

**President's Council Planning  
Academic Affairs Initiatives/Expectations  
For AY 2021-2022**

*Strategic Plan-Areas: Academic Programs and Offerings; Student Success, Institutional Effectiveness*

**Academic Affairs AY 2021-2022 Expectations**

- Enrollment**
- Student Success**
- Partnerships**
- Diversity & Inclusion**

**I. Enrollment**

**With our University-wide expectation to approach enrollment as an institution-wide responsibility, the strategic plan has become a key driver in bringing our University's focus firmly on our 7 enrollment "buckets" (FTIACs; Re-enrollment; Online; International and Domestic Diversity; Graduate Enrollment; Dual Enrollment and Partnerships; and Transfer Student Enrollment). These buckets unite the efforts of the Ferris campus community in common purpose, build upon our core values, and mobilize actions that align with and fulfill Ferris' mission and vision statements.**

- Maintain focus on building a sustainable infrastructure that leverages academic programming and Ferris as a driver of workforce development in West Michigan and throughout the state.
- Continued focus on the student experience and navigating the student journey with an inter-divisional approach, designed to integrate Academic and non-academic services in ways that best serve the interests of our students.
- Building upon campus-wide energy around the strategic plan and efforts to drive enrollment through the seven buckets (strategic planning action teams), intensify our focus on enhancing recruitment, retention, and degree completion.
- Continue building upon secondary school and Community College partnerships to drive dual- and transfer student enrollment.
- Build international partnerships that drive international student enrollment.

**II. Student Success**

**With a focus on "students first," student success focuses on recruitment, retention and graduation of students. Consistent with our strategic plan, our ultimate goal is to drive enrollment across all 3 facets of student success. Intensifying our focus on retention of students attending Ferris in AY 2021-2022, classroom efforts, advising, tutoring, and student support services will visibly emphasize "students first" and meeting their needs.**

- Foster a culture that focuses on "*students first*" and the "*student as our customer*".
- Lead University-wide campaign focused on improving retention and persistence toward degree that is grounded in transparency, innovation, and accountability.
- Develop an integrated advising plan and approach that promotes a university-wide culture of effectiveness.
- Enhance tutoring support in coordination with our Identity Centers, Student Affairs and D & I.
- Develop dialog across University divisions with regard to retaining students.
- Begin development of an Academic Master Plan and identify and establish key areas of distinction that will differentiate Ferris' value proposition.

### **III. Relationship Building and Partnerships**

**With a focus on building internal and external relationships, we expect that Academic Affairs will continue to engage campus partners in collaborating internally, and will build relationships across our extended campus community, to achieve the goals and targets outlined in our strategic plan.**

- Identify and engage key internal and external partners to build relationships that drive our strategic priorities (e.g., experience-ships, online schedules, international students, graduate students, etc.).
- Cultivate relationships that lead to enrollment of new student populations (e.g., online, dual, certificates, international and domestically diverse, etc.).
- Foster partnerships that generate additional revenue streams (e.g., customized training, talent pipelines/experience-ships/problems and solutions, graduate students, etc.).

### **IV. Diversity & Inclusion**

**With collaboration and coordination across all University divisions, the partnership between Academic Affairs, Student Affairs, and Diversity, Inclusion and Strategic Initiatives will be essential to assist Ferris' efforts toward recruiting, retaining and graduating underrepresented student populations, while also capitalizing on opportunities to build academic programming around institutional D&I efforts (e.g., Jim Crow Museum; building and sustaining a welcoming, inclusive campus climate, etc.).**

- Engage Identity Centers in emphasizing student success and recruitment, retention and graduation drivers.
- Lead efforts to recruit and retain under-represented faculty and staff.
- Partner with diverse ISDs and CCs to recruit under-represented students.
- Develop international partnerships that augment international student enrollment.
- Build academic programming to complement, integrate and support Diversity & Inclusion initiatives.