

Strategic Plan Progress Report 2017-2018

Mission and core values are the driving forces behind *Living Our Values*, the University's strategic plan. Launched in 2014, this completes the fourth year of the plan, with many accomplishments throughout the course of the 2017-2018 academic year.

This progress report for 2017-2018 provides examples of the accomplishments of our faculty and staff for each of our core values: Collaboration, Diversity, Ethical Community, Excellence, Learning, and Opportunity. This is just a small sampling; there are many achievements across all colleges and divisions.

Every employee contributes to the successes experienced at Ferris State University. Our founders would be proud that we are continuing the legacies they have entrusted to us. Thank you for living out our strategic plan and keeping students at the forefront of your efforts each day.

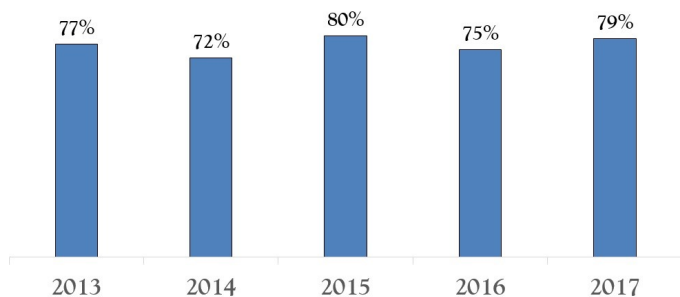


Living Our Values

Collaboration | Diversity | Ethical Community | Excellence | Learning | Opportunity

LEARNING: Ferris State University values education that is career-oriented, balances theory and practice, develops critical thinking, emphasizes active learning, and fosters responsibility and the desire for the lifelong pursuit of knowledge.

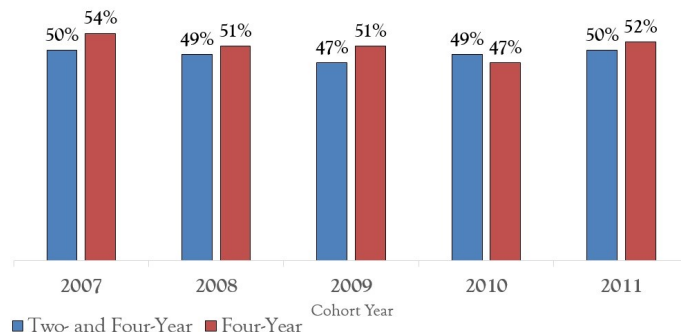
First-Year Student Retention – Bachelor FTIACs Spring First Year to Fall Second Year



In 2017, first-year student retention increased by four percentage points, edging us close to our goal of 80%.

FERRIS STATE UNIVERSITY

Six-Year Graduation Rates Two- and Four-Year Degree Seeking Graduates

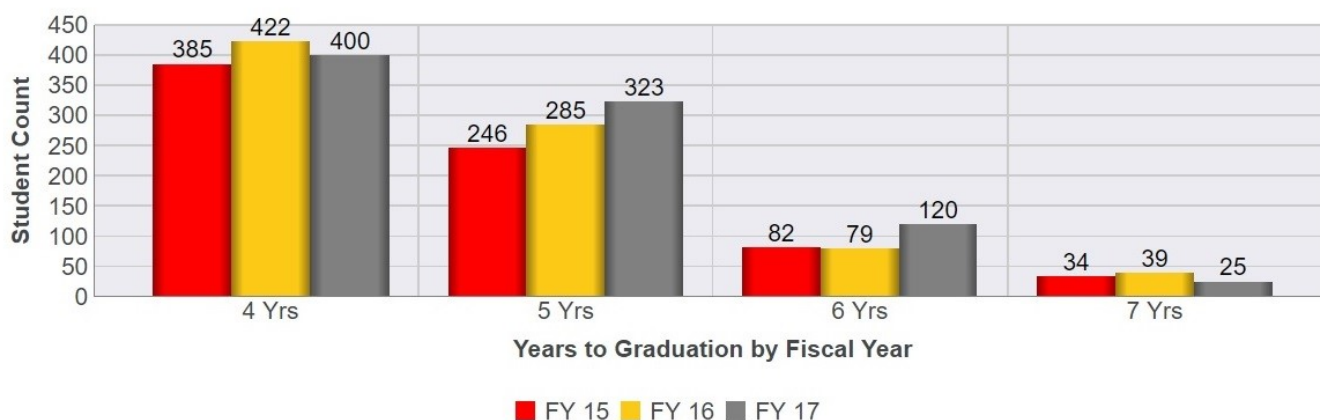


Six-year graduation rates are increasing, meeting our goal of 52%.

