



COLLABORATION • DIVERSITY • ETHICAL COMMUNITY • EXCELLENCE • LEARNING • OPPORTUNITY

Student Affairs Action Plan 2015-2017

Division of Student Affairs

Unit Strategies Supporting Divisional Strategic Initiatives

This page lists unit strategies that directly support achievement of the divisional initiatives. The plan in its entirety includes additional unit-specific operational strategies.

Divisional Initiatives	Unit Strategies
1. Stabilize and optimize our enrollment	<ul style="list-style-type: none"> 1. Increase university-wide collaboration specific to enrollment 2. Increase diversity enrollment and retention 3. Enhance the university's image
2. Create opportunities for intentional student engagement	<ul style="list-style-type: none"> 1. Improve programming to increase student engagement
3. Understand and reduce student debt	<ul style="list-style-type: none"> 1. Enhance university financial resources 2. Improve students' financial literacy and decision-making 3. Time to degree

Initiative 1: Stabilize and optimize our enrollment and retention				
1. Strategy				
a. Action Steps	Target Date	Responsible	Collaboration Needed	Status
1. Increase university-wide collaboration specific to enrollment				

Initiative 1: Stabilize and optimize our enrollment and retention				
1. Strategy	Target Date	Responsible	Collaboration Needed	Status
a. Action Steps				
<p>a. Conduct ongoing planning sessions with members of the campus community specific to enrollment and retention</p> <ul style="list-style-type: none"> -Engaged over 65 campus faculty and staff in the creation of the Strategic Enrollment Plan. Creation of the Strategic Enrollment Plan enabled a 17-month conversation with numerous campus entities regarding enrollment. Additionally enrollment-focused conversations have occurred with the newly formed Office of Community Engagement, between OMSS and Admissions, various College Deans and Department Directors. -Developing recruitment and retention continuous committees as a part of the Strategic Enrollment Plan. -CLACS Presentation to FSUS instructors about the benefits of students using CLACS services to enhance retention. -CLACS Presentation to visiting Chinese faculty, same as FSUS presentation. -CLACS Greek Advisor training completed Spring semester 2016 included a focus on retention efforts in the Greek community. -January 2017-2018 - Student Life Retention work-group launched. Charge is to create and implement at least 3 strategic, data-informed, new Student Life programs/initiatives to improve retention various cohorts of students -Fall 2017 - UREC developed #FerrisGetOutside program to engage students in local community -Fall 2017 - UREC developing day trips for students to engage with natural resources -Based on Strategic Enrollment Plan, implemented standing Recruitment and Retention meetings that have meet at least 4 times, with more frequent smaller subgroup meetings. Several actions have been taken based on these meetings, including the use of Rapid Insight to build recruitment and retention analytic models. 	<p>6/30/16 6/30/18</p>	<p>SEP (Jeanine Ward-Roof, Kristen Salomonson and Joy Pufhal)</p>	<p>University Wide</p>	<p>Ongoing</p>

Initiative 1: Stabilize and optimize our enrollment and retention				
1. Strategy	Target Date	Responsible	Collaboration Needed	Status
a. Action Steps				
<p>(1) Educate the Ferris community about their role in enrollment and retention</p> <ul style="list-style-type: none"> -Through the Strategic Enrollment Planning (SEP), fifteen action plans have been created; the process of creating the plan included over 65 individuals from all aspects of campus. -Spent the summer and fall soliciting feedback and informing the community about the Plan. -1-30-17 Creation of new forty-person-cross-University Enrollment Committee, divided into a recruitment and retention focus January 2017. -1/30/17 - Held meetings with faculty and staff in regards to topics about academic service learning, political engagement, service, career development, involvement, leadership, student organizations and each we take time to remember how these items impact enrollment and retention. -Spring 2017 - A new committee structure for Homecoming and Bulldog Beginnings was implemented to create a larger university wide commitment to these retention efforts. -7-10-17 - Launch of Enrollment Committee which has divided into subgroups of Retention and Recruitment, with representation across the University, KCAD, and state-wide. - 6/30/17 -Student Employment offered student employee supervisor training sessions -Jeff Stewart and Eric Simone presented to COET Admissions' recruitment/admissions strategies. This received positive feedback and they have received requests to do this presentation at other colleges. 	<p>6/30/16 6/30/18</p>	<p>Student Engagement (John Randle, Jeff Stewart, Joy Pufhal and CLACS)</p>	<p>University Wide</p>	<p>Ongoing</p>

