

Recruitment Initiatives 2019 Planning Listing

There are many efforts underway that recruit students to Ferris State University. As the number of students graduating from Michigan high schools continue to decline, our enrollment will decline even when we are successful with current efforts. To succeed against these demographic trends, we need targeted approaches that have the potential to attract additional students. Working with additional faculty, staff and administrators in planning sessions this summer, the President's Council identified and developed a group of twelve focused initiatives. We believe strongly that now is the time to begin targeted student recruitment initiatives to see meaningful success by Fall 2019.

As we work to move forward on these initiatives, we also encourage you to work within your department, college, and division on additional targeted ideas that have the potential to make a difference for Fall 2019. We look forward to hearing all ideas as we move forward to encourage more students to attend Ferris State University and to benefit from the opportunities our combined efforts in their education provide.

Initiative 1 - Targeted Marketing and Recruitment Efforts

Identify three to five undergraduate academic programs (either two- and/or four-year) that have market demand, capacity to immediately enroll more students, and where there is strong faculty\staff\ department interest. Direct specific programmatic marketing resources to feature those programs both individually (through specific digital/Search Engine Optimization/Search Engine Marketing and some traditional placements) and more holistically as part of our larger brand marketing campaign throughout the year.

Initiative 2 - Online

Expand offerings and increase capacity for online programs and course offerings. Solve technology challenges that frustrate students in registering for and beginning these courses. Determine the costs to deliver online courses in key areas with current caps and faculty costs.

Initiative 3 – Athletics

Recruit increased numbers of students to intercollegiate athletic programs. Grow current team rosters, with an emphasis on recruiting more women athletes.

Initiative 4 - eSports

Develop an eSports program in this rapidly growing competitive arena. Our all-sports conference, the GLIAC, is looking to create an eSports league (organized, multiplayer video game competitions). What are the needs in terms of physical space, technology, and coaches? What students and faculty\staff are already engaged in eSports?

Initiative 5 – Intermediate School Districts

Revisit and rebuild relationships with intermediate school districts. Suggested initial partners – Kent, Ottawa, and Mecosta-Osceola ISDs. Who are Ferris alumni who work in these districts? Develop special targeted ISD scholarship.

Initiative 6 – Build Community College Relationships

Start with Grand Rapids Community College. They are a natural partner and largest source of community college students. Their new president comes from workforce development and is a very enthusiastic partner. Work with the college to determine what impediments or roadblocks may exist in recruiting their students. How do we expand our working relationship with them? What are the next colleges to meet with as a group? Northwestern Michigan College, Lansing Community College, Kalamazoo Valley Community College...?

Initiative 7 – Provisional Student Admission

Enable admissions recruiters to provide admission for students with special circumstances. Review listing of 76 students who were not admitted to Ferris, but were admitted and attended another four-year college\university.

Initiative 8 – Test Optional Admission

Pilot test optional admissions beginning Fall 2019. Consider whether this should also include the reverse approach, high SAT\ACT and low GPA. Track student success and consider broader implementation Fall 2020. Kendall is moving to an observation exercise/portfolio optional admission and also seeks to implement test optional admission.

Initiative 9 – Expand Ferris Youth Initiative

Admit 10 or more additional students to the Ferris Youth Initiative.

Initiative 10 – Transfer Students

What do we know about transfer students who apply, but do not enroll? Can we identify programs where there is a pattern that students apply, but do not enroll? What can we learn about why they did not enroll? Is this a result of delays in reviewing their credits or in the number of credits we accept? How can we streamline and improve transfer process? Can MyDegree do this?

Initiative 11 – Lone Star College

Expand partnership with Lone Star College in Texas to offer more bachelor's degree programming. Work is underway in offering criminal justice; what other degrees are possible?

Initiative 12 – Winter-mester

Create winter-mester between fall and spring. Offer general education courses and other courses of interest online during the 4-week break between fall and spring semester.