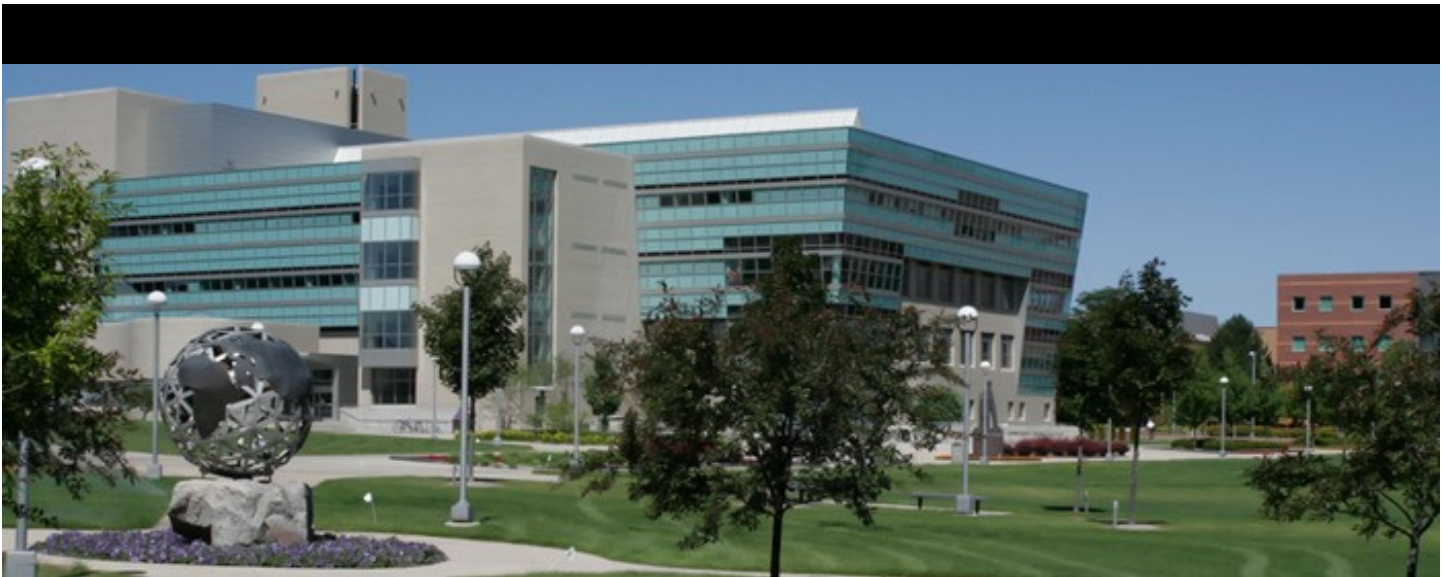




STRATEGIC PLAN PROGRESS REPORT 2016-17 ***LIVING OUR VALUES***



Ferris State University's strategic plan, *Living Our Values*, was adopted in 2014. It is built upon the University's mission and vision. Focused on students, this plan aligns and unifies strategic efforts on the core values of the University – Collaboration, Diversity, Ethical Community, Excellence, Learning and Opportunity.

Much was accomplished during 2016-17. The following pages represent selected examples of success and achievement by Ferris State University faculty, staff and students. While only a small sampling, they demonstrate the important difference strategic efforts make for Ferris students and the University.

When Mr. and Mrs. Ferris founded Ferris Institute in 1884, they shared a common goal – to provide a relevant education to all who aspired for a better life. Ferris State University continues to do this, more than 133 years later. Following in their footsteps, each of us can make a great University even greater with a simple, yet effective strategy – to focus on core values and put students first, something all members of the Ferris State University can contribute to each and every day.