Initiative 1: Stabilize and optimize our enrollment and retention					
1. Strategy		Target Date	Responsible	Collaboration Needed	Status
a. Action Steps					
(2)	<p>Collaborate across campus to create consistent messaging (e.g., enrollment and retention)</p> <p>-Through the Strategic Enrollment Planning (SEP), fifteen action plans have been created.</p> <p>-Will spend the summer and fall soliciting feedback and informing the community about the Plan.</p> <p>-Orientation served as a platform to share consistent messages with students and their families.</p> <p>-7-10-17 – Enhanced communication for Bulldog Beginnings as part of ongoing enrollment strategies.</p> <p>-Spring 2017 - CLACS – updated and added all student life areas to New Student Reception presentation</p> <p>-6/30/17 - Developed a standing communication meeting with university wide representation (i.e. UA&M, Financial Aid, etc)</p> <p>-Hired a new marketing professional who is charged with helping create a unified recruitment message.</p> <p>-Spring 2017 - Created new viewbook</p> <p>-Fall 2016-Spring 2017-Parents Committee working on several projects including Family and Friends Weekend, Parent Calendar, website and newsletter. The committee won the distinguished team award for 2017 for these and other efforts.</p>	<p>6/30/16</p> <p>6/30/18</p>	<p>Marketing, Branding, Comm. (Eric Simone)</p>	<p>University Wide</p> <p>Joy Pufhal</p> <p>Nick Smith</p> <p>Anne Hogenson</p>	<p>Ongoing</p>

Initiative 1: Stabilize and optimize our enrollment and retention					
1. Strategy		Target Date	Responsible	Collaboration Needed	Status
a. Action Steps					
(3)	<p>Determine best ways to share information on high-request/low-request Academic programs on a regular basis</p> <p>-Staff is working with Admissions Counselors to gather and share information with the Colleges regarding insights they receive from those who are interested in Ferris.</p> <p>-An RFP was developed to initiate an Academic Demand Program Analysis, enabling us to more aggressively recruit for academic programs that have high capacity and high potential for future job placement.</p> <p>- 6/30/17 – This option is being reviewed by Academic Affairs</p>	<p>6/30/16</p> <p>6/30/18</p>	<p>Academic Programs (Elise Gramza)</p>	<p>University Wide</p> <p>Leonard Johnson</p>	<p>In Progress</p>
b.	<p>Create a plan for building relationships across campus and develop a communications plan with multi-channel communication strategies</p> <p>-1-30-17 - An action plan in the Strategic Enrollment Plan is developing a collaborative recruitment strategies across all of our Ferris sites. This is inclusive of a shared communication plan.</p> <p>-1-30-17 - Student Life/Experience is in creation and will be available for distribution in May 2017</p> <p>7-10-17 – Increased partnership and collaboration for traditional events such as Homecoming, Bulldog Beginnings, and Family and Friends Weekend.</p> <p>-7-10-17 - Created #FerrisLife social media</p> <p>- 6/30/17 - Implemented Ten Fold phone system to facilitate better outreach and track that outreach to applicants</p> <p>-June 2017 several stakeholders gathered for a deep marketing dive to develop a plan for Fall 2018, including text, emails, call plans.</p>	<p>6/30/16</p> <p>6/30/18</p>	<p>E.S. Marketing Committee (Kristen Salomonson, Kathy Lake, Charlotte Tetsworth)</p>	<p>SEP</p> <p>University-Wide</p> <p>CLACS</p>	<p>Ongoing</p>
2. Increase diversity enrollment and retention					

<p>a. Establish goals for diversity enrollment, retention, and support services (e.g., race, ethnicity, international, LGBT, veterans, etc.)</p> <ul style="list-style-type: none"> -One of the goals for our Strategic Enrollment Plan is to enroll, retain and graduate a larger and more diverse student body. -The Strategic Planning for Diverse Enrollment (SPDE) has been hosting events to bring awareness of Ferris to underrepresented populations. -The Veteran’s Office is working on providing more direct credit of courses and transfer equivalencies. -BHC is working with the Northern Rural Expansion Team to provide healthcare options to veterans who attend Ferris. -The PCC participated in the “Beyond: Globalization Interactive Exhibit” sponsored by the International Office of Education. -1-30-17 Student Affairs Diversity Committee relaunched and repopulated. Goals for spring 2017 include the design and opening of a Student Center for LGBTQA students, benchmarking our affinity and support Centers with our peers and all Michigan Publics -1-30-17 Updates to Veterans resource center space and discussions about creation of an LGBT+resource space are taking place. -Spring 2017 - CLACS – Implemented Facebook polls to have students decide on what artists or events they would like to see on campus. (SP2017) -Spring 2017 - Birkam: Partnership with Veterans office to host NREX (physical and mental health clinic for veteran students) in Birkam building. -6/30/17 - Enrollment Services contributing financial support for LGBTQ+ Center -PAVE program for Veterans’ peer mentoring implemented -Recruiter located in the Grand Rapids To College Through College program location to assist families with preparing for college. -Involvement with PROMESA within Enrollment Services 	<p>6/30/16 6/30/18</p>	<p>Student Recruitment (Angela Garrey & Jason Daday) Dean of Student Life Office</p>	<p>University Wide Birkam OMSS CLACS Diversity & Inclusion (David Pilgrim) Student Conduct Latino Ctr. (Kaylee Moreno) International Programs (Piram Prakasam) Disability Services (Julie Ruldoph) U-rec</p>	<p>In Progress</p>
---	----------------------------	--	--	--------------------

Initiative 1: Stabilize and optimize our enrollment and retention				
1. Strategy	Target Date	Responsible	Collaboration Needed	Status
a. Action Steps				
-Expanded group visits for targeted under-represented groups (i.e. Native Americas)				

