

University Advancement and Marketing Expectations

2021-2022

Enhancing Resources

Achieve the Now & Always comprehensive campaign goal of \$115 million by doubling the number of planned gifts and securing major gifts for the Ferris Futures Scholarship Challenge; a new Jim Crow Museum, Archive and Research Center; the Center for Athletics Performance; the Center for Virtual Learning; and Pharmacy Forward Phase 2. Strengthen our partnerships across the University to expand engagement with alumni, donors and friends through traditional, virtual, and hybrid activities. Launch a new online portal and video-enhanced communications that will enhance the stewardship and engagement experience with donors.

Enrollment

Partner with Academic Affairs, Admissions and the SPARC Action Groups to provide marketing and promotional support for enhanced enrollment and retention efforts and to encourage better coordination of marketing activities and goals. Complete a Request for Proposal process to hire a new marketing agency that will provide integrated services for Ferris State University, Kendall College of Art and Design and Extended and International Operations. Collaborate with Academic Affairs to identify resources and plans to successfully market new degree programs and to ensure all college and programmatic web content is updated, marketing-focused and search engine optimized.

Pride and Community

Develop strategies for expanding virtual engagement opportunities for Ferris alumni to connect more broadly with students, faculty and staff. Advance the Ferris Forward brand platform by presenting all entities of Ferris as one university with one brand. Identify a process for updating and creating dynamic web content for all ferris.edu pages transitioning to the Ferris Forward brand platform. Increase awareness and visibility of Ferris through more earned and paid media coverage and social media engagement. Create a more welcoming experience for prospective students, alumni and others visiting the University Center and Timme Center for Student Services through added interior and exterior Ferris branded signage and spaces. Further unify the campus environment and improve its navigability by making wayfinding signs and maps more logical, user-friendly and aptly branded.

May 25, 2021