculty, staff and students took part in a survey on this important issue. In addition to a broad set of recommendations, the draft report noted areas of engagement, including the Kendall partnership with the Wege Foundation to hold the annual Wege Prize, which challenges students to design products based on the idea of a sustainable, circular economy.

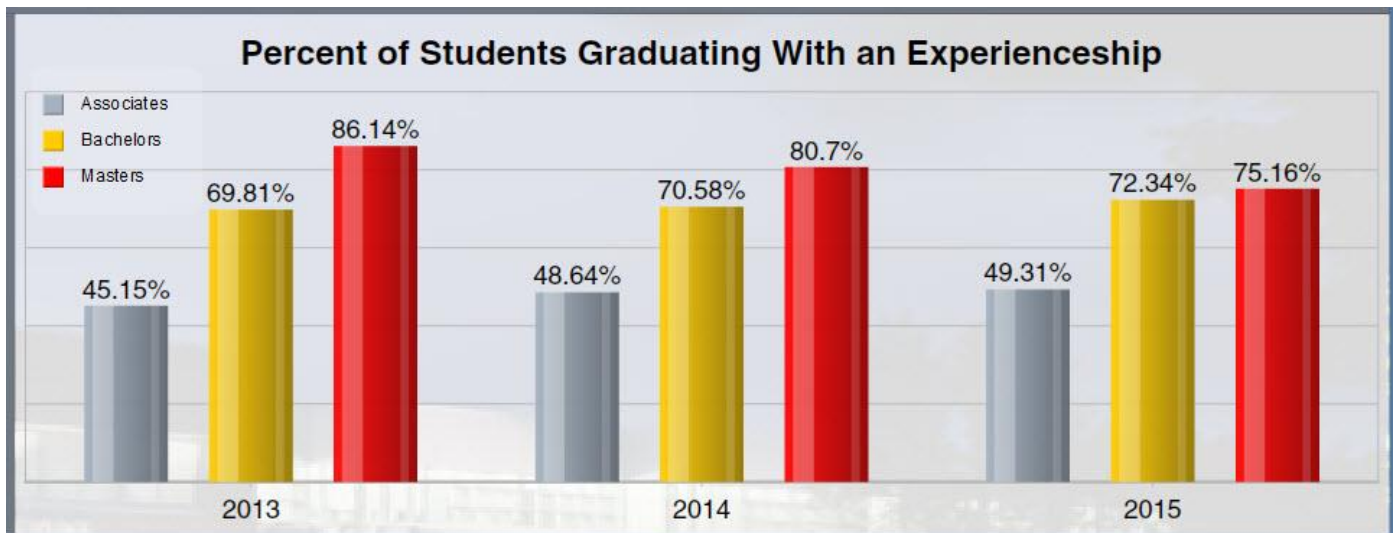
Learning

In his native Saudi Arabia, Abdulaziz (Zeus) Qadizadah dreamed of continuing his education in the United States. Realizing that dream involved English language classes, treatment for a heart condition, and starting a family all while working toward a Ferris degree. University founder Woodbridge Ferris required two things of his students—the desire to learn and the commitment to work hard. Today Ferris State University remains committed to providing the resources that students like Zeus need to succeed and prepare for rewarding careers—in his case in the field of Criminal Justice.



Abdulaziz Qadizadah

- Last September Ferris dedicated the Shimadzu Core Laboratory for Academic and Research Excellence established with a \$500,000 grant from the global instrument company Shimadzu. Through this students and faculty have access to state-of-the art instruments, technologies and services that foster interdisciplinary research within and among colleges throughout the university.
- To help address both the needs and interests of students, the School of Nursing revised its curriculum, replacing some clinical hours with simulations. This allowed the admission of an additional cohort of students in summer 2016 to ease the wait time for Pre -Nursing students. The Nursing program also developed a Doctor of Nursing Practice degree, the fourth doctoral or first professional program at Ferris.
- We continue to implement a vision of a campus based upon living/learning opportunities. This living/learning philosophy has been furthered through the Board of Trustees approval of the first new residence-style housing since the 1960s. Also, three Arts and Sciences Departments and Housing have collaborated to create a living-learning community for incoming Psychology majors for 2016-17.
- The number of bachelor-degree students graduating with an experienceship continues to increase. This underscores the university's career-oriented mission and efforts to graduate students who are ready to begin building their careers from their first day on the job.



