DIVISION OF STUDENT AFFAIRS

SHARE YOUR SUCCESS

April 28, 2011

Dan Burcham thanked everyone for attending and indicated that Student Affairs has many successes this year.

Multicultural Student Services

Matt Chaney reported that:

- His first success he will speaking on will not actually occur until Friday, April 29th – the 25th anniversary of the Office of Multicultural Student Services. He indicated that many alumni are returning for this event and that Raymond Gant would be the guest speaker who was the first director of the Office of Minority Student Affairs.
- This is the fifth year for the GEAR-UP Program with the GEAR-UP students now being old enough to enter Ferris. So far, 44 students have been admitted for Fall 2011.
- The “Sustained Dialogue” discussion series was held in which diversity, relationship building and student success was discussed. This focused on student learning.
- Initiated a very positive relationship with the Hispanic Center of West Michigan and coordinated outreaches with Union High School and Ottawa Hills High School. Many of these students may qualify for TIP funding. Plans are underway to work with these family and students in the future. President Eisler noted that this is a great opportunity to tell families about the TIP program plus the bus service. He encouraged us to do everything with that community that we can.
- Matt Chaney will represent Ferris State University at the West Michigan LEAD Summit (Latino Education and Advocacy Day) at Muskegon Community College. This will positively impact Hispanic students.

University Recreation

Cindy Horn announced that:

- An Intramurals Coordinator (Fern Labra) has been hired.
- Mr. Labra has trained the referees, and also cross-trained them, to assist in more than one sport as well as planned other activities. This has resulted in a reduced number of complaints.
- Received funding for the purchase of new exercise equipment.
- Purchased a maintenance agreement which this equipment also.

Scholarships and Financial Aid

Sara Dew reported the following:

- Scholarship offers this year are up 12%.
Scholarship accepts are up 43% from last year.
WNF Scholarship offers are up 13% from last year.
WNF Scholarship accepts are up 61% from last year.
Great Lakes Scholarships offers are up 16% from last year.
Great Lakes Scholarship accepts are up 59% from last year.
TIP I scholarships are up 71 freshmen this year.
Hired a Scholarship Coordinator, Kristine Workman.
Held Financial Aid workshops in the high schools during parent-teacher conferences.
This was well received by the schools and families.
It gave us an opportunity to assist homeless students.

Orientation

As of April 25, 2011, 1800 students are registered to attend New Student Orientation.
The On-Line Orientation Program has been revamped, revised and enhanced in-house to better serve new students attending summer school and those who are transferring from other colleges.
Nick Campau and Jason Daday presented “Discover What Your Staff is Learning: Exploring Student Staff Learning Outcomes and Assessment” at the annual National Orientation Directors 2010 conference.

Student Life

Mike Cairns reported the following

Implemented recommendations submitted by the Commuter-Non-traditional Student Work Group which included the development of a virtual resource center, The Traveler newsletter, a commuter-non-traditional student display case in the Rankin Center and the creation of a poster.
Collaborated with a variety of campus departments and the local community to receive two faculty/staff diversity mini-grants for the Spring 2011 Sexual Awareness and Prevention Speaker and the Fall 2011 Spirituality Resource Fair (focusing on spiritual engagement).
“These Hands for not for Hurting” program will be expanded next year and be put in the residence halls. Collaborated with the Social Work students and WISE on this program.

Enrollment Services

Kathy Lake indicated that:

The Hometown Recruiter initiative kicked off a couple of years ago. This year Amber Balmer spearheaded this initiative with the 26 student recruiters visiting their high school over the Christmas break. These student recruiters spoke to 1,285 high school students, recorded 247 volunteer hours, and drove 9,000 miles.
The Communication Center will be more of a telecounseling and social media center. Becky Vokes moved to Financial Aid and Amber Balmer is supervising the
Communication Center. The Communication Center will be working on outbound calling projects and a facebook page with students assigned specific projects.

**Birkam Health Center**

Paul Sullivan reported that:

- The Birkam Health Center continues to provide quality medical care at the lowest price possible. The center has a very committed health care team.
- FSU students have been healthy this year.
- The Birkam Health Center had between 15,000-16,000 visits this year.
- The health center is currently in the process of accepting more insurances including Priority Health.
- He serves on a Student Health Insurance Subcommittee through MHEC where colleges and universities in a 12 state area contract with a health insurance company to save money.
- Dr. Davis and the nurses have created a newsletter entitled “Health Shots,”
- The health center collaborates with others areas in providing services including Allied Health Sciences, Human Resources, Optometry and Education.
- The Birkam Health Center has a great relationship with the hospital as well as athletics and is expected to grow.

**Admissions**

Troy Tissue indicated that:

- Admissions hosted the WNF dinners in Novi and Grand Rapids with many faculty and staff attending as well. This allowed Ferris to engage with prospective families and promote FSU.
- Twelve Dawg Days were held this year hosting 1000 prospective students. This is a cooperative effort with the entire campus community. Dawg Days is a high yield recruiting program for Ferris. This year Ferris saw many students coming from out-of-state for this event.
- Many recruiters traveled to other states as a result of the Great Lakes Scholarship initiative.
- Angela Garrey was hired as a Coordinator of Recruitment for the management and guidance of the field recruiters.
- Currently, we are up 400 FTIAC students from last year.
- Our Veterans’ Specialist was called to active duty. Jeff Stewart, a student who worked in our Communication Center, was asked to step in. He has been catching on very well.
- Ferris has partnered with the U.S. Marines in developing an accelerated admissions program.
- A TIP recruitment effort was accomplished again this year with Dr. Burcham requesting TIP eligible student names from the high school superintendents, principals, and counselors. These names were then put into our prospect pool.
- A “Bring your Dog to the Park” event was sponsored at 5/3 ballpark with FSU Grand Rapids.
Counseling Center

Renee Douglas asked that Chris Richmond speak on the assessment tool used in the Counseling Center. Chris reported that:

- The OQ assessment tool was used. This tool assesses distress symptoms, symptoms of depression and anxiety.
- This tool is computer based and the client completes the survey at the end of each session. This allows both the counselor and client to see if the client is getting better, worst or staying the same. If the client is getting better they can usually point to something that was helping them. This will aid the students in their lifelong learning.
- This assessment tool gives the counselors valuable feedback and allows for warning signs to be dealt with proactively.