<ul style="list-style-type: none"> ○ Identify and highlight resources that support diversity and inclusion. -The Diversity & Inclusion Office has developed a vast web presence to help support under-served and/or under-represented populations. -OMSS facilitated and collaborated with Admissions on college visit presentations for prospective students of diverse backgrounds. -OMSS staff facilitated presentations to students who are Resident Advisors and part of FSUS sections on how to build cultural competency. -1-30-17 The Student Affairs Diversity Committee continues to pursue their goals for 2017 include reviewing the Student Affairs Diversity webpage http://www.ferris.edu/HTMLS/administration/studentaffairs/diversity/ and creating an action plan to achieve the 8 characteristics of a LGBTQ friendly Institution as defined by Campus Pride https://www.campusprideindex.org/search/index.org -7-10-17 – Submitted a proposal for the creation and staffing of a LGBTQ+ Center within Student Life. -7-10-17 – Expansion of the Veteran Resource Center. -Space available in the Student Recreation Center and Birkam Health Center for nursing mothers -OMSS created a Multicultural Student Organizations Photobook highlighting registered student organizations from diverse backgrounds to promote to incoming students and our campus community -Spring 2017 - BHC/PCC: Updated EMR system allows for inclusive selections under following identifiers: sex, gender identity, sexual orientation and gender pronoun -Spring 2017 - BHC: Developing a treatment plan for transgender students who are or would like to begin with transition process, i.e. hormone therapy, surgery, etc. (est. date: 01/18) 	<p>-Spring</p>	<p>Dean of Student Life Office</p>	<p>University Wide Birkam OMSS CLACS Diversity & Inclusion (David Pilgrim) Student Conduct Latino Ctr. (Jessica Cruz) International Programs (Piram Prakasam) Disability Services (Julie Ruldoph) U-rec</p>	<p>Ongoing</p>
--	----------------	------------------------------------	--	----------------

Initiative 1: Stabilize and optimize our enrollment and retention				
1. Strategy a. Action Steps	Target Date	Responsible	Collaboration Needed	Status
3. Enhance the university's image				
<p>a. Engage more with UA&M regarding university – wide consistent marketing, branding, and websites</p> <p>-Birkam is working with UA&M to update their website and move to the new format focusing on inclusion and a clear understanding of services offered.</p> <p>-1-30-17 Birkam has moved forward with a proposal to improve signage and branding in the building.</p> <p>-1-30-17 Student Life work-group reviewing departmental social media presence and webpages and find ways to more efficiently share information across our departments and leverage/using our relationships and connections to individual communities of students.</p> <p>-6/30/17: In collaboration with UA&M implemented several Timme CSS lobby improvements including branding with portraits and stories from alumni.</p> <p>-Spring 2017 - CLACS – updated the RSO and Club Sports logo to be more consistent with University Branding (SU2017)</p>		<p>Enrollment Services Eric Simone and Kathy Lake), OMSS, CLACS</p>	UA&M	Ongoing
<p>(1) Be more intentional about diversity</p> <p>-Revamped Enrollment email stream content to include more diverse pictures.</p>		<p>Enrollment Services Eric Simone and Kathy Lake), OMSS, CLACS</p>		Ongoing

Initiative 1: Stabilize and optimize our enrollment and retention				
1. Strategy a. Action Steps	Target Date	Responsible	Collaboration Needed	Status
(2) Create a strategy for university-wide web presence -Redesigned Admissions and Financial Aid web pages. -Through collaboration with Student Conduct and General Counsel, updated and enhanced the University Non-Discrimination grievance procedures in line with federal guidance. -Updated and enhanced Title IX webpage in line with federal guidance and professional best practices. -BHC/PCC is working with UA&M to develop a brand new website that will better suit the students' needs; focusing on inclusion, and providing information on services the center provides. 7-10-17 -AI members of the Division directed to critically examine departmental websites and ensure information provided is appropriate.		Enrollment Services (Jason DaDay and Kathy Lake), OMSS, CLACS		Done
(3) University-wide communication on Ferris brand and image -New CLACS brochure, tabletop sign and website using University branding were created. -7-10-17- Began efforts to brand Student Life, inclusive of improving social media presence and engagement.		Enrollment Services Eric Simone and Kathy Lake), OMSS, CLACS		Done

Initiative 1: Stabilize and optimize our enrollment and retention				
1. Strategy a. Action Steps	Target Date	Responsible	Collaboration Needed	Status
(4) Student Affairs staff to familiarize themselves with university messaging standards -Staff worked with UA&M on the non-discrimination statements for the University (required as part of the graphic standards). -Graphic Standards were shared with staff and the expectation set that they are followed. -CLACS Professional staff, Graphic design and PR student staff have been trained by UA&M staff about University standards and marketing best practices. -All CLACS staff are trained in the new MyFSU system and how to create targeted messages using FSU standards and best practices. -7-10-17 – Director of Marketing was invited to attend a Student Life Staff meeting to share and familiarize staff with university marketing standards.	9/30/15	Enrollment Services (Jason DaDay and Kathy Lake), OMSS, CLACS	UA&M	Done