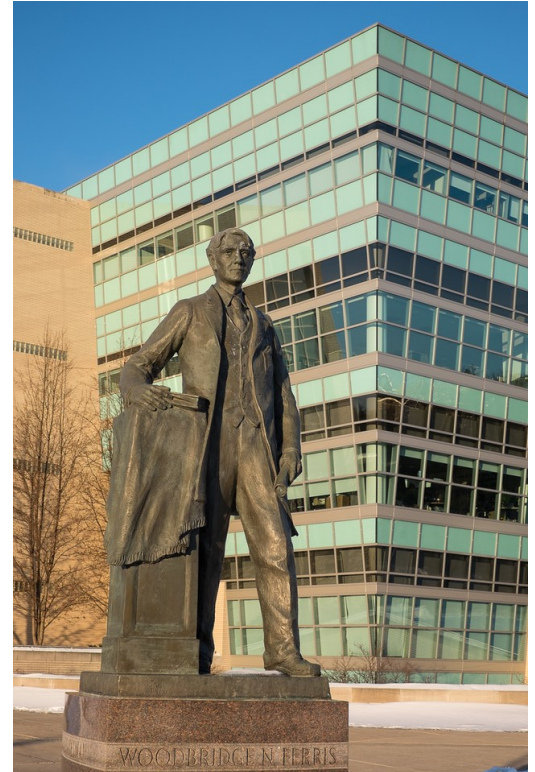
EXCELLENCE

Wall Street Journal Recognition

In September 2016, *The Wall Street Journal/Times Higher Education* released its inaugural ranking of U.S. colleges. This ranking is unique in that it incorporates results from a survey of 100,000 college students. They were queried on their experiences with professors, how much they collaborated on projects and were pushed to think critically, and whether they would recommend the school they attend. Among multiple categories, Ferris scored highest in engagement (15 out of 20) and right choice (8.92 out of 10).

In this rating system, Ferris State University was one of only six public universities and among 16 schools in the state listed in the top 500 institutions in the nation.

Significantly, Ferris was the only public university in West Michigan included in this report, a true testament to the education and experience faculty and staff provide for students.



"It is very gratifying to see the educational efforts of our faculty and staff recognized by a prestigious publication like The Wall Street Journal. It is clear that students who attend Ferris State University are engaged and believe the University is the right choice for them."

- David L. Eisler, President

KCAD + Grand Rapids Public Museum School



**The
Super School
Project**

Kendall College of Art and Design is an important partner in the creation and continued development of the Grand Rapids Public Museum School. This innovative school uses the Public Museum as its classroom. KCAD contributes broad expertise in design thinking to the development of the Museum School's curriculum.

The school was one of 696 that submitted applications to the XQ Super School Project, a nationwide contest that challenged teams of educators, students, parents and other community members to present their vision for evolving the American high school educational experience.

In September, the Museum School was selected to receive one of the ten \$10 million grants awarded.

Campus and Facility Enhancements

North Hall

FRESHMEN EXPERIENCE

www.fsunorthhall.com



Four stories/402 beds | Combined living/learning spaces | \$28 million project | Opening August 2017

"This new residence hall will be a great addition to a part of campus that is surrounded by some important student support services, including the FLITE library, the newly-renovated University Center with its Quad Café, many of our academic classrooms and laboratories, and greenspace with the Quad. The location of this new residence hall is the result of an extensive visioning and planning process that was inclusive of valuable student input."

- Jerry L. Scoby, Vice President for Administration and Finance

Swan Annex Expansion

***Addition of 42,803 sq. ft.**

***Creates the Center for Welding Excellence and Center for Advanced Manufacturing**

***Reduces the waitlist for enrollment into these high-demand programs**

***State of Michigan's only approved higher-education capital outlay project in 2016**



Athletics Success



BASKETBALL

GLIAC CHAMPIONS | Season record of 28 wins (the most in nearly 90 seasons)

FOOTBALL

GLIAC CHAMPIONS | 12-3 overall record | Won 8 of their last 9 games | Reached the NCAA Division II National Semifinals (*second time in school history and first time since 1995*) | Longest season in FSU history



