Call to Order

President David L. Eisler called the meeting to order at 8:30 a.m.

In Attendance

Charles Bacon, Mindy Britton, Dave Eisler, Fritz Erickson, Don Flickinger, Dorothy Hart, Karen Huisman, Michelle Johnston, Andy Karafa, David Pilgrim, Anna Rizzo, Jerry Scoby, Melissa Sprague, Khagendra Thapa and Erin Williams.

Written area updates provided by Council members prior to the meeting are attached to this document as part of the file for this meeting. Council members Pilgrim, Thapa, Williams, Karafa, Flickinger, Bacon, Britton and Scoby provided additional information during the meeting.

President Eisler provided a presentation to the Council on enrollment. This presentation, including notes, can be found online at the following location:

http://www.ferris.edu/HTMLS/administration/president/budget-pres/forums/docs/Fall_Enrollment_2013_with_Comments.pdf

Additional Council discussion on the enrollment presentation included the following topics: Issues relative to K-12 students taking Ferris classes; summer enrollment incentives; and various challenges and ideas in addressing enrollment issues.

Adjourned: 9:56 a.m.

Submitted by: Karen K. Huisman
Academic Affairs Updates for October 28, 2013 Leadership Council:

- We are beginning conversations to examine the structure of the Office for Academic Research due to Karen Barkel, Director of Academic Research and Grants, returning to faculty status in the Biology department. Conversations will look to identify a sustainable structure moving forward with emphasis on how internal research and sponsored programs will best be supported.

- We are in the process of replacing the dean of the College of Engineering Technology due to the resignation of J.K. Yates. We will be looking for an internal replacement and expect to complete this process by semester end.

- PCAFS that have been routed through to the Provost's Office since September include Long Term Care Administration (BS), Plastics & Polymer Engineering Technology (BS), and Actuarial Science (BS).

- Ferris' three health colleges recently hosted Mr. Alex Gorsky, CEO of Johnson & Johnson, for the first annual Victor Spathelf Lecture and a day long event for Mr. Gorsky to meet with Ferris health professionals and students.
TO: Ferris State University Members of the Board of Trustees  
FROM: Khagendra Thapa Ph. D. Academic Senate President and Professor of Surveying Engineering,  
SUBJECT: Academic Senate Activities  
DATE: September 26, 2013

The Academic Senate held its annual retreat at West campus Community Center on August 20, 2013. In the retreat Provost Fritz Erickson addressed several topics and gave his five priorities for the upcoming year.

1. Strategic Planning
2. Online and Virtual Learning.
3. Academic Leadership
5. Continued Focus on Retention, Graduation and Student Debt.

Prof. Fred Heck gave an update on the General Education recommendations and how they were setting up town halls for September and would like a vote at the October 1st meeting of the Senate so that it could be implemented by Fall 2014. Prof. Mike Bergheof from the Distinguished Teacher Award Task Force reported on the issues involved such as: low nominations, award value and input.

In the September meeting, the Senate accepted the creation of the following two task forces:

Task Force on Program Advisory Boards

This task force will examine the roles of an advisory committee for individual programs. It will review existing structure and determine whether or not a university-wide policy would be appropriate and develop rubrics. The task force will consist of four faculty members (any tenured or tenure track faculty) and four administrators. An administrator and a faculty member will co-chair the committee. The Task Force will report back its recommendations to the Senate no later than the first April 2014 meeting of the academic Senate.

(continued)
Task Force on Evaluation of Senate Committee Effectiveness

This task force will examine the effectiveness of Senate committees and suggest improvements if necessary. The committee will consist of one faculty member representing each Senate unit. The committee will be chaired by the Vice-President of the Academic Senate. The Task Force will report back its recommendations to the Senate at the December 2013 meeting.

At its October 1, 2013 meeting the senate approved the recommendations of the General education task force which has been working for about four years. In addition, the senate approved the closure of BA program in Mathematics and approved a new master degree program in social work.
The **Administrative Evaluation Task Force** is wrapping up their work, which includes some recommendations for a new performance evaluation tool for Administrative and Administrative Support employees. Once approved, the new forms would be in place for the evaluations to be completed by the end of May 2014, and beyond.