Initiative 1: Stabilize and optimize our enrollment and retention				
1. Strategy a. Action Steps	Target Date	Responsible	Collaboration Needed	Status
(5) Promote and utilize our natural and rural resources better -Photos in print and email show the Big Rapids area and what we have to offer incoming students. - Bulldog Weekends event newsletter showcases activities taking place on the weekends in local community. -1-30-17 Staff are offering new outdoor adventure programs through UREC in spring 2017. -7-10-17 - Successfully partnered with the Downtown Business Association to launch event to explore downtown as part of Bulldog Beginnings. -Spring 2017 - CLACS - Mecosta county Area brochures are now available at the CLACS front desk -Summer 2017 - CLACS - Summer event held that took students to the Downtown Farmers Market		Enrollment Services (Jason DaDay and Kathy Lake), OMSS, CLACS	UA&M	Done

Initiative 1: Stabilize and optimize our enrollment and retention				
1. Strategy a. Action Steps	Target Date	Responsible	Collaboration Needed	Status
b. Presentations: develop long and short options; evaluate the current process; evaluate tour leader training; correct misinformation (get out the right talking points) -The Enrollment Services Visit Experience Committee (EnSVEC) instituted the following: (1) revision of the daily visit presentation and the student led tour route. (2) installing large welcome banners outside of Timme to help with wayfinding. (3) presentations for Admissions programs have been changed to include "just in time" information for each venue and audience. -1-30-17 A new presentation was completed for Admitted Student Open House events which will showcase more Student Life opportunities along with videos, pictures, and testimonials. -Spring 2017 - CLACS - a staff member is now attending regular meetings with admissions staff about campus visits. -Spring 2017 - Birkam/PCC: A. Depts. Now represented by Director at NSO Parent Panel. -Summer 2017 Updating both web pages for more accuracy/necessary info.		Enrollment Serv. (Visit Comm./Shelli Garland)	University Wide U-rec (Cindy Horn) Housing	Done

<p>c. Explore how to instill institutional pride among students, staff, and faculty</p> <ul style="list-style-type: none"> -On the walking tour, fresh baked cookies are offered to our current students when they are wearing Ferris gear. -Completing Ferris branding of the Timme Lobby, Admissions and Financial Aid Offices. -Working to install Ferris branding into UREC. -Where appropriate Ferris gear is worn by faculty and staff when hosting potential and incoming students and their families. -Homecoming – opened all events to departments and faculty in addition to student groups; giving out free spirit items all week. Lastly, faculty/staff departments won top three places in Homecoming Parade competition. - 1-30-17 Orientation instituted activities to instill bulldog pride on day 1. -1-30-17 Student Life is working to increase collaborations with Athletics to leverage sporting events for a more vibrant overall student experience. -1-30-17 The Pride Committee and the University Center collaborated to purchase a Penny Press machine that features four unique designs that showcase campus and Ferris pride. -7-10-17 – Student Affairs Recognition Team routinely includes Ferris pride themes and give-a-ways through their activities. -6/30/17 - Implemented a three month subscription services for admitted students to receive recruitment items of a graduation cap topper, a rally towel and a laundry bag. Each was branded and included personal messages from various leaders on campus. - Increased presence of newsletters (i.e. parent newsletter) - Spring 2017 - CLACS- Held a throwback T-shirt fundraiser 	<p>9/30/15 6/30/16</p>	<p>Enrollment Services (Visit Committee/Eric Simone) Dean of Student Life Office</p>	<p>University Wide CLACS (Nick Smith) Housing Angela Palmer Deanna Goldthwait U-rec</p>	<p>Done</p>
---	----------------------------	--	---	-------------

Initiative 1: Stabilize and optimize our enrollment and retention				
1. Strategy				
a. Action Steps	Target Date	Responsible	Collaboration Needed	Status
(1) Evaluate orientation giveaways -New Items have been identified, ordered and are ready to give to our new students at orientation. -CLACS evaluating Bulldog Beginnings giveaways summer 2016 -7-10-17 – Continued evaluation of Bulldog Beginnings giveaways to ensure Ferris Pride. -Spring 2017 - Birkam/PCC: Created new department postcards with simple message, updated info. Provided in orientation bags and at resource tables	6/30/16	Enrollment Services (Visit Committee/Eric Simone) Dean of Student Life Office	University Wide CLACS (Nick Smith) Housing Angela Palmer Deanna Goldthwait U-rec	Done
(2) Instilling brand/image across campus to create a welcoming environment -Through the Strategic Enrollment process, physical and digital signage upgrades have occurred. -Working to continue to brand campus (UC, UREC, Timme, and Birkam) - Homecoming – spirit days brought back with spirit items given out every day of Homecoming to students.		Enrollment Services (Visit Committee/Eric Simone) Dean of Student Life Office	University Wide CLACS (Nick Smith) Housing Angela Palmer Deanna Goldthwait U-rec	Done