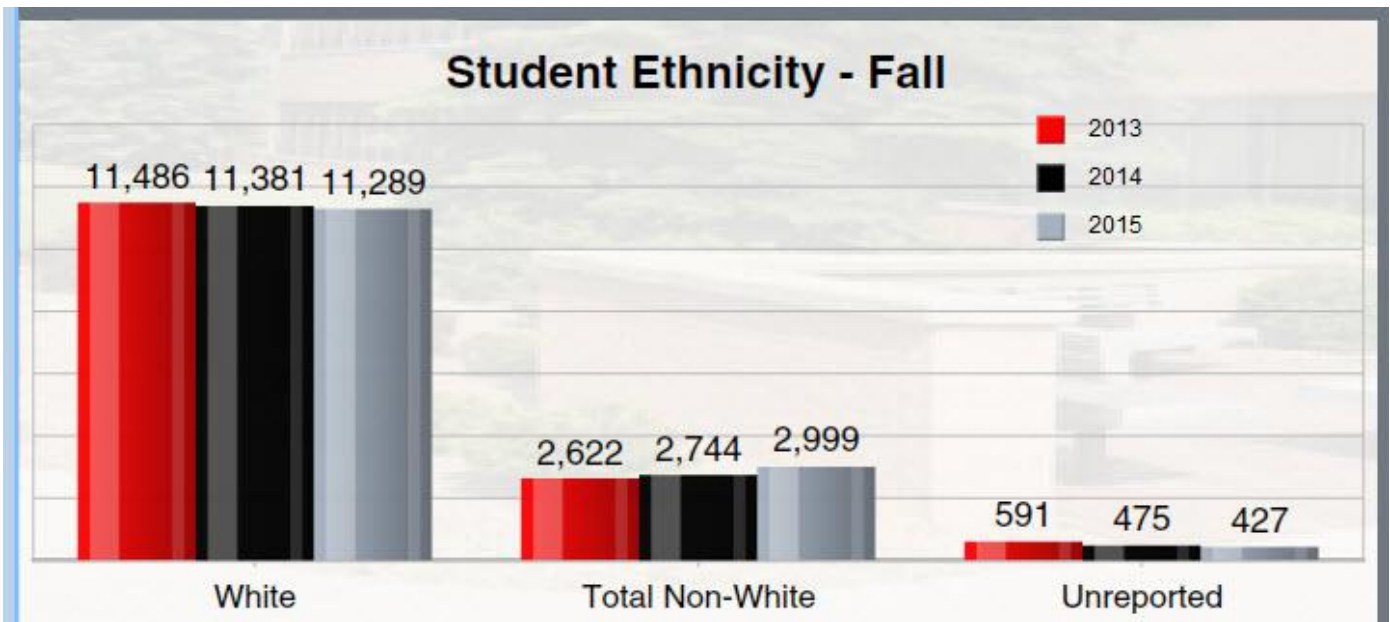


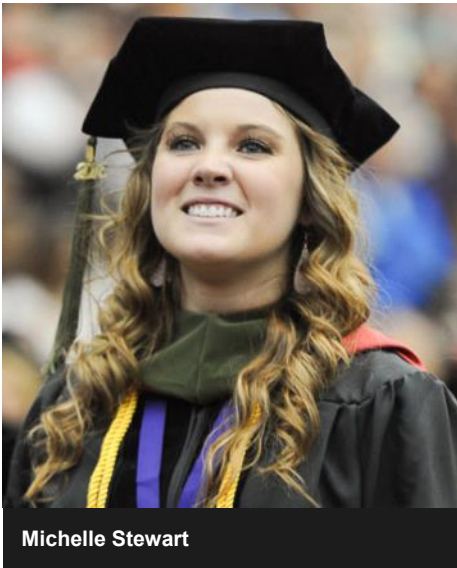
Judy and Akmal Saydazamov

Diversity

When talking about what attracted them to Ferris, Akmal and Judy Saydazamov point to the diverse student body they saw represented on the university's website and printed material. Once here, they saw that diversity in person. The couple, originally from Uzbekistan, graduated with their degrees in Nursing and are now pursuing their doctoral studies.

- As its name suggests, Ferris' 2016-21 Diversity and Inclusion Plan moves beyond the notion of diversity to include the more proactive and dynamic concept of inclusiveness. Developed by a cross-divisional team, the plan's goals include recruiting and graduating a diverse student population; employing a diverse workforce; building an infrastructure that supports diversity and inclusion; and building upon the university's partnerships with organization that support these goals.
- The Woodbridge Promesa program, run though our Center for Latin@ Studies, helps high school students establish college-level proficiency. This has helped to more than double the enrollment of Latinos at Ferris in the last five years. Other outreach efforts have significantly increased our International student population.
- BEYOND: Globalization engaged faculty and staff to learn more about international resources for personal and professional growth at Ferris and featured the work of thirty-five faculty and staff. The exhibit included 45 different posters that illustrated various aspects of Ferris' global engagement, including experiential learning opportunities with exchange partner universities and international student engagement, among many topics.
- Our student body continues to become more diverse. In five years the number of minority students at Ferris has doubled, now constituting 20 percent of the student population.





Excellence