Student Conduct

Kristen Norton indicated that:

- The Office of Student Conduct has a tendency to receive negative feedback when assessing.
- Discussion of “Know the Code” was held during FSUS classes and will not be done during orientation. This allows the students to learn about the codes in a more positive atmosphere.
- Posters were developed, postcards sent, and notepads and pens were used for the “Know the Code” campaign.
- The website was redesigned and the database was upgraded for Student Conduct. This allowed for a more efficient operation.
- Adjudicated 610 incidents (1098 students). This is 400 fewer than last year.
- Letters are not being sent several times for students failing to comply. A hold is simply put on their account and it will need to be taken care of prior to registering for classes.

Career Services

Angie Roman reported that:

- Career Services has changed their focus by supporting, educating, and guiding students throughout their career development process.
- Employers support the Alumni Bits section of the newsletter.
- Faculty members are getting employers on campus.
- Student organizations are hosting employer events.
- 250 students attended the Career Fair this Fall including employers.
- Webinars were implemented this year and will continue next year.
- Changed the name of the Job Fair to Career Fair.
- The Career Fair hosted a full load of employers; however, student numbers were down.

Student Leadership and Activities
Alli Witucki indicated that:

- Student Leadership & Activities implemented OrgSync this Fall. Currently, OrgSync has 9,219 users and 300-400 faculty and staff.
- OrgSync can be used as an assessment tool.
- OrgSync was able to report 16,000 volunteer hours for the Honors Program students.
- Fifteen students have created an e-portfolio without any advertising.
- There is a substantial amount of faculty and staff reporting in it.
- FSU students reported 40,000 volunteer hours.
- The campus programming board held 26 events Spring semester plus Ferris Fest.
- Ferris Fest had 4000 students attend in Wink Arena.

Rankin Student Center

Mark Schuelke reported:

- Rankin Center offers alternative activities such as billiards and table tennis tournaments. This year 84 students participated in this tournament and two table tennis players qualified for the national ACUI tournament.
- Over 3000 people utilized conference space – 53% were student groups and 43% were faculty/staff.
- The challenge is meeting space to seat for 40-50 participants.
- Purchased a gaming station at the national conference which consists of PS3 and Xbox 360.

Enrollment Services

Kristen Salomonson noted that:

- Admissions would be revamping their communication flow to current students.
- The Registrar’s office implemented a work flow change for grade changes. They went from a paper flow to electronic submission now. Other processes will be reviewed also such as direct communication via cell phone.
- Students will need to update their emergency contact information prior to a review of their grades this semester.
- Enrollment Services is working with Bill Potter, University College, on a retention product for Fall semester. This system will track issues with students (at risk, income, or conduct issues).

Dan Burcham spoke on The Big Event where more students participated in cleaning up more houses in and around Big Rapids. If students are involved, they tend to stay. He would like to tie this into the student worker initiative which will be implemented this Fall.

Others

Jason Daday, Admissions, indicated that:

- Transfer students could participate in the on-line orientation.
• Approximately 1000 students participated in group visits. They are seeing more faith-based and athletic groups attend.
• Working with the students in the GEAR-UP program and the OMSS office.
• He hosts the Ferris State Live TV show. Recently, he spoke to two students who both gained employment though their contacts at the job fair.

Mitzi Day, Institutional Research, reported that:

• Enhancements were completed to The Fact Book including breaking out the student credit hours for the colleges.
• IR will be doing some enhancements on the retention reports as well.
• They will be tracking graduate rates to see what programs the students came in to and what they graduated in or transferred out of.
• The summary of the IPEDS data is available on college navigator website.

Paul Sullivan indicated that IR assists with collecting data for the health assessment survey also.

Carla Erlewine, Financial Aid, reported that:

• 18,210 FAFSA were reviewed for the 2011-2012 year. This resulted in 1,244 more than last year.
• They reviewed 726 more freshmen this year.
• They reviewed 42 more transfer admits
• They reviewed 236 more continuing students
• They reviewed 60 more graduate or professional students.

John Randle, Student Employment, reported that:

• The Rock is the biggest student employer with over 900 students, following by University Recreation.
• Grand Valley State University employs 2500 students and FSU employs 2300.
• Working with Payroll to insure that when students drop below ½ time they can continue to work which will assist both the departments and students.

Troy Tissue, Admissions, reported that:

• Elise Gramza is now the Associate Registrar and has initiated the grade change process electronically. She will also be working on an on-line graduation application. This will assist in determining how many students will be graduating each semester.

Bruce Gilchrist, Enrollment Technical Services, indicated that:

• Ferris is right on target in doing a business analysis for this process.
• Troy Tissue serves on the advisory committee for the State to allow for a better understanding of the Economic Recovery Act in meeting deadlines.

Charlotte Tetsworth, Admissions, reported that:

• She received her first electronic transcript from a community college.
• That her office was busy reviewing and revamping all 50,000+ courses in the system.

Dan Burcham thanked everyone for their work this year and going above and beyond. If we bring the students in like we anticipate, it will basically change the institution.

Kristen Salomonson noted that she felt that the staff is more cooperative and creative than every before.