FSU vs. Northwest Missouri State at national semifinals

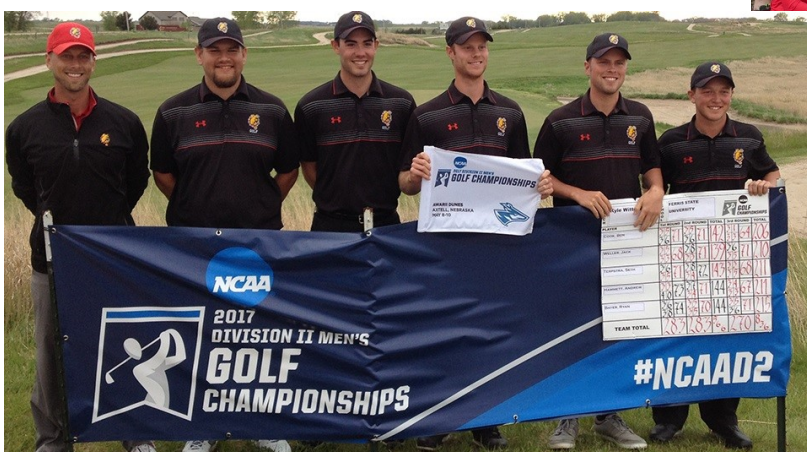


TENNIS

GLIAC CHAMPIONS | Advanced to the NCAA Division II National Quarterfinals

VOLLEYBALL

GLIAC CHAMPIONS | Won 26-straight matches | 30-6 overall record | Advanced to NCAA Division II Midwest Regional Finals



GOLF

GLIAC CHAMPIONS | Advanced to the NCAA Division II National Quarterfinals

COLLABORATION

One Big Day, One Big Thanks, One Big Event.

The Big Event

In 2008, Ferris students inaugurated The Big Event. This has grown to become the largest one-day, student-run community service project in Michigan. On a Saturday morning in April, students help Big Rapids residents by doing spring yard work, painting and home maintenance projects.



This year marked the 10th anniversary of The Big Event with over 1,500 students volunteering to help more than 250 homeowners. The Big Event has become a great tradition for Ferris and represents a wonderful example of the many ways students give back to the community.

Plaza Roosevelt Initiative

In November 2016, eight community partners came together to announce an agreement to begin site planning work on the Plaza Roosevelt development. This community-based project dates back to 2013 when Habitat for Humanity of Kent County began acquiring land along Grandville Avenue in Grand Rapids, with the hopes of bringing revitalization to the neighborhood.

Goals for the 5.5-acre redevelopment site include affordable homeownership and rental housing opportunities; increased health services through Mercy Health Saint Mary's Clinica Santa Maria; expanded educational opportunities including construction of a new Spanish/English dual immersion school; and shared community spaces and out-of-school time programming for teens.

Specifically, the University's College of Pharmacy is partnering with Mercy Health St. Mary's Clinica Santa Maria to help expand clinic offerings by utilizing the resources available at the downtown based College of Pharmacy.

"Ferris State University will learn from and serve the Roosevelt Park community by bringing resident-requested resources and educational opportunities to the Plaza Roosevelt site. Existing Ferris assets in Grand Rapids include such well-regarded programs as the College of Pharmacy, innovative and effective college and career preparation partnerships, and a willingness to listen and collaborate. Ferris State University is a living, adaptive organization that is comfortable operating in innovative spaces to meet a shared mission."

- Paul Blake, Provost and Vice President for Academic Affairs

DIVERSITY

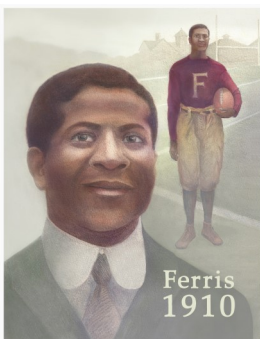
Ferris Institute & Hampton Institute

A collaboration that changed the lives of individuals and the direction of a nation.

