

**President's Council Planning
Diversity, Inclusion, and Strategic Initiatives
Initiatives/Expectations
For AY 2021-2022**

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

Diversity, Inclusion, and Strategic Initiatives (DISO) AY 2021-2022 Expectations

-Jim Crow Museum

-Diversity and Inclusion

-Strategic Plan

I. Jim Crow Museum

During the next academic year, the work will intensify to raise the money necessary to build a new Jim Crow Museum, which will expand the organizational capacity of the museum in terms of facilities, technology, and staffing to advance our mission. Below is a list of initiatives/action plans that will occur during the year.

- ✓ Work with Kennari Consulting and Jim Crow Museum fundraising teams to identify major donors—and to obtain several \$1million gifts.
- ✓ Collaborate with museum designers to complete designs for the main museum exhibit and traveling exhibit.
- ✓ Develop approach for incorporating the Museum's work into the Ferris curriculum, beginning with the new social justice major.
- ✓ Extend the Museum's brand through public lectures, interviews, and writings.

Collaborators: The major internal collaborators are Advancement & Marketing and Academic Affairs.

II. Diversity and Inclusion

The United States experienced a racial reckoning in 2020. On campuses across the nation, students protested—demanding that leaders address inequities on their campuses. Ferris State students were also vocal about their expectations, challenging the University to be more inclusive. In response, the Ferris administration issued *Our University's Continuing Commitment to Diversity*,

Equity, and Inclusion, a document that outlined specific actions that the University would undertake. In addition to addressing the actions in that document, the DISO will help the University take the following actions.

- ✓ Assemble a team to create a new diversity, inclusion, and equity plan.
- ✓ Work with Academic Affairs to build academic programming that creates more inclusive learning environments.
- ✓ Work with Student Affairs and Academic Affairs to re-imagine the mission and work of identity centers.
- ✓ Continue working on the action steps in the Continuing Committee document, especially the following:
 - Work with the Campus Climate Team to facilitate professional development workshops that address racism, sexism, and anti-LGBTQ+ practices.
 - Conduct a review for improving the recruitment, retention, and promotion of minority employees at the university.
 - Identify gaps in academic achievement and create tailored and comprehensive plans to reduce these gaps.
 - Strengthen and better align the work done in those offices that work directly with diverse populations.

Collaborators: This work necessitates collaboration and coordination across all divisions.

III. Strategic Planning

Ferris Forward, the University's Strategic Plan, serves as an excellent road map for how the University should advance. Although that plan has many worthwhile and needed initiatives and action steps, much of our work during the most recent year has focused on enrollment—more specifically, recruitment. That targeted focus will continue in AY 2021-22. The DISO has worked closely with Academic Affairs and Student Affairs to devise an apparatus that channels recruitment efforts in seven areas: (FTIACs; Re-enrollment; Online; International and Domestic Diversity; Graduate enrollment; Dual Enrollment and Partnerships; and Transfer student enrollment). This work will continue. Additionally, the DISO will target its efforts in the following ways:

- ✓ Work with the Office of International Education to increase the enrollment and retention of international students.

- ✓ Collaborate with KCAD and other Ferris bodies located in the Grand Rapids area to improve recruitment and retention of students in West Michigan.
- ✓ Work with Academic Affairs to strengthen existing partnerships and create new partnerships with external stakeholders.
- ✓ Collaborate with Academic Affairs and Student Affairs to improve retention rates across campus, with a particular focus on student populations with high rates of attrition.
- ✓ Collaborate with all divisions to identify opportunities to promote campus pride.

Collaborators: This work necessitates collaboration and coordination across all divisions.