Initiative 2: Create opportunities for intentional student engagement				
1. Strategy	Target Date	Responsible	Collaboration Needed	Status
a. Action Steps				
1. Create intentional opportunities for engagement (evaluating for effectiveness)				
<p>a. Create a programming council within the Division of Student Affairs to collaborate, coordinate and evaluate programming efforts within and outside of the Division to reduce duplication and create high-impact programming.</p> <p>-Several members of the Student Affairs have engaged during a series of meetings designed to collaborate and coordinate programming at Ferris. Assessment completed, over programming and conflict programming is discussed at each meeting.</p> <p>-1-30-17 Student Life implementing four additional, larger-scale programs/event as a Student Life team in Spring 2017 focused on engaging a large number of students; after 9 PM on Thursday or Friday evening.</p> <p>-1-30-17 Programming Council is part of the Student Life meetings</p> <p>-7-10-17 - Launched sophomore retention subcommittee to enhance engagement and leadership opportunities for returning sophomores.</p> <p>-July 2017 SRC renovation planning -timeline to complete phase 1 renovation before Fall 2018 semester</p> <p>-Due to flood, SRC shut down Memorial Day weekend -July 10 2017 provided opportunities to engage student staff in campus and community employment, utilizing the UREC staff budget</p>		<p>University Center (Mark Schuelke) CLACS (Angela Roman) OMSS (Matt Chaney)</p>	<p>Enrollment Services Birkam University Recreation Dean of Student Life</p>	Ongoing

<p>(1) Assess incoming and current (engaged and disengaged) students' interests, needs and experiences</p> <ul style="list-style-type: none"> -Activities survey went out to all students to assess what type of activities they would like. Results shared with Housing, Admissions, and Student Life departments. -1-30-17 Admissions continuing to assess incoming students and CLACS continuing to survey current students -7-10-17 – Student Life launched a late night activity series targeting commuter students and non-traditional student populations. -7-10-17 – Student Life began utilization of card swipe data to assess attendance at 5 Star events to assess engagement and retention. -OMSS created a Multicultural Student Programming Council to receive student input from our diverse student body regarding relevant multicultural programming initiatives. 		<p>University Center (Mark Schuelke) CLACS (Angela Roman) OMSS (Matt Chaney)</p>	<p>Angela Garrey Student Conduct Dean of Student Life</p>	<p>Done</p>
--	--	--	---	-------------

<p>(2) Determine intentional programming topics and trends</p> <ul style="list-style-type: none"> -On-going discussion at programming council meetings. -Title IX Training has been deemed an important topic, given that 10 students were trained in the inaugural class of Step Up Peer Educators. In addition, staff, contracted with student design team to create Step Up visual brand, and major event throughout campus during April 2016. -Diversity and Inclusion continues to be a topic that needs to be addressed on campus. Given that, OMSS achieved the following: (1) Created the Multicultural Student Advisory Council to connect students from multicultural organizations with each other and with our department on a consistent basis. (2) GEARUP program staff hosted and facilitated monthly College Positive Volunteer trainings. -1-30-17 On-going discussions in other committees that address retention, alcohol usage, etc. -7-10-17- Homecoming committee modified schedule and events offered based on previous years' attendance and engagement. -7-10-17 - Launched assessment subcommittee for Bulldog Beginnings events and programming. -Fall 2016-17 - CLACS - Leadership programming was increased. LeaderShape taking place for 2nd year in August. Added a year- long leadership class making two now available for students. Leadership week was held each semester instead of one. A large leadership conference was implemented in spring semester. -Spring 2017 - CLACS - Five Star Follow Up was implemented to allow students a place to reflect on the Five 		<p>University Center (Mark Schuelke) CLACS (Angela Roman) OMSS (Matt Chaney)</p>	<p>Dean of Student Life</p>	<p>Ongoing</p>
---	--	--	-----------------------------	----------------

<p>(3) Star topic that was introduced the evening before.</p> <p>Discuss how to include RSOs in collaborative dialogue</p> <ul style="list-style-type: none"> -On-going discussion at programming council meetings -CLACS held three collaboration workshops for Student Organizations -1-30-17 Agenda item with the Council of Leaders Spring 2017 and continuous conversations occur around RSO collaboration during Student Government meetings -1-30-17 RSO collaboration workshops held each semester -7-10-17 – Student Life collaborated with Athletics and Student Government to host a Student Life Night (White out the Rink) at a hockey game. -2017 UREC awarded first annual Club Sport Core Value Award at Torchbearer Leadership Awards -Staff support Club Sport Council which develops and supports clubs with collaborative approach, funding from the finance division of student government and encourages involvement with student government - CLACS – Purchased t-shirts stating “Ask me about today’s event” for all CLACS staff, Student Government, and Entertainment Unlimited to wear on event days. 		<p>University Center (Mark Schuelke) CLACS (Angela Roman) OMSS (Matt Chaney)</p>	<p>Dean of Student Life & University Recreation</p>	<p>Ongoing</p>