It is difficult to single out just one student to illustrate Excellence, but Michelle Stewart exemplifies this core value. She earned her PhamD degree while battling the effects of Cystic Fibrosis—a condition she largely kept hidden from her classmates until graduation. She moves on from Ferris to a residency with the long-term goal of a practice in chronic disease management..

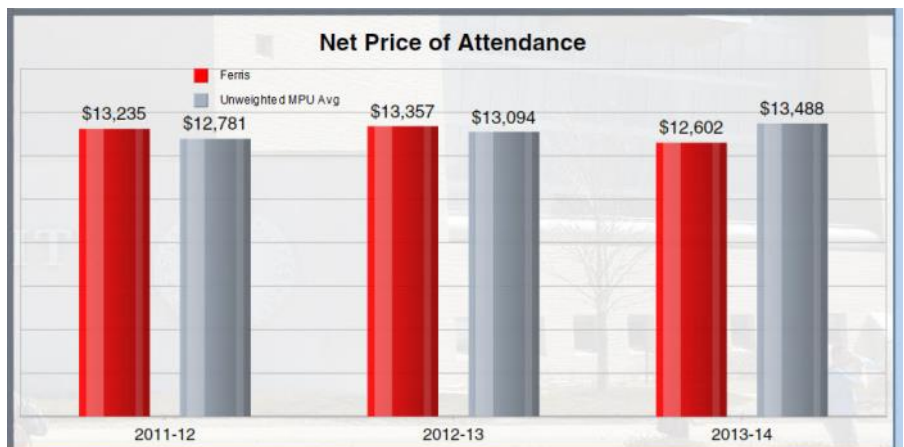
- In a recent satisfaction survey, almost 90 percent of graduating students said they agree somewhat or strongly that they were proud to attend Ferris/Kendall. More than 90 percent would recommend Ferris/Kendall to a family member. 80 percent agree that Ferris was a good value for their money.
- Ferris students win numerous regional and national awards. For a second consecutive year, a Ferris student was selected for a Breaking Traditions Merit Award from the state of Michigan. The award recognizes excellence in a nontraditional career and technical program. Electrical Engineering Technology junior Kaylie Bohn was honored by the State Board of Education. Bohn was also honored at the College of Engineering Technology's first Nontraditional Recognition Dinner. Many more student achievements are included in our monthly [Good News listings](#) are accessible by typing "Good News President's Office" on Ferris.edu home page search engine.
- Five different Bulldog teams won Great Lakes Intercollegiate Athletic Conference championships: Football, ice hockey, men's basketball, men's tennis and volleyball. Football had its second consecutive undefeated season, women's volleyball and men's basketball advanced to the NCAA regional final, and men's tennis reached the final four of the NCAA national tournament. Student-athletes also excel in the classroom, consistently maintaining a higher overall grade point average than the overall student body
- As the average cost of attendance at Michigan Public Universities continues to increase, Ferris State University has reduced the net price of attendance. As a result, the average student of our graduates has decreased for the second year in a row.

