

FERRIS STATE UNIVERSITY

FERRIS FORWARD

SPARC
February 9, 2021
3:00 p.m., Zoom

Meeting Summary

In Attendance:

Michele Albright
Julie Alexander
Jennifer Amlotte
Stacy Anderson
Lori Armstrong
Jim Bachmeier
Harsh Bhalala
Tony Baker
Jason Bentley
Mike Berghoef
Megan Biller
Peter Bradley
Shari Chamberlain
Matthew Chaney
Richard Scott Cohen
Terri Cook
David Damari
Nicole DeKraker
Steve Durst
Kara Eagle
Dave Eisler
Jeff Ek
Allyson Faulkner
Justin Faris
Bobby Fleischman
Jody Gardei
Angela Garrey
Sharon George

Lincoln Gibbs
Jocelyn Goheen
Amy Greene
Gheretta Harris
Joe Haupt
Fredericka Hayes
Sarah Hinkley
Robin Hoisington
Franklin Hughes
Mike Hughes
Emmanuel Jadhav
Jennifer Johnson
Leonard Johnson
Karen Kiio
Andrea Kitomary
Bhavani Koneru
Paul Kwant
Rod Larson
Anne London
Margaret Lyons
Sheila MacEachron
Tara McCrackin
Leah Monger
Brooke Moore
Kaylee Moreno
Bob Murray
Shelly Percy
Kylie Piette

David Pilgrim
Piram Prakasam
Joy Pulsifer
Theresa Raglin
Michelle Rasmussen
Steve Reifert
Angela Roman
Julie Rowan
Karen Royster-James
Tracy Russo
Kristen Salomonson
Ashley Schulte
Mandy Seiferlein
Kelly Senkowski
Mike Staley
Wendy Stapp
Daniel Taylor
Patty Terryn
Kasey Thompson
Spence Tower-Chair
Lisa vonReichbauer
Dan Wanink
Jeanine Ward-Roof
Hannah Wieters
Trinity Williams
Amy Winker
Kaitlin Zies

Chair Spence Tower – Reminded everyone of upcoming meetings:
March 9, 2021 April 13, 2021

Focused Enrollment Groups Presentations: The Enrollment groups have all met since the January meeting and shared some of the things they are working on now to try to influence enrollment.

1. FTIACS – Kristen Salomonson
 - Orientation for admitted/committed students
 - Mobile friendly
 - Admission to a College even if they can't be admitted to the program
 - University sponsored housing for KCAD students
 - First time students come to campus a week early

2. On-line Delivery – Amy Greene
 - Faculty and staff champions of online learning
 - Highlight reel for online programs to be used for recruitment
 - Student voices to share their online experiences at Ferris
 - Repository of online syllabi content to share best practices (3)
 - Pilot an online learning readiness indicator/orientation (e.g., SmarterMeasure™) for students in online programs

3. Graduate Students – Steve Reifert
 - Met with program coordinators – launching a marketing program this spring
 - New application module
 - Goals by August
 - Online graduate orientation
 - Virtual graduate fair/open house (hold in April)
 - New application process
 - Training for graduate coordinators
 - Graduate program web pages
 - Development of programs and certificates

4. Re-Enrolled Students – Jason Bentley
 - Hold Management –Review current holds and implications for continued ability to register/enroll.
 - Aid Acceptance Resolution –Students who owe between \$1,000 and \$1,800 - students generally had available aid and needed to accept; process for loan/aid counseling; reaching out to students who haven't accepted their aid; what is the process? How might we adjust institutional actions to encourage loan/aid acceptance? Develop/Recommend a process.
 - Leverage Summer Offerings –Develop/Recommend process to encourage students who did not earn 30 new credits to enroll in Summer courses with free housing.
 - Student Not Making Academic Progress –Students with low gpas who are likely to benefit from additional support. Might there be a summer “catch-up” opportunity? Learning community? Create a summer learning community in North Hall. Could CARES Act funding be a source to support a summer “COVID Catch-Up” Community?
 - Spring 2020 to Fall 2021 Re-Enrollment –Students who did not return between Spring 2020 and Fall 2020/Fall 2021 are a group we might target for re-enrollment.
 - AA Degree Completers –Encourage AA degree completers to return and complete BA/BS degree at Ferris. What are the reasons/barriers preventing continued enrollment and how might Ferris best prepare to address these questions/concerns?
 - Organization of Support Resources / Resources for Advisors –What are the supportive resources available to assist students? How might we organize these to share with students so they are both aware and easily able to engage?

5. Transfer Students – DeeDee Stakley
 - Develop pipeline for Future for Frontliners and Michigan Reconnect students who complete their Associates at a Michigan Community College.
 - Evaluate, propose and implement revisions to the transfer student admissions process in an effort to more efficiently get transfer students admitted and connected to their college/advisor quicker.
 - Revise readmit process.

- Promote and build on MiTransfer Pathways to build clear pathways for students to both complete the pathway and/or their Associates and transfer to Ferris.
 - Review and update all transfer guides and articulations to ensure that they are up to date, accurate and available for students to use as a tool when transferring to Ferris.
 - Consider ways to promote and generate more use of the Transfer Tool.
6. International and Domestically Diverse – Piram Prakasam
- Look at current process and programs
 - Some programs have no minority representation – recruit by program
 - Detroit Promise students?
 - Need more off-campus representation – liaisons
7. Dual Enrollment and Partnerships – Tony Baker
- Define and critique distinct delivery models (Concurrent, After School, Traditional) Understand effectiveness – learning and matriculation?
 - Review Current participation by school and racial demographics
 - “Partner Schools”
 - Extended School Participants
 - Identify new (missing) school districts and individual schools that could be targeted with an emphasis on fulfilling our goals for diversity
 - Marketing prototype and consideration of expansion of marketing materials
 - University wide strategic DE implementation plan

Promoting Innovation at Ferris and KCAD – Presentations of these initiatives can be seen by clicking on the links below.

- HatchEd Presentation – Brooke Moore
https://www.ferris.edu/strategic-planning2/pdfs-docs/SPARC_HatchEd.pdf
- KCAD Innovation Hub Presentation – Jon Moroney
https://www.ferris.edu/strategic-planning2/pdfs-docs/SPARC_KCAD-InnovationHub.pdf

Chair Tower adjourned the meeting

Adjourned: 4:43 pm

Next meeting: March 9, 2021

Submitted by Terri S. Cook