<p>(4) Address over-programming by developing high-impact opportunities that utilize all resources (human and financial) effectively</p> <p>-CLACS is meeting monthly with Hall Directors regarding programming and student concerns</p> <p>-1-30-17 Prioritize collaboration across Student Life departments and outside of the division (particularly with residential life, athletics, and academic affairs) to leverage and enhance others' events and avoid conflict and duplication</p> <p>-1-30-17 New structure of Homecoming, Bulldog Beginnings, and Family and Friends weekend.</p> <p>-1-30-17 This issue being discussed in the following meetings: 1) CLACS meets with Hall Directors on a monthly basis, 2) Student Life Meetings, 3) OMSS quarterly meetings with International Education and Latin@ Studies</p>		<p>University Center (Mark Schuelke) CLACS (Angela Roman) OMSS (Matt Chaney)</p>	<p>Dean of Student Life Admissions (Jason Daday)</p>	<p>Ongoing</p>
<p>(5) Create and implement programming success measures</p> <p>-On-going discussion at programming council meetings about how we are assessing programs in addition to using attendance.</p> <p>-1-30-17 Committee determined programming success measures is unique to each event and encourages the RSO/Dept who sponsoring the event to establish and assess these goals.</p> <p>-7-10-17 - Late night programming series focused on low cost, high impact events.</p> <p>-Club Sport Council collects win/loss/participation numbers</p>		<p>University Center (Mark Schuelke) CLACS (Angela Roman) OMSS (Matt Chaney)</p>	<p>Dean of Student Life</p>	<p>Done</p>

<p>b. Explore technology to assist with programming advertising and student engagement -New TV monitors were placed in UC this fall 15 for advertising; Staff is working on an assessment process to see if these are working -1-30-17 Student Life work-group reviewing departmental social media presence and webpages and find ways to more efficiently share information across our departments and leverage/using our relationships and connections to individual communities of students. -Spring 2017 CLACS – added Snapchat to our list of Social Media Platforms for messaging students -Spring 2017 BHC: Working on launch of student health portal for 24/7 online scheduling and document completion for efficiency</p>		<p>University Center (Mark Schuelke/ Shana Beisiegel) CLACS (Angela Roman) OMSS (Matt Chaney)</p>		<p>Ongoing</p>
<p>(1) Institute an effective calendaring system that is mobile device friendly -Currently working with IT to assess options. -1-30-17 IT chose a mobile application that does not allow for calendaring.</p>		<p>University Center (Mark Schuelke) CLACS (Angela Roman) OMSS (Matt Chaney)</p>		<p>Ongoing</p>
<p>(2) Explore a current student mobile app -Currently working with IT to assess options. Reviewed 1 student mobile app and reviewing 1 more on 6/8/16. Planned to implement Student application Fall 2016.</p>		<p>University Center (Mark Schuelke) CLACS (Angela Roman) OMSS (Matt Chaney)</p>		<p>Ongoing</p>
<p>(3) Institute analytics technology to campus demographics. - Card Swipe device is currently out for quote through Technology Center. Anticipated Fall 2016 implementation. -1-30-17 OrgSync swipe system currently in place across campus - Fall and Spring 2016-17 CLACS – All 5 Star event data was captured and analyzed. Results are being sent to other departments and were highlighted in Assessment highlights report.</p>		<p>University Center (Mark Schuelke) CLACS (Angela Roman) OMSS (Matt Chaney)</p>		<p>Ongoing</p>

<p>(4) Institute video monitors and assess usefulness -Staff is researching this now -1-30-17 – Connected to the Digital Signage committee and still adding video monitors and assessment</p>	<p>5/1/2016</p>	<p>University Center (Mark Schuelke) CLACS (Angela Roman) OMSS (Matt Chaney)</p>		<p>Ongoing</p>
<p>c. Review policies and procedures for student organization event planning to make them more student-friendly. -Improved the Finance Division Allocation process; eliminated steps; increased application deadlines; improved all student forms -Poster Policy – moved to an online approval process and eliminated the stamping of posters -Event Registration - Made improvements to event registration; added travel and alcohol. -Staff is working to create an Event Planning guidebook for our RSO’s and students. A brochure was created and work continues on a full guidebook. -Event Registration – Spring 2016 due dates for submitting an event registration were changed from 3 weeks to 1 week, allowing for more spontaneous events to occur. - 1-30-17 Meeting in Spring 2017 reviewed cross-departmental involvement in the RSO event registration process. -Club Sport Council utilizes OrgSync for event registration, travel and purchase request - Spring 2017 - CLACS – Review and improvements in the event registration process are taking place. - Fall 2016 - CLACS – Implemented online training, including event planning, for RSO e-board members prior to allowing the RSO to plan events.</p>		<p>University Center (Mark Schuelke/ Shana Beisiegel) Dean of Student Life Office CLACS (Angela Roman)</p>		<p>Ongoing</p>