While researching the University's history, Franklin Hughes and David Pilgrim from the Diversity and Inclusion Office discovered a unique relationship between what was then Ferris Institute and Hampton Institute in Virginia. Through this partnership, a number of African American students from Hampton attended Ferris Institute for college preparation, then went on to larger universities in the Midwest and became successful, nationally prominent individuals.

From approximately 1910 until Mr. Ferris' death in 1928, dozens of students from the Hampton Normal and Agricultural Institute attended the Ferris Institute to take special college preparatory courses before transferring to other schools. Many of these students played vital roles in the history of the United States.

Gideon Smith



Belford Lawson



William Gibson



Russell Dixon



Percival Prattis



Percy Fitzgerald

"As intended by our founder and affirmed by students, faculty and staff, we have committed ourselves to building and sustaining a truly diverse and inclusive institution, one that belongs to all of us as much as it belongs to any of us."

- David Pilgrim, Vice President for Diversity and Inclusion

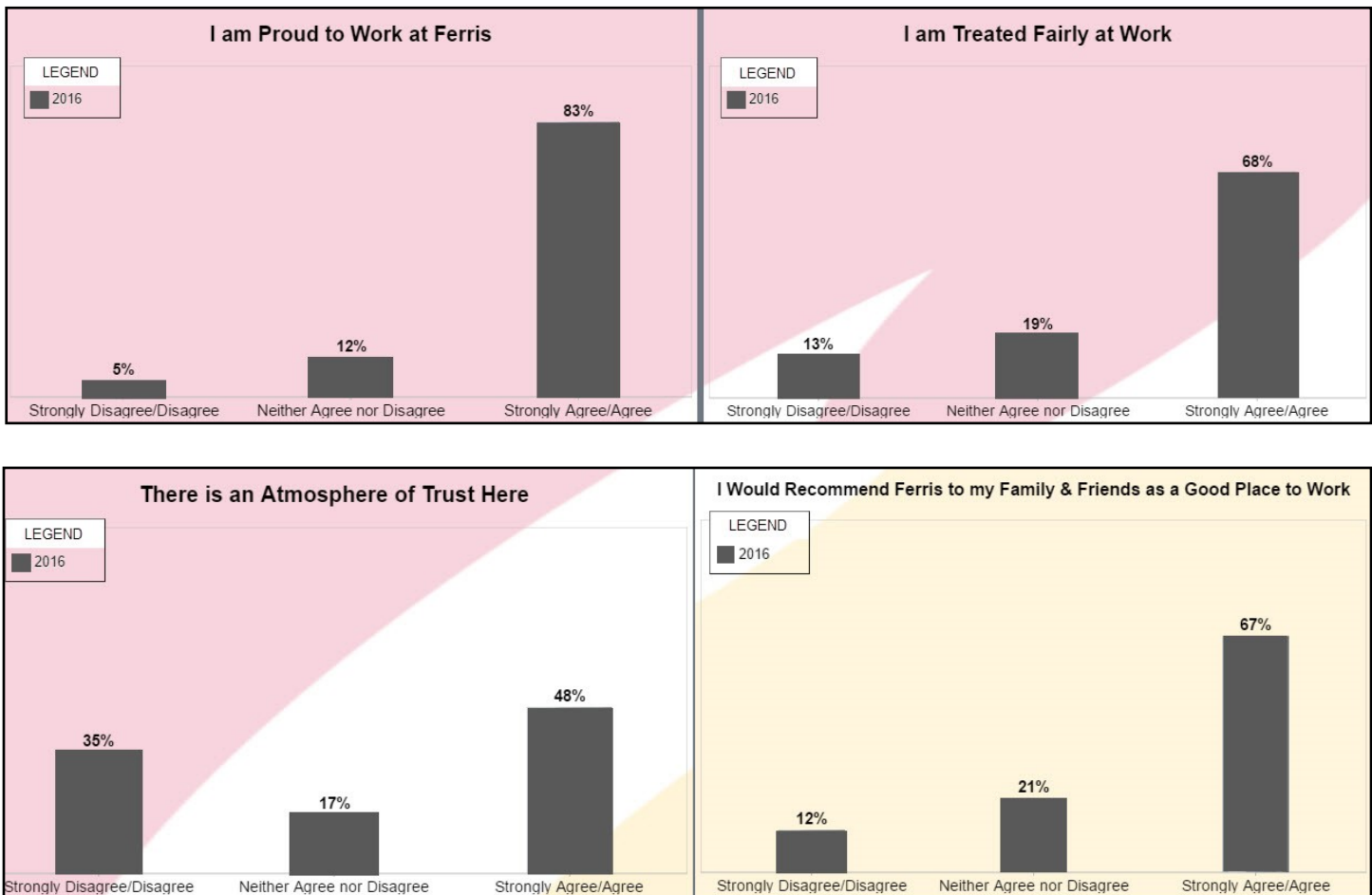
ETHICAL COMMUNITY

Employee Engagement Survey

The University conducted its first-ever University-wide employee engagement survey. More than 1,050 employees responded to the survey that intended to:

1. gain an understanding of the perceptions of the work environment
2. examine issues that may hinder performance or diminish workplace satisfaction
3. promote discussions and actions that lead to increased overall satisfaction levels among the University's faculty and staff.

Given the strong response rate (50.4%), the results from faculty, staff and administrators are representative of the larger campus population. The data will be used to celebrate areas of success and to identify areas for improvement.