FERRIS STATE UNIVERSITY

Years to Graduation - FTIACs

Bachelor Degree Graduates



Along with increasing graduation rates and student retention, we are seeing more students graduate in four or five years.

LEARNING: *Ferris State University values education that is career-oriented, balances theory and practice, develops critical thinking, emphasizes active learning, and fosters responsibility and the desire for the lifelong pursuit of knowledge.*

SWAN ANNEX EXPANSION AND RENOVATION

The only higher-education capital outlay project approved in 2016 by the state legislature



The Swan Annex expansion and renovation creates the Centers for Welding Excellence and Advanced Manufacturing, with project completion in August 2018.

Ken Janke Sr. Golf Learning Center

Future Home of the Michigan Golf Hall of Fame

Currently under construction and expected to be completed by early 2019, this facility will feature 10,000 square feet of space that includes state-of-the-art TrackMan golf technology for Ferris' PGA Golf Management students and visitors, three indoor/outdoor heated hitting bays for year-round use, an indoor putting green, and space to house the new permanent home of the Michigan Golf Hall of Fame.



DOCTORATE IN COMMUNITY COLLEGE LEADERSHIP

Continued program expansion with new site established in Texas



Twenty-two students began their journey to becoming key administrators in higher education as members of the first cohort pursuing Doctorate in Community College Leadership degrees from Ferris State University at Lone Star College's University Center campus in The Woodlands, Texas.

OPPORTUNITY: Ferris, with a focus on developing career skills and knowledge, provides opportunities for civic engagement, leadership development, advancement, and success.

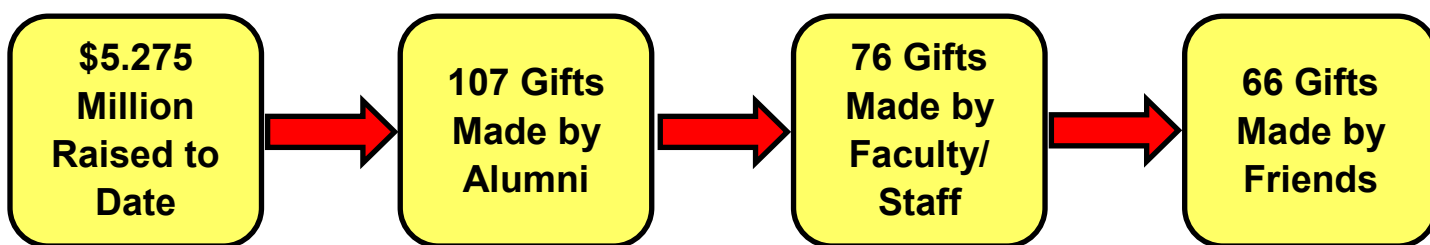
NOW & ALWAYS / The Campaign for FERRIS STATE UNIVERSITY

On Nov. 9, 2017, the University publicly launched [Now & Always: The Campaign for Ferris State University](#), the university's first comprehensive fundraising effort in its 133-year history. The multi-year campaign aims to engage alumni, friends, and other supporters to raise \$80 million to advance three major priorities: Investing in Students, Program Expansion and Innovation, and Building Partnerships. *To date, \$68 million has been raised toward these priorities.*



Criminal Justice student Kayleigh Schropp spoke about the value of her Ferris Foundation Opportunity Scholarship at the campaign kickoff inside the University Center.

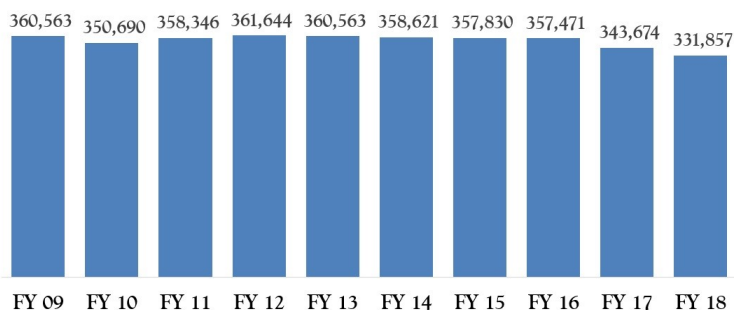
Ferris Futures Scholarship Challenge



Enrollment

This graph compares annual student credit hours University-wide. While the number of student credit hours has been decreasing, many people across the University are working very hard to recruit and retain students, in addition to creating a positive experience for our students.

