Founders’ Day 2013

A reflection on our past, a consideration of the present, and some thoughts on our shared future.

David L. Eisler, president
August 29, 2013
Mr. and Mrs. Ferris
Ferris’ 1st Class
Values

I say put humanity first and money second and even further down the line if needed.

Woodbridge N. Ferris
Core Values

Collaboration
Diversity
Ethical Community
Excellence
Learning
Opportunity
Mission

I was establishing a school for “lumber jacks”, miners, farmers’ sons and daughters, girls who worked in Michigan factories...

The purpose of the Ferris Institute is to make the world a better place.

Woodbridge N. Ferris
Ferris State University prepares students for successful careers, responsible citizenship, and lifelong learning.

Through its many partnerships and its career-oriented, broad-based education, Ferris serves our rapidly changing global economy and society.
My plea in Michigan – and it will be my plea to the last breath I draw, and the last word I speak – is education for all children, all men, and all women of Michigan, all the people in all of the states all the time.

Woodbridge N. Ferris
The recognized leader in integrative education, where theory meets practice throughout the curriculum, and where multidisciplinary skills important in a global economy are developed with the result that Ferris State University will also be:

- The preferred choice for students
- The premier educational partner
- A stimulating, student-centered academic environment
- A university that aligns its practices and resources in support of its core values
Academic Excellence

• Full ten-year regional accreditation by the Higher Learning Commission
• 39 national programmatic accreditations
• 10 Ferris Fulbright Scholars since 2003, 25 overall
• Nationally ranked degree programs
• 38 new degree programs
A Decade of Accomplishment

Program Development

- Nursing, MS
- Sculpture and Functional Art
- Information Security and Intelligence
- Art Education, MS
- Digital Media Software Engineering
- Business Data Analytics
- Educational Leadership, MS
- Computer Information Technology
- Architecture and Sustainability
- Community College Leadership, Ed.D.
- Molecular Diagnostics
- Dietary and Food Service Management
Program Development

- Energy Systems Engineering
- Plastics and Polymer Engineering Technology, AAS
- Sports Marketing
- Fashion Studies
- Medical Illustration
- Public Relations
- Child Life Specialist
- Health Care Marketing
- Insurance and Risk Management
- Graphic Media Management
- Graphic Communications, AAS
- Collaborative Design
- Printmaking
Physical Campus

- IRC
- Classroom renovation
- Rock and East Campus Suites
- Optometry Building
- Pharmacy in Grand Rapids
- Jim Crow Museum
- Ferris Building
- UICA
- University Center
A Decade of Enrollment Growth

Ferris State University
Imagine More

2002: 11,074
31% Growth
2013: 14,533
A Decade of Enrollment Growth

- 2002: 11,074
  - FTIAC: 1,145
  - Transfer: 7,751
  - Continuing: 2,178
  - Growth: 31%

- 2012: 14,533
  - FTIAC: 1,813
  - Transfer: 10,180
  - Continuing: 2,540
  - Growth: 31%

17% Growth
### Better Prepared Entering Students

<table>
<thead>
<tr>
<th></th>
<th>2003</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>High School GPA</td>
<td>3.09</td>
<td>3.22</td>
</tr>
<tr>
<td>ACT Composite</td>
<td>20.6</td>
<td>21.27</td>
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</tbody>
</table>

### Improved Graduation Rates

<table>
<thead>
<tr>
<th></th>
<th>2003</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-year bachelor degree</td>
<td>42%</td>
<td>56%</td>
</tr>
</tbody>
</table>
A Decade of Degrees Conferred

2002 - 2012

- Total: 2,593 (47% Growth) → 3,761 (76% Growth) → 2,310 (319% Growth)
- Bachelor: 1,312 → 2,310
- Doctoral: 58 → 185

Ferris State University
Imagine More
Growth Beyond Big Rapids

- Kendall College of Art and Design
- Community College Partner programs
- Grand Rapids
- Online
- Early College and Dual Enrollment
Branding and Identity

- Crimson and Gold
- Imagine More
- Use of the Torch
- Billboards
- Our Bulldog
A Decade of Declining State Support

- State Appropriation: $53.9 M to $41.3 M (38% Decline)
- Approp. Per FYES: $4,591 to $3,383 (23% Decline)
**2002**
- **Total Revenue**: $180 M
- **State**: $54 M (29.7%)

**2012**
- **Total Revenue**: $272 M
- **State**: $41 M (15.2%)
A Decade of Fundraising Support

Cash Gifts

- 2002: $4.5 M
- 2013: $6.6 M
- 47% Growth

Ferris Foundation

- 2002: $18.5 M
- 2013: $41.4 M
- 123% Growth

Growth:

- Cash Gifts: 47%
- Ferris Foundation: 123%
The core mission of Ferris State University is to provide education of the highest quality. Our efforts are directed at the continued enhancement of the educational experience for our students. This expectation is intrinsic to all others.
• Develop, Adopt, and Implement a New Strategic Plan

• Improve Student Retention and Graduation

• Address Student Debt

• Build Relationships and Enhance External Support

• Further a Culture of Leadership Development
Challenges

- Demographic changes in student population

- Increasing pressures of cost, affordability, and declining state support

- Economic challenges for students with heavy dependence on Pell Grants and TIP support, and the impact of rising federal student loan rates
Challenges

• Growing acceptance of courses as commodities. In this technology is seen as a one-size fits all solution.

• Increased calls for accountability, coupled with desires to benchmark, measure and control

• Increased dependency and expectations from communities
Success will require –

• The nimbleness to respond to the needs of our students, graduates and society

• A global focus, reflecting the careers and opportunities ahead for our students

• An approach that is increasingly interconnected, multi-disciplinary, and which creates a sense of place for our students
Working together, this is a future where we can and we will succeed.
I make no attempt to solve all the problems that any one day presents.

No man can see very far into the future. Day by Day his perspective changes.

Woodbridge N. Ferris
Thank you for your efforts every day to make Ferris State University an extraordinary institution that truly cares about students.

Working together, we can continue to build a great University, a unique and special place, that honors the legacy of both Woodbridge and Helen Ferris.

In doing so can we will provide a life-shaping and life-changing education of which we can be extraordinarily proud.

David L. Eisler, president