As you know we experienced a **power outage** in the early morning hours of October 2. There was some outstanding collaboration between many, many departments including the Physical Plant, IT, Public Safety, Residence Life and Housing, Dining Services, the Dean’s offices, Student Recreation and many more. Thank you for your outstanding work and collaboration to minimize the duration and impact of this power outage on the campus and our students.

Have you wondered how big the **new parking lot** east/north east of the University Center will be and where it will be located. You don’t have to wonder any longer as most of the curb outlining this new parking lot is already in place, and some of the first layer of asphalt is in place.

The University recently contracted with TSC from Washington, DC to conduct an **IT System Security Review and Assessment**. Representatives from this firm will be on campus to talk to a numbers of key constituents to do a thorough assessment and to identify some additional ways to further our systems and data security to reduce the chances of having another hacker attack.

One of things we learned through the **July hacker attack** was that the university has data stored for periods beyond when we really need to have it available for future university business. Some of the notifications we sent out would not have been required had we had an ongoing program to review data stored electronically across the university systems. Our IT staff will be reaching out to some of you in the coming weeks and months to partner on permanently deleting unnecessary electronic records.

Have you heard of the **Clery Act**, know you should know more about the topic than you do but don’t have a good resource to gain the additional insights that you are seeking? Bruce Borkovich might just have the answer for you. He is coordinating several meetings over the course of the fall to further our collective education about the Clery Act and what it means to a number of our offices across campus. If you have not been invited to one of these session, and would like to be a participant please reach out to Bruce at BruceBorkovich@ferris.edu.

Several years ago the university installed an **Emergency Broadcast System** on towers across the entire campus for use outside of buildings. As part of the effort to continue to improve our emergency readiness the Department of Public Safety will be testing these devices once a month on the same Saturday as the City system tests. The university will test its system on those Saturdays at approximately 1:05 p.m.

The university recently contracted with a vendor by the name of Cloudbearing to assist with the planning, implementation and migration from Lotus Notes to **Microsoft Office 365** staring in January 2014. We are excited about this new system and look forward to partnering with user departments across campus to upgrade this electronic suite of tools that we have all come to rely on. The selection of a training partner is still being finalized.

With the University Strategic Planning effort coming to a close in the next few months, we plan to update the **Facilities Master Plan in 2014**. On October 4 we received Board of Trustees approval to obtain professional services to help update the Master Plan for both the Big Rapids Campus as well as our facilities in Grand Rapids. Stay tuned for opportunities for input into this process.

The **temporary road** between the University Center circle drive east to Ives will be reopened by November 11 after the steamline repair is complete.
The Administrative Council has been working on several items:

- Completed an "Outreach Program" whereby Administrative Council members made contact with all administrative employees either by phone or email.
- Developed a packet of information regarding the Administrative Council which will be included in all new administrative packets at new employee orientation.
- Conducted a professional development survey of administrative members. A total of 97 members completed the survey and four key professional development areas were identified: Mentoring, People Skills, Job Specific Training and Refreshers. Administrative Council's recommendations for training in these key areas have been forwarded to Jerry Scoby through Tamie Grunow.
- Elections for two-year Administrative Council terms expiring September 30, 2013 were successfully held.
Birkam Health Center:

We are having a very busy semester so far. A system report the Birkam Health Center is able to generate indicates numerous diagnoses and number of times each diagnosis was made since the beginning of the semester. I would be pleased to report on some of this data at the meeting, if you wish.

We said goodbye to Joan Kronlein this semester and will be welcoming new member Rachel Adeyanju, RN, MSN to our team on 11/4/13.

We are getting some much needed updates at the health center (paint, flooring, curtains) and things are looking great. We will begin the second phase of this update during the semester break which will include some renovation of our front office space.

We had another successful employee flu clinic with 330 immunizations given during the two day clinic. Thank you to the College of Pharmacy and the students who assisted in making this the success that it was. We could not have done it without them.

We are collaborating with students from the College of Health Professions and the math department on a couple of service learning projects which we are very excited about.
Leadership Council notes for October 2013

Dorothy Hart, President for FSU Clerical Technical Unit

We reached a TA in August and it was voted on by the membership with only 2 “no” votes and the rest in favor and later signed on August 29 by the Ferris Board of Trustee’s.