FSU Annual Student Credit Hour Enrollment



DIVERSITY: *By providing a campus which is supportive, safe, and welcoming, Ferris embraces a diversity of ideas, beliefs, and cultures.*

NEW LGBTQ+ RESOURCE CENTER & MEDITATION ROOM



Located in the University Center, the LGBTQ+ Resource Center opened on Feb. 28, 2018, and serves to foster a supportive environment that is open, safe, and inclusive for students of all sexual orientations, gender identities, and gender expressions.

On May 1, 2018, the University hosted its first Lavender Graduation ceremony to honor LGBTQ+ students and to acknowledge their accomplishments and contributions.



On Oct. 26, 2017, FLITE Library held a dedication ceremony for its new Meditation, Prayer, and Reflection Room.

Jim Crow Museum of Racist Memorabilia

Received national publicity during 2017-18

Watermelons, Nooses, and Straight Razors: Stories from the Jim Crow Museum, written by Dr. David Pilgrim, vice president for Diversity and Inclusion, was published in 2017.

Vice News, which airs on HBO, came to campus to interview Dr. Pilgrim and produce a segment on the Jim Crow Museum of Racist Memorabilia. The segment aired on March 23, 2018, and has been viewed more than one million times on [YouTube](#).

On May 16, 2018, Dr. Pilgrim participated in a [Facebook live event](#) hosted by *The New York Times*, which focused on Childish Gambino's (Donald Glover) music video "This is America."

Dr. Pilgrim, along with Eric Deggans, *NPR's* TV critic and Julia Craven, a race and black culture writer for *HuffPost*, shared thoughts with viewers about the video and the surrounding discussions of race and gun violence in America.

ETHICAL COMMUNITY: Ferris recognizes the inherent dignity of each member of the University community and treats everyone with respect. Our actions are guided by fairness, honesty, and integrity.

Mission Trip

Dental Hygiene students take mission trip to Guyana, South America, March 2018



Kelsey Jolly, senior in Dental Hygiene, works on a youth patient during a mission trip to Guyana, South America.

“This little girl was receiving her first cleaning ever. In this trip, we are cleaning and restoring teeth for hundreds of Guyanese people,” Kelsey said.

Community Health Fairs

College of Health Professions and College of Pharmacy students participate in Asian Community Health Fair

The College of Health Professions and College of Pharmacy provided free health screenings to new and established immigrants in Grand Rapids at the West Michigan Refugee Education Center in Kentwood, Mich., on Sept. 23, 2017.

Faculty, staff, and students conducted BMI, blood pressure, and dental hygiene screenings, in addition to blood glucose and cholesterol screenings and prescription medication reviews.

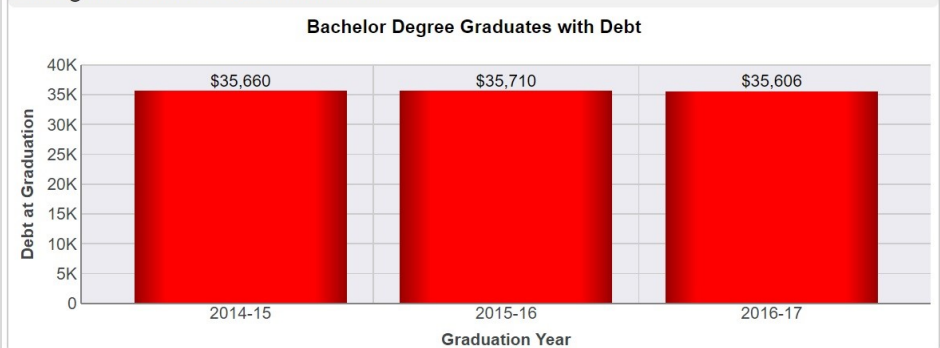


Student Debt

To reduce student debt we continue to focus on containing costs, raising institutional financial aid support, doubling the scholarship base, and reducing time to degree.

