



SPARC
February 13, 2018
3:00 p.m., UC 202B

Meeting Summary

In Attendance:

Tony Baker	David Pilgrim
Jason Bentley	Piram Prakasam
Mike Berghoef	Joy Pufhal
Amy Buse	Steve Reifert
Terri Cook	Julie Rowan
David Damari	Kristen Salomonson
Steve Durst	Jerry Scoby
Dave Eisler	Khagendra Thapa
Jodi Gardei	Spence Tower
Dorothy Hart	Deb Tyson
Sarah Hinkley	Lisa vonReichbauer
Leonard Johnson	Dan Wanink
Beth Logan	Jeanine Ward-Roof
Suzanne Miller	Sue Waters
Dave Nicol	Trinidy Williams
Shelly Percy	

Guests:

Michelle Rasmussen, Cindy Horn, Angela Roman, Jeremy Mishler

Chair Spence Tower called the meeting to order

He reminded the Council of upcoming meetings for Spring 2017:

- March 13
- April 10
- Summer Retreat – TBD

And for Fall 2018:

- September 11
- October 9
- November 13

Chair Tower welcomed Kristen Salomonson and Angela Roman who presented the initial meeting topic, enrollment comparisons and collaborations and student life. He also welcomed Shelly Percy for the second topic, branding and marketing.

Enrollment Comparisons and Collaborations

Suggestions made to the SPARC Members for involvement in enrollment efforts:

1. Attend sessions offered by Staff Center March 14 and 15
2. Crimson and Gold admitted student program – This program pairs current students with admitted students. Email Jessica Davison to suggest a possible host student.
3. Write postcards to 3-5 admitted students
4. Fill out a FSU Faculty Participation form

Student Life – Ferris has a very active Student Rec Center; engagement leads to retention.

Challenges for connecting with students include:

1. Reaching Students
2. Establishing relationships
3. Students are busy
4. Older and part-time students harder to engage

Branding and Marketing

Stamats, the branding consultant firm hired for the campaign will be here tomorrow thru Friday holding focus groups and conducting an on-line survey.

Some of the efforts currently underway in the external marketing campaign include:

- Recruitment
- Billboards
- Print
- TN – both cable and broadcast
- Digital
- Select venue partners
- Radio

Council members were asked, “What are 1 or 2 most important attributes that should be a part of our brand?” Responses included:

- Career focus
- Academic support
- Student engagement
- Return on investment/value
- Opportunity
- Experience in their field
- Get a job
- Varied student body
- First time student friendly
- Freedom to innovate and create
- Connections to National Organizations
- Community/Family - size

Chair Tower adjourned the meeting

Adjourned: 4:48 pm

Next meeting: March 13, 2018, 3pm, UCB 202B

Submitted by Terri S. Cook