In Attendance:
Shelly Armstrong          Michelle Johnston
Amber Balmer              Paul Kammerdiner
Dan Burcham               Ken Kuk
Rick Christner            Sheila MacEachron
David Eisler              David Pilgrim
Don Green                 Matt Pinter
Rick Griffin              Miles Postema
Kim Hancock               Mike Ryan
Michael Hughes            Luzia Tartari
                           Nate Tymes

Not in Attendance:
Mike Cron                 Allen Sutherby
Oliver Evans              John Urbanick
Nancy Hogan               Tom Weaver
Jim Rumpf                 Robert von der Osten

Guests: Beth Logan and Carol Quigley

Introductions: President Eisler began the meeting with introductions, including new Vice President for University Advancement and Marketing, John Willey.

Presentations:  
Economics - President Eisler presented the current economic climate in the State of Michigan, the country, the budget at Ferris and its impact on the Strategic Plan (handouts and the PowerPoint file is attached and is available online). There was discussion by several members on extending the 300 mile transfer scholarship to graduate and first professional students; to marketing to those who may not have considered college before, but may now due to economic conditions; and to consider non-degree seeking “third age” population.

Strategic Plan (Year 1) – review by goal/initiative
Goal 1 – Initiative 1 (Assessment): D. Burcham and M. Johnston provided updates on HLC and TracDat. There was discussion on how much time, detail and energy that faculty members are expected to put into TracDat. M. Ryan questioned how to input the information that cannot be quantified. M. Pinter suggested developing a method of talking to alumni and using assessment measures from their perspective.

Goal 1 – Initiative 2 (Scholarships): S. Armstrong shared that results of the feasibility study showing that the highest priority is on need-based scholarships; Ferris hopes to double scholarships and grow endowments through the upcoming capital campaign. The scholarship process is being streamlined, major gift officers are soliciting donors, and recipients and donors are connecting. L. Tartari suggested that Ferris develop understanding of donations and connections with international students while they are enrolled so that there is a solid relationship as they return to their countries.
Goal 2 – Initiative 1 (Diversity Plan): D. Pilgrim reported that the draft document presented last month is being refined; many good things have happened in support of diversity. The Plan will be presented to the Board of Trustees on February 20.

Goal 2 – Initiative 3 (Conflict/Complaint Resolution): M. Postema is currently establishing a group who will ascertain the many channels already available for employees and students regarding conflict resolution; some tracks are well-defined and broadly known, while others are not. Several members provided suggestions for inclusion on this task force. A. Balmer mentioned that Student Government could be a source for student input and support. The task force will communicate the findings. Another portion of this initiative may be consolidating policies into a type of “one stop shop” as a Web portal for all policies at Ferris. Comments on developing policies could be captured here, as well. A third stage was recommended by M. Ryan that may consist of adding to the orientation process by sharing policies/rules/culture on expectations of an ethical community and ways of reducing conflict.

Goal 2 – Initiative 6 (Sharing Information): S. Armstrong is developing a formalized plan and hopes to gather additional ideas for communicating to all constituents. Current ideas include encouraging employees to attend SPARC meetings, President and vice presidents hold townhall-type informational meetings, begin faculty advisory networks, focus groups, and blogging and Facebook forums for students. A. Balmer encouraged the use of newer technology to communicate to students. President Eisler will be presenting the dashboard report to the Board of Trustees, and then to the University community. He will also be sharing the Strategic Plan and budget/economic presentation to the University.

Goal 3 – Initiative 1 (Capital Campaign): S. Armstrong communicated that over 100 people were interviewed as part of the feasibility study, and many are willing to donate to the campaign. We are moving into the pre-planning phase and looking for million dollar donors. K. Kuk asked about the time of the campaign. J. Willey mentioned that this is the first stage of a perpetual campaign – the good work of the institution should never stop and donations will ensure the mission of the University.

Goal 3 – Initiative 2 (Marketing Campaign): S. Armstrong reported that the marketing campaign is well underway with media placements in several cities across the state. We are capitalizing on the Chicago Scholarship Initiative; the Great Lakes Scholarship Initiative and the 125th anniversary is the foundation for marketing next fall. A. Balmer requested information on how marketing is accomplished. Branding the image of Ferris is the main thrust with programmatic marketing done through visuals. The mission, vision and core values have been promoted with banners, table tents, brochures and bookmarks.

Goal 3 – Initiative 3 (Energy Effort): R. Christner and M. Hughes mentioned several ways in which Ferris is working on energy conservation, including participating in cooperatives, identifying on-campus opportunities, reorganizing physical plant and cost avoidance through changing behaviors. New buildings will be Leed-certified. Dining Services will eliminate trays, using plates (not styrofoam). Note: An update on the Arts & Sciences Complex revealed that the project is still under review; Ferris is committed to fixing the system/buildings over the summer in a cost-effective way, but not spending $16 million to move to geothermal. There will be communication to the University community as soon as the decision is made.

Goal 4 – Initiative 1 (Housing): Neumann Smith, the master plan group, will present to SPARC at the February 6th meeting. Tower Pinkster representatives have provided options for East Campus/Damascus housing configurations of 2-4 bedrooms and will have more concepts
available next week. Challenges include attracting students to residence halls built in the 1960s and the inability to use state dollars to build halls. We would like to begin building in May 2008 for Fall 2010 use. M. Ryan asked if we have data regarding student housing preferences or if housing is a determination for why they go to a specific college. D. Burcham responded that there is national data and anecdotal data; many times parents are as concerned about housing as the student.

Next meeting date:
     Friday, Feb. 6, 3-5pm, Timme CSS 302

Adjourned 5:00pm
Submitted by Elaine R. Kamptner