We are still working on a Sick Leave Transfer Account for our members and a signing of the final copy of the 5 year contract for CT’s. We are also looking at some possible changes to our insurance plan.

There was much disarray with regards to the recent power outage; many of our members are still frustrated with regards to knowing who is essential and who is not. Some of our members worked and some did not. Some are still wondering if they get the time off for working that morning. Some have already taken their time. Some came to work and then went back home or out to breakfast with fellow employees. It would be better for everybody if we could define essential/non-essential.

Many of our CT’s are still feeling a bit overwhelmed by the extra duties that they have been given with no letup in sight. Some of the members are still working through lunch hours and after hours just to keep their duties caught up.
Deans’ Council Report  
Leadership Council  
October 28, 2013

Since the last Leadership Council meeting in Spring Semester 2013, the Deans’ Council focused on the following issues:

1. Summer Enrollment—Throughout the Summer Semester, the Provost facilitated a series of meetings, which comprised the Summer Enrollment Summit, to examine ways to increase summer enrollment;

2. Recruitment and Retention—The Deans examined new recruitment of students and data focusing on retention of students;

3. Budget—The Deans’ Council examined the budget vis-à-vis student enrollment in courses and programs;

4. Software—Deans’ Council members heard presentation regarding enrollment management software, graphic standards, strategic planning, lab safety, and HR plans; and

5. Strategic Initiatives—Deans are aligning college initiatives to the strategic initiatives of Academic Affairs.

Prepared by:

Michelle Johnston
Diversity and Inclusion Office Update

1. Student Diversity Mini Grants -
   - Dan Noren’s French Class Chicago Field Trip to visit permanent exhibits of city life in Francophone Africa and hear lecture – Oct. 2013.
   - The Sport 4 Peace: Dr. Sarah Hillyer, Guest Speaker – Oct. 2013.
   - 28 DSAGA students attending the MBLGTACC Conference in Kanas City, MO - Feb 2014.

2. Faculty/Staff Diversity Mini Grants -
   - *The Mythology of the Jewish Experience*, Barry Mehler.

3. Speakers and Events
   - Damon Williams and West Michigan Presidents Compact Committee – including concurrent sessions and JCM tour.
   - Michigan Department of Civil Rights – Panel, lunch and JCM tour.
   - Preliminary planning of PBS viewing /educational event for Spring 2014.
   - Hosted 2nd Baptist Church of Detroit group at JCM.
   - Dr. Pilgrim lectured at Western Michigan University and at Wright Museum for Detroit Public Television.

4. Multi-Media materials
   - Faculty and Staff mini-grant Brochure created and distributed campus wide.
   - Faculty and Staff mini-grant Poster created and distributed campus wide.
   - Student diversity grant Brochure created and distributed to all RSOs.
   - First Lady's Attic flyer created and distributed to dining facilities.
   - Edited "At Our Core" videos for event during faculty welcome back week. Also, created Core Value graphics displayed at Wheeler Pavilion and Ferris State Television.
   - Created video recap of “Cultured Affair” event in IRC (OMSS, International, and Latin@ event).
   - Math 117 Poster Video (direct connection with JCM and curriculum).
   - Faculty and Staff mini-grant promo video.

(continued)
5. Committees / On-going Projects
   o Completed Diversity Audit process – selected candidate declined, must re-do process.
   o Working on MAP (Museum Assessment Program) – Collaboration between Diversity, Arts and Science, Academic Affairs, and OMSS.
   o Achievement Gap workgroups – wide range of departments, both faculty and staff.
   o Media and Web Accessibility committee – wide range of departments, both faculty and staff.
   o Dr. Pilgrim serving on Vice President of Student Affairs Search.

6. Ferris Youth Initiative (FYI)
   o Mentor training “Young Adults & Positive/Productive Relationship Development” and “Limit and Setting Appropriate Boundaries.”
   o Sponsored MET Foster Futures Charitable Benefit, September 26, 2103. FYI student Jessica Smith presented.