As the graph indicates, we are seeing positive results from our efforts.

Average Indebtedness at Graduation



COLLABORATION: Ferris contributes to the advancement of society by building partnerships with students, alumni, business and industry, government bodies, accrediting agencies, and the communities the University serves.

Grand Rapids Public Schools

Collaborations continue to grow



On June 5, 2018, 150 backpacks filled with school supplies and summer learning activities were delivered to Kent Hills Elementary School in Grand Rapids to celebrate the students' Fifth Grade Promotion ceremony. The backpacks were provided by guests, sponsors and supporters of the recent [Growing Opportunity: A Partner Celebration](#) event that honored Grand Rapids Public Schools.

Other partnership highlights include: KCAD's partnership in the creation and development of the [Grand Rapids Public Museum School](#); enhanced opportunities for the Latino and Asian communities of West Michigan, particularly through college-readiness summer programs such as [Promesa Advancemos](#) for middle and high school students; and the newly created [Teacher Cadet Program](#), which aims to recruit talented students to the teaching profession.

Student Recreation Center Renovations

Renovations are underway and will be complete in August 2018

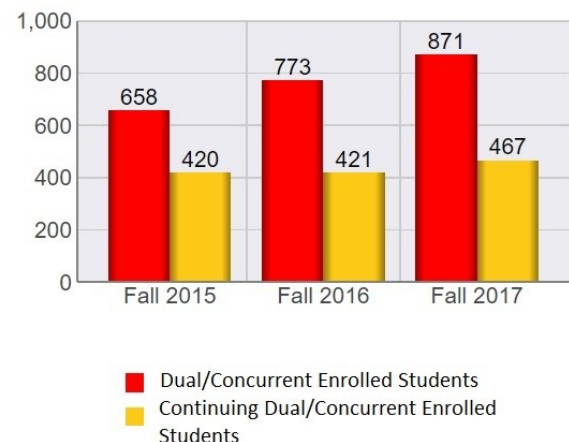
The two-story expansion includes creation of an enhanced power-lifting weight room, welcoming lobby space with additional seating, a wellness classroom, fitness space, vending, updated restrooms, a single-user restroom and the development of additional equipment storage space.



Dual/Concurrent Enrollment

The number of high school students dually/concurrently enrolled continues to increase, reducing their time to degree and student debt.

HIGH SCHOOL DUAL/CONCURRENT ENROLLED STUDENTS



EXCELLENCE: *Committed to innovation and creativity, Ferris strives to produce the highest quality outcomes in all its endeavors.*

National Rankings

“2017 Best Bang for the Buck-Midwest” – *Washington Monthly’s Annual College Guide and Rankings*

U.S. News and World Report’s 2018 Best College Rankings: Top 100 for “Best Online Graduate Nursing Programs,” tied for 68th

- “Best Online Bachelor’s Programs,” tied for 76th
- “Best Online MBA Programs,” ranking moved up from 115th to 83rd, a recognition of Ferris’ consistent, quality product offered to students

U.S. News Best Grad Schools Rankings:

- Doctor of Pharmacy tied for 60th
- Kendall College of Art and Design’s Master of Fine Arts tied for 114th
- Master of Social Work tied for 220th

The **National Council for Home Safety and Security** ranked Ferris 23rd on its list of the **nation’s safest campuses** and was among five Michigan universities ranked in the top 100.

In 2018, the **Master of Science in Information Security & Intelligence** program was **ranked 26th nationally** of all non-MBA online business programs by *U.S. News & World Report*.

University Magazine, a Canadian-based online publication, ranked MCO seventh in its Top-10 list of **Best Optometry Schools in America** for 2018.

The Department of Defense Cyber Crime Center and Air Force Cyber Command Center renewed the Information Security and Intelligence program’s designation as a **National Center of Digital Forensic Academic Excellence.**

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Athletics Success

BASKETBALL - DIVISION II NATIONAL CHAMPIONS



VOLLEYBALL - FOUR-TIME DEFENDING GLIAC CHAMPIONS

The team also advanced to the NCAA Tournament the last seven years.



FOOTBALL - NCAA Division II National Quarterfinals

The men's football team made it to the 2017 NCAA Division II national quarterfinals.



TENNIS

The men's team won the GLIAC regular-season championship for the fourth-straight year and captured a third consecutive GLIAC Tournament title this season.

