

**Ferris State University**  
**Division of Student Affairs Expectations - 2021-22**

1. Enrollment – The necessity to focus significant resources on enrollment is paramount to our success. Through campus collaborations and working with consultants from EAB and Ruffalo Noel Levitz, we will focus on new and different ways to bring applications into and through our enrollment funnel to yield our fall class and build our base of sophomore and junior inquiries. The staff of Kendall and Big Rapids campuses will be more closely aligned organizationally and will enable us to implement consistent and innovative enrollment strategies across the University. Admissions recruiters have engaged high school and college students, inquiries, and those who have applied via remote and in person modalities and will continue to do so post-pandemic. There are also opportunities for more directed communication from the colleges regarding program offerings, highlighting unique aspects of campus such as new or changing offerings, and sharing our brand. Additionally, we will collaborate internally and externally with the Office of Multicultural Student Services, Center for Latino Studies, and the International Office to recruit and retain diverse student populations and through programs, services and outreach to retain and engage students as well as help support college completion.  
(Connection to Strategic Plan: Academic Programs and Offerings, initiative 1; Pride and Community, Initiative 1; and Presidential Expectation of Enrollment)
2. Diversity, Equity, and Inclusion – Diversity, equity, and inclusion work is an important part of the foundation of student success at Ferris. Several University-wide initiatives have been introduced over the past year and will continue to offer us opportunities to create a more diverse, inclusive and equitable campus community. This year we will focus our efforts on the alignment of the Office of Multicultural Student Services, Center for Latino Studies, and the International Office to admit and help set-up our continuing students to be successful. Additionally, we will analyze the data from the campus-wide climate survey and make data-informed strategic decisions to improve climate. We will focus on implementing the next steps based on the data review of our Office of Student Conduct referrals and conduct cases and will work to onboard a new Office of Multicultural Student Services Director and Gear Up Coordinator. Moreover, we will continue to address achievement gaps, overall student success and increasing diversity in our workforce throughout our Division.  
(Connection to Strategic Plan: Pride and Community, initiative 1 and Presidential Expectation of Pride and Community)
3. Career Services-Readiness – A recent realignment has enabled us to focus more resources on Career Services-Readiness; a vital part of the college career. This topic was also a focus on a brainstorming session at the May 2021 SPARC Strategic Planning meeting which yielded several ideas. We are exploring best practices and opportunities to offer students more options to explore careers and engage with employers both in and out of the classroom as well as the expansion of internship and experienceship opportunities. Ultimately, we desire to create a myriad of collaborative opportunities for students to explore career options throughout their college experience and perhaps even throughout their lifetime.  
(Connection to Strategic Plan: Student Success, initiative 2; Pride and Community, initiative 2 & 3; and Presidential Expectation of Enrollment and Student Success)
4. Engagement/Re-entry of students and employees – Managing COVID-19 on our campus has been a significant challenge over the past 14 months. As our employees re-enter our physical campus, we are focused on their adjustment and success as we build solid foundations for the return of our students in the fall. This will all take place as we dismantle the COVID mitigating structure we built during the pandemic and address changing CDC, MIOSHA, and HHS guidance. We will focus first on employee safety, adjustment and balancing their physical and newly expanded virtual environments with an eye on preparing for the successful return and engagement of students in the fall – some who have only experienced Ferris virtually. Exploring and understanding the demographics and needs of our students and preparing face-to-face and virtual engagement opportunities both in Big Rapids and at Kendall will be part of the formula for a successful student engagement and reengagement. Noteworthy challenges will be assisting those students who have not attended Ferris in person or only attended Ferris this past year

thereby not understanding or experiencing the full scope of programs, services and outreach available to them. Additionally, we will continue to understand and address the aspects of COVID-19 that impact our campus community.

(Connection to Strategic Plan: Pride and Community, initiative 1 and Presidential Expectation of Pride and Community)