These graphs and more are available on the Strategic Planning iDashboard at ferris.edu/strategic-planning.

OPPORTUNITY

Ferris Futures Scholarship Challenge

Over a six-year period, the Ferris Futures Scholarship Challenge seeks to create **\$36 million** in scholarship endowments for Ferris students. This program matches dollar for dollar, gifts to new or existing scholarship endowments.

Since July 2016, **150 gifts and pledges** have been received, including the establishment of nearly **70 new scholarship endowments**. The Ferris Futures Scholarship Challenge is a catalyst in creating increased levels of support, with over **\$5.6 million** in new endowed funds for Ferris students this year.

Innovative Scholarships

Ferris NEXT

Graduates from Ferris high school partners earning concurrent and dual enrollment credits from Ferris State University can earn the Ferris NEXT Scholarship. This renewable \$1,000 scholarship helps create a seamless transition to continued study at Ferris State University.



Kent ISD Board of Education celebrates partnership, Ferris NEXT scholarship for graduates.

"We are thrilled with this generous scholarship from our partners at Ferris State and know this brings great news to hundreds of students across our region. We have always been so appreciative of the opportunities Ferris has brought to students – this is like icing on the cake."

- Ron Caniff, Kent ISD Superintendent



100 Ferris State

Ferris State University contracts with The Rapid of Grand Rapids to provide shuttle bus service from Grand Rapids to Big Rapids.

The first 30 Grand Rapids Public Schools graduates who become freshmen this fall and apply to purchase a shuttle bus card will receive a complimentary shuttle pass for fall and spring semesters – a \$960 savings for each student.