Initiative 3: Understand and reduce student debt					
1. Strategy		Target Date	Responsible	Collaboration Needed	Status
a. Action Steps					
1. Enhance university financial resources					
a. Support UA&M fundraising campaigns for scholarships -Several members of the Division were on the Scholarship Criteria Alignment Committee to help draft scholarship criteria for the Ferris Futures Fund Campaign. (MPERS money returned from the state). -Collaborated with UA&M on the Thompson Foundation Scholarship which resulted in a signed agreement to fund cohorts of students. Continue to provide reports to UA&M on endowed and annual spending. -1-30-17 Ferris Futures criteria set, and applications are being accepted. The first Ferris Futures awards will be made for fall 2017. -1-30-17 Financial Aid began awarding the Thompson Foundation Scholarship in fall 2016. -6/30/17 - Expansion of Thompson Foundation scholarships to include transfers, CET and possible TIP -6/30/17 - Development of a \$20,000 Emergency Veterans Fund	6/30/18	Financial Aid (Krissy Workman)		Ongoing	

Initiative 3: Understand and reduce student debt					
1. Strategy		Target Date	Responsible	Collaboration Needed	Status
a. Action Steps					
<p>b. Promote and explain benefits student employment positions (including work study) to students and parents</p> <ul style="list-style-type: none"> -Staff spoke at FSU100 classes regarding how to apply for jobs, and benefits of working on campus. -Emails sent to students reminding them of when jobs will be posted, when to apply for Work Study, and any important deadlines. -Emails sent to departmental supervisors reminding them to disburse important information on to their student employees such as time to file FAFSA, marking "Yes" to Work Study question, etc. -Literature given to all orientation students with student employment information including an explanation of the different forms of employment (Work Study vs Non Work Study) -Met with groups and individuals explaining the FSU student employment system. -CLACS created and handing out information about why student employment is a good choice for freshman at all summer orientation sessions. -1-30-17 Charged Wellness Wednesday Committee with sponsoring and delivering periodic budgeting workshops for students; in advance of refund checks -Spring 2017 - UREC encourages student staff to apply for and use work study; priority scheduling given to students with work study 		6/30/16	Admissions, Financial Aid (John Randle) and CLACS (Mickey Albright)	University Recreation and Housing and Residence Life	Done

Initiative 3: Understand and reduce student debt					
1. Strategy		Target Date	Responsible	Collaboration Needed	Status
a. Action Steps					
c. Financial Aid Leveraging -Implemented Ruffalo Noel Levitz (RNL) award strategy for new and transfer students. Awarded need based aid by a percentage of unmet need resulting from an RNL grid based on Expected Family Contribution and academics. -Revised award philosophy in regards to institutional funding and how it is impacted by new outside funding that students bring to the institution. -Increased WNF recruiting scholarships for new and transfer students, including the creation of a new lower-tiered transfer scholarship. -Increased tuition discount Great Lakes Award and created a new Bulldog award for the remaining U.S. states not included in the Great Lakes Scholarship. -Signed second contract with Ruffalo Noel Levitz that extended working relationship for two additional years. -6/30/17 - In 1 st year of two year renewal with RNL -Ferris Opportunity Scholarship was developed as a recruiting tool.		6/30/15 6/30/16 6/30/18	Financial Aid (Heide Wisby & Nancy Wencil)	Enrollment Services University Wide	Ongoing
2. Improve students' financial literacy and decision-making					
a. Effectively educate new and incoming students and their families about financial aid processes. -Provided one-on-one financial aid advising as well as group advising during Orientation. -The OMSS GEARUP Program College Positive Volunteer students facilitated breakout session on "Financial Reality" at the Reality Remixed Teen Empowerment Summit.		6/30/16	Financial Aid (Heather Stewart)	Admissions and OMSS Danyelle Gregory	Done

<p>b. Effectively educate students and their families about financial literacy (needs vs. wants, "refunds", realistic salaries, cost of living)</p> <ul style="list-style-type: none"> -Provided money management presentation to FSU 100 courses. Provided by financial aid advisor or a Financial Awareness Student Team (FAST) student, -Provided two GetReal! events; fall for FSU100 students, spring for continuing students. Event is also offered to high students in the local MOISD. -Provide emails to all students regarding how to responsibly manage any financial aid refund, create an account with their loan servicers, etc. -Financial aid advisor and FAST student attend graduation fair to provide exit loan counseling. -Fall semester financial aid collaborated with TDMP students to create a series of three videos centered around time to degree, reducing loan debt, and know your loan servicer. -In the parent newsletter a loan servicing information section was added which explained how students and parent borrowers are informed of their loan servicer. -Modifications were made to the Federal Loan Notification (disbursement notice) sent by Student Financial Services. The message encourages students who are receiving a refund to contact the loan department to request a loan reduction, thus reducing their future loan debt. -The borrower education team has developed two new e-mail proposals for 2016-17. "Know your limits" highlights loan borrowing limits and directs students to the Cost Saving Tips on the web. The financial aid awareness email asks questions about the student's knowledge of their borrowing, repayment, and the effect of student loans on credit reporting. Students who cannot answer these questions about their own financial aid history are encouraged to visit the Financial Awareness webpage, ferris.edu/aware. 	<p>6/30/16 6/30/18</p>	<p>Financial Aid (Melanie Mulder)</p>	<p>Admissions CLACS Support OMSS -(Danyelle Gregory) Counseling Director of Family Resource Center-(Karen Greenbay) Registrar- (Elise Gramza) FLITE (Scott Garrison)</p>	<p>Ongoing</p>
---	----------------------------	---	--	----------------