Ferris Listed by Money as High-Value University

Ferris State University was listed 11th among the 14 most rapidly improving high-value public colleges in the U.S. by *Money* magazine.

The listing was based on a study of college graduation rates by the Education Trust, a Washington D.C.-based think tank. *Money's* data analysis highlighted 14 public colleges and universities from a larger pool of the nation's rapidly improving high-value institutions of higher learning. The rankings are based on a formula that includes affordability, educational quality, and graduates' financial success.

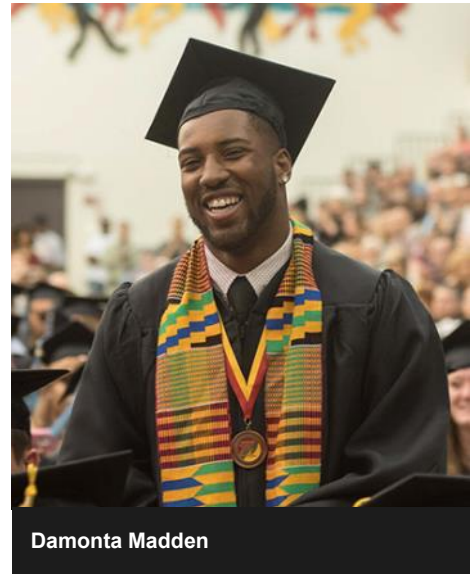
The analysis noted that "these colleges all currently have above-average graduation rates, have raised their graduation rates for all students by at least 10 percent since 2003 and have reduced the achievement gap disparities."



Opportunity

Opportunity takes many forms. For Damonta Madden, that included the Ferris Youth Initiative, which helps support students who have been adopted or orphaned. Damonta used his opportunity to become a two-sport student-athlete in football and track. He was one of three Arthur Ashe Jr. Sports Scholars at Ferris, and begins graduate studies in education leadership this fall.

- At the Ferris Foundation Benefit in November 2015, the university announced the Ferris Futures Fund. Action by the Board of Trustees and Foundation Board designed an \$18 million dollar refund from the state retirement system for scholarship endowments. By matching new scholarship endowment donations, the goal is to grow this initial \$18 million fund into a \$36 million by 2022. This is a transformational moment in support for our students at Ferris State University. In reaching this goal we will have increased our overall scholarship endowments to over \$50 million, generating \$2 million in scholarships annually. Together with the strong commitment of our donors, the Ferris Futures Scholarship Challenge can increase opportunities for Ferris students beyond any single initiative in university history.



Damonta Madden



Imagine More

Thompson Foundation Scholarship

The Robert and Ellen Thompson Scholarship Program for Working Class Families has been established at Ferris to help students who might otherwise struggle with the costs of a college degree.

Students who meet the criteria and are selected will receive an annual support of at least \$1,000 and as much as \$5,000. In its first year the program will support at least 10 students, while in its 4th year the program will assist 40 Ferris students annually.

Robert and Ellen Thompson's vision for assisting working class students is in the tradition of founders Woodbridge and Helen Ferris, who started their school with the goal of helping under-employed people get the skills they needed to improve their lives, families and communities.