LEARNING

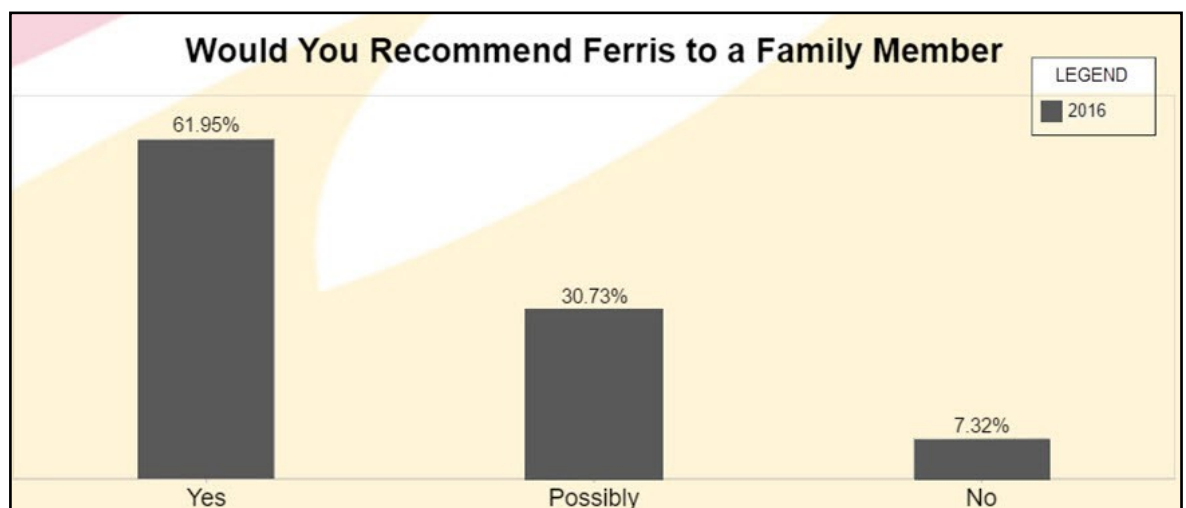
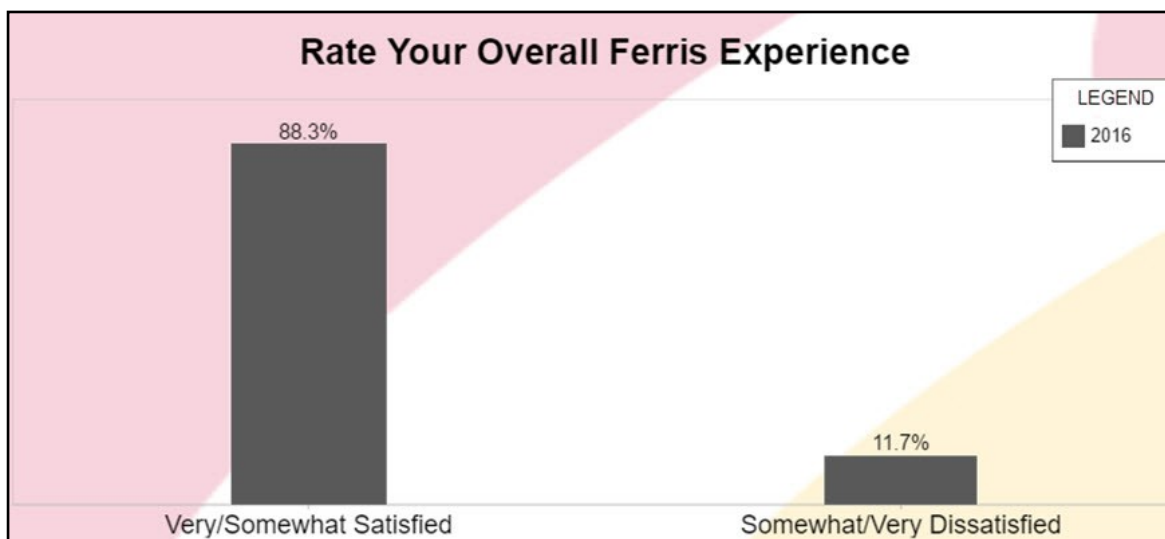
Center for Academic Literacies

Concerted work is underway for the next regional accreditation visit by the Higher Learning Commission, scheduled for 2020-21. The University-wide Quality Initiative, development of a Center for Academic Literacies, has been approved by the Higher Learning Commission.

The Center is a holistic approach, addressing student retention through culture and climate, attention to individual student academic needs, and specific remediation strategies. At the core of the Center will be the identification of student academic challenges: visual issues, language issues, reading problems, and/or disability issues that may be undeclared and unaccommodated and impeding academic progress.

Superior Education Experience

A May 2016 survey with soon-to-be graduates reflects positive responses relative to their time spent at Ferris State University.



These graphs and more are available on the Strategic Planning iDashboard at ferris.edu/strategic-planning.