Initiative 3: Understand and reduce student debt				
1. Strategy	Target Date	Responsible	Collaboration Needed	Status
a. Action Steps -An educational tutorial entitled Borrowing essentials is part of the alternative loan application process. -The OMSS facilitated an interactive workshop on student loan debt and satisfactory progress with students in the TOWERS Leadership Development program as well as encouraged them to attend the Get Real program. -OMSS has made intentional efforts to provide mentorship to students and to student organizations, as well as to educate them on Satisfactory Academic Progress. - CLACS Wellness Wednesday included a financial literacy wellness topic -Student Life Retention Parent subcommittee charged with developing and implementing parent focused event during move in, collaborating with Parents Committee - 6/30/17 - Approved for a VISTA volunteer to assist with financial literacy efforts - Spring 2017 - Hosted a Get Real event in Grand Rapids				
c. Determine best delivery modes of financial aid and literacy education -Get Real Videos. -Informational emails regarding Financial Aid refunds. -Working with a faculty member to create financial aid literacy videos for use at all Ferris locations with targeted and timely messages.	6/30/16	Financial Aid (Melanie Mulder)	FSUS Instructors, Academics, Admissions CLACS Support	Done
3. Time to degree				

Initiative 3: Understand and reduce student debt					
1. Strategy		Target Date	Responsible	Collaboration Needed	Status
a. Action Steps					
a.	<p>Educate students and entire university community on the correlation between the number of credits taken each semester, student debt and time to degree completion</p> <p>-In the process of developing a branded initiative that can be used, campus wide which encourages students to enroll in 15 credits/semester to complete in four years.</p> <p>-Encourage students to take advantage of summer housing incentives to save time and money, and to complete their degree quicker.</p> <p>-6/30/17 - The video project is complete thanks to the TDMP program and the Fin Aid student Mary Kate. The series is on the Ferris You Tube page, and there is a link to the series on our Financial Awareness homepage. The plan is to send targeted emails to students in mid-September, with a link to one video per week.</p> <p>- 6/30/17-Financial Aid developed a cost savings tip website, including information on the benefits of taking 15 credits</p> <p>- Spring 2017 - BHC/PCC-Created new and clarifying language and process for processing medical withdrawals, incl. checklist.</p>	<p>6/30/17</p> <p>6/30/18</p>	<p>Financial Aid Registrar</p> <p>Retention WorkGroup</p>	<p>Academic Advisors, S.A.A.D.</p> <p>Birkam Health Center</p> <p>Provosts Office (Leonard Johnson)</p> <p>OMSS</p> <p>CLACS</p>	<p>Ongoing</p>
b.	<p>Provide advisors with a tool kit to help them educate students about the correlation between the number of credits taken each semester, student debt and time to degree completion</p> <p>-Financial aid provides a Financial Awareness Checklist, "What Every Advisor Should Know About Financial Aid" in the Tools for Advising & Registration page on the website.</p> <p>http://www.ferris.edu/HTMLS/academics/advising/Section11/financial-literacy-checklist.htm</p>	<p>6/30/17</p>	<p>Financial Aid Registrar</p>	<p>Academic Advisors, S.A.A.D.</p> <p>Birkam Health Center</p> <p>Provosts Office (Kirk Weller)</p> <p>OMSS</p> <p>CLACS</p>	<p>Done</p>
c.	<p>Create incentives for students to complete their degree in 2 or 4 years</p> <p>(1) Incentivize time to degree (2-2, 4-4)</p>	<p>6/30/17</p> <p>6/30/18</p>	<p>Kristen Salomonson</p> <p>Enrollment (Recruitment and Retention) Committee</p>	<p>Enrollment Services</p> <p>Academic Affairs</p> <p>President's Office</p>	<p>Ongoing</p>

Initiative 3: Understand and reduce student debt				
1. Strategy	Target Date	Responsible	Collaboration Needed	Status
a. Action Steps				
(2) Explore summer enrollment (e.g., online) -6/30/17 - Implementing a summer enrollment committee to include the role summer Pell will play.	6/30/17	Enrollment Services (Kathy Lake, Heide Wisby, Elise Gramza)	Academic Affairs EIO Housing Dining	Ongoing

Operational Excellence				
1. Function	Target Date	Responsible	Collaboration Needed	Status
a. Action Steps				
1. Optimize CLACS space and customer service		Angela Roman		Done (SP 2016)
2. Focus on assisting students in preparing for their career and graduate school -5-2016 Career Center completed a university wide assessment and created an action plan to improve and develop services to fit students' needs -1-30-17 Career Center conducted RSO specific career workshops during Spring 2017 -6-28-17 Career Center completed several Action Plan goals and will continue through 17-18 year.		Mickey Albright		
3.				
4.				
5.				
6.				

04/30/15 Updated July 2017