

FERRIS STATE UNIVERSITY

FERRIS FORWARD

SPARC
March 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 final meeting of the semester:
April 13, 2021

Facilities Master Plan Discussion – Guests Bert Kosek, and Trent Schmitz of Neuman Smith along with Mike Hughes and Joe Haupt lead a presentation and overview of the latest draft of the Facilities Master Plan. SPARC attendees discussed the plan and asked questions. Neuman Smith will review the draft plan with the campus community next week on March 18 in an open forum from 10:30 am – 12 pm. To attend please [register in advance for this Zoom meeting.](#)

Focused Enrollment Groups Presentations: The enrollment groups shared three action steps that they have already taken and gave a brief update of the progress.

1. FTIACS –
 - Increase engagement between orientation and registration

- Fall 2021 Yield Initiative
 - Explore implementation of the common application
2. Transfer Students -
 - Streamline the re-admit process
 - Drive MiTransfer Pathways
 - Revise the transfer process
 3. Graduate Students –
 - Establish graduate office as a viable entity serving all graduate and professional programs
 - Launch graduate and professional marketing campaign to include advertising and communication plan to inquires
 - Streamline graduate and professional application process
 4. On-line Delivery –
 - Faculty and staff champions of online learning
 - Highlight reel for online programs
 - Student voices to share their online experiences
 5. International and Domestically Diverse
 - Two-pronged minority focused enrollment
 - Clear pathways for international student enrollment through transfer credit processing of pre-college program, scholarship parity, placements and English proficiency; bring synergy through holistic approach for recruiting and retention of international students vis-`a-vis: Kendall and graduate programs
 - Showcase successful minority alumni through a marketing video; reconnecting and engaging past applicants and discontinued/stop-out students to rejoin Ferris. Integrate video project with robust yearlong larger social media campaign/marketing campaign, inclusive of video and other multimedia opportunities showcasing student success stories.
 6. Re-Enrolled Students – Jason Bentley
 - Hold resolution campaign
 - FASFA completion for continuing students
 - Course attendance and Title IV implications
 7. Dual Enrollment and Partnerships – Tony Baker
 - Review participation by school, district and demographics. Research will include a 10 year broad analysis of demographic, and a single year deeper dive to increase overall dual enrollment, increase demographic diversity and to identify which DE strategies are best at creating undergraduate enrollment.
 - Continue to increase partnerships, create new course and program offerings that will increase Dual Enrollment participation. Growth will include ISD's, ESD's, Tech Centers, high schools, private high schools, gifted and talented programs, home schools and expansion of opportunities in current partner schools for KCAD and Ferris. Will also include partnership development with International Office to connect online courses to international student engagement.
 - Refine delivery models to increase community engagement and enhance impact of DE on participating students.

Dave Eisler Comments

Chair Tower adjourned the meeting

Adjourned: 4:56 pm

Next meeting: April 13, 2021

Submitted by Terri S. Cook