7. Other
   o The Jim Crow Museum is featured in the 6-part documentary film, The African Americans: Many Rivers to Cross.
   o Sponsored Latino Center Promesa Community Scholars Program.
   o Sponsored Black Chamber of Commerce Entrepreneurial Speaker Series, September 18, 2013.
Leadership Council Update

Governmental Relations and General Counsel

October 28, 2013

• Governmental Relations and General Counsel spearheaded an event with the Michigan Department of Civil Rights (MDCR) celebrating their 50th Anniversary. The event included a panel discussion, “50 Years Forward: The Continuing Fight for Civil Rights in Michigan and Beyond” along with the Political Engagement Project, Diversity and Inclusion, Multicultural Student Services and the Latin@ Studies Center. The panel discussion was well attended by students, faculty and staff. The MDCR staff was very impressed with Ferris and the Big Rapids community and greatly appreciated our hospitality.

• Governmental Relations and General Counsel continues its outreach in the Big Rapids community. The office is once again sponsoring the Mecosta Area Chamber of Commerce’s Leadership Mecosta program by hosting the lunch and afternoon training for their Education Day in November. Dean Michelle Johnston will address this year’s class and discuss FSU’s philosophy on how we go about educating our students, the challenges associated with this goal, and the legislative climate in which we presently operate.
Foundation Benefit -- Faculty and staff are invited to attend the 15th annual Ferris Foundation Benefit Friday, Nov. 1 at DeVos Place in Grand Rapids. Proceeds support Ferris student scholarships and faculty and staff merit grant awards. Title sponsor is Wolverine Power Cooperative, and ABC “Primetime” host John Quinones is the keynoter.

Total Giving – Overall cash donations to the University and Foundation increased by 61 percent for FY2013, totaling $6.6 million compared to $4.1 million for FY2012. This includes $1.4 million receipted from the David Wolcott Kendall Foundation dissolution. Without the Kendall Foundation monies included, total cash gifts increased 27 percent.

On-Campus Call Center—Annual fund call center operations, previously hosted externally, have moved on campus to the second floor of Timme, with Ferris students and staff manning it. Calling began Oct. 7 and continues for 10 weeks in both the fall and spring. This transition is expected to maximize long-term growth of annual alumni participation and giving and strengthen the culture of philanthropy by using our own Ferris ambassadors. New annual giving hires who are overseeing the call center and other expanded annual giving initiatives are Director Jennifer Yontz, a Ferris Accounting alum, and Assistant Director Stephen Nicolet.

AVP Candidate Interviews—On-campus interviews for finalists for the Associate Vice President for Advancement position will be held the week of Nov. 4 with open campus forums scheduled. More details will be distributed through University-Wide Notices.

Advancement Policy—A new business policy on the coordination and prioritization of University fundraising activities articulates how members of the Ferris community can partner with UA&M to communicate and coordinate solicitation activities that result in maximum charitable support aligned with University priorities.

Ferris visibility—As part of ongoing efforts to create a compelling identity for Ferris that provides the institution with a competitive advantage, a fresh evolution of the Ferris brand is reflected in a new television commercial, print ads and highway billboards featured in key Michigan markets over the next year. The campaign is meant to build and maintain wide public support for Ferris and complements other University efforts that are more focused on student recruitment. A survey of target audiences will be conducted to determine the campaign’s effectiveness and to provide actionable insight.

Success Stories—A new “Bulldog Bios” alumni video series is being produced, featuring in-depth interviews with successful alumni, including honorary doctorate and distinguished alumni award recipients. Two other new video series include profiles of students from varying academic programs completing summer internships across the country and “The Ferris Lowdown” uploaded to the Ferris YouTube channel which uses a creative and entertaining approach to encourage students to attend University events.

Graphic Standards—To better serve the University community, UA&M has a new Graphic Standards webpage to access Ferris wordmarks, box flame and Bulldog files. It includes appropriate and inappropriate uses for each graphic and a section for Ferris Colors, Typography, Written Standards, Stationary and Templates.

Note: Visit the University Advancement and Marketing homepage at http://www.ferris.edu/HTMLS/administration/advance/ to access some of resources outlined above.