In Attendance:
Dan Burcham
Debra Cox
David Eisler
Don Green
Rick Griffin
Kim Hancock
Nancy Hogan
Paul Kammerdiner
Ken Kuk
Karl Linebaugh
Amber MacKenzie
Tom Oldfield
Dave Pilgrim
Matt Pinter
Miles Postema
Mike Ryan
Allen Sutherby
Luzia Tartari
Matthew Thatcher
Nate Tymes
Robert von der Osten

Not in Attendance:
Mike Cron
Rick Duffett
Oliver Evans
Michael Hughes
Michelle Johnston
Sheila MacEachron
Carleen Rose
Jim Rumpf
Marie Sickelsteel
Allen Sutherby
Gary Trimarco
John Urbanick
Joe Viviano
Tom Weaver

Handouts:
Draft Mission Statement, Draft Vision Statement, Draft Goals

Action Items:
Mission Statement: Chair von der Osten provided two options based on the Governing Ideas Task Force and stakeholder conference feedback. Members voted to approve:

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.

Vision Statement: Chair von der Osten initiated discussion on the draft statement, providing feedback from stakeholder conferences. Members considered the statement as a whole and by bullet point. It was determined that one specific statement is the overall vision, with the remaining bullets to be sub points completing the focus. Members voted to approve:

Ferris State University will be:

The recognized leader in integrative education, where theory meets practice throughout the curriculum, and where multi-disciplinary skills important in a global economy are developed with the result that Ferris State University will also be:
• The preferred choice for students who seek specialized, innovative, career- and life-enhancing education;

• The premier educational partner for government, communities, agencies, businesses, and industries through applied research and joint ventures;

• A stimulating, student-centered academic environment that fosters life-long engagement, leadership, citizenship, and continuing intellectual development.

• A university that aligns its practices and resources in support of its core values of collaboration, diversity, ethical community, excellence, learning, and opportunity.

Goals:
Chair von der Osten distributed a first draft after consolidating all the goals as suggested to date. Our goals need to direct Ferris for 5 or more years, and there should be 5-8 overall goals. Members worked by table groups to add, subtract, combine, or amend the goals, and then discussed recommendations with the whole committee. Members voted to approve the following to take to stakeholder conferences:

1. Assure the financial viability of the institution while maintaining affordability for students.

2. Increase Ferris’ attractiveness to students by providing a state-of-the-art, hospitable learning and living environment, a modern, safe and welcoming living environment that attracts students.

3. Establish the university’s image as a leader in integrative education.

4. Manage enrollment and marketing to ensure optimal student education.

5. Sustain a university and community where diversity is valued, and faculty, staff and students are not only aware of but welcoming to a diverse community.

6. Enhance educational excellence by maximizing the use of available resources.

7. Develop more productive, collaborative, and nimble processes for reaching decisions and implementing policies, creating a more cooperative environment where everyone works together to get things done.

8. Increase Ferris’ partnerships with its many constituencies including alumni, business, industry, communities, and other educational institutions so that Ferris will be seen as a leader in building such partnerships.

Closing:
Chair von der Osten thanked the committee members for their good work.

Adjourned 3:30pm.

Submitted by Elaine R. Kamptner