In Attendance:
David Eisler
Fritz Erickson
Rick Griffin
Kim Hancock
Mike Hughes
Leonard Johnson
Michelle Johnston
Jim Jones
Ken Kuk
Sheila MacEachron
John Norton
David Pilgrim
Matt Pinter
Kristen Salomonson
Jerry Scoby
Allen Sutherby
Chris Westerkamp
John Willey
Helen Woodman

Introduction:
Chair Johnson welcomed the group. Provost Erickson announced the excellent review of the HLC accreditation visit for the Ed.D. and thanked all involved for their efforts.

Guest: Walt Perryman, the Cowboy Poet, who is visiting Ferris State University and Big Rapids as part of the Festival for the Arts, recited some of his works.

Discussion/Action:
January 22, 2009 Meeting Summary
SPARC members reviewed and approved the minutes of January 22, 2010.

Task Force Report and Discussion:
An initial draft was distributed from the working group of Don Green, Sheila MacEachron and Michelle Johnston to identify a name and charge for the committee designated in Goal 6, Initiative 2: Designate a standing “blue sky” committee to review market trends identify opportunities and work with appropriate leaders and structures to facilitate the development of innovative programs.

- There is a concern about using “all” in the second paragraph; it will be deleted.
- Of the many things learned during the process of designing the Ed.D., creating a new curriculum that doesn’t specifically fit into one college requires one or more champions; this group needs to look at structures and processes and how to get beyond silos.
- This should be:
  - a think tank group to receive ideas and to work as an academic incubator for all things that foster learning; then move ideas to action
  - a way to identify and eliminate barriers (what keeps us from moving forward and making personal relationships better across the University), find incentives, and champion ideas
  - a support group to identify resources to accomplish the project – or this group could be charged to create the support function
  - a way to engage stakeholders
  - an opportunity to create apprenticeships or job exchange options to learn from/about others and understand more pieces of and the bigger umbrella of the institution (Prof.
Woodman shared about sample diagonal/slice meetings to change ideas across the “slices” of the University.

- Additional comments:
  - There is a question if this group can receive ideas AND move things forward.
  - Where is the limit for resources / rewards?
  - There is a need to manage expectations – not all ideas can be moved forward.
  - The group must prioritize or cull the 3-5 best or most powerful ideas; maybe the ideas that have the best opportunity to move forward.
  - To give credibility to the group, something HAS to be done or it will be seen as a waste of time.
  - Task force membership will be important; will be decided at a later meeting.

- Name the group / ideas generated:
  - Needs to say what it is going to do…
  - Ferris Torch (to show ideas)
  - Flame (some ideas deserve the light and some get torched)
  - Fan the Flame
  - Committee for Good Ideas
  - formerly known as BS (Blue Sky) Committee
  - Ideas Unlimited

Next Steps:
1. Receive ideas
   - Need criteria before bringing the idea?
   - Bring idea as you might with a grant?
   - Some ideas take a long time to nurture
2. Determine process
   - Team may form after the idea – dependent on needs of project
   - May need to test some ideas
3. Prioritize projects

Icebreaker:
Ken Kuk presented an icebreaker to indicate how we don’t have to win every time to move forward and win in the end; the goal is to advance the University as a team. He shared how specific, measurable and achievable metrics for each initiative in the Strategic Plan will help us to move forward.

Strategic Plan - Metrics
Chair Johnson requested that each table group review a goal and corresponding initiatives, and then prioritize and identify one measurable objective for the top initiative.

Goal 6 Initiative 2: Designate a standing “blue sky” committee…
- Identify make up and charge of “blue sky” committee by end of March 2010
- Establish “blue sky” committee membership, consisting of 6-10 members, by end of 2009-2010 academic year.
- Report to SPARC at end of Fall Semester 2010.
Goal 5 Initiative 1: **Build positive long-term working relationships between the unions and the administration.**

- To build strong relationships each person (all employees) shall make five personal contacts/visits with groups different from their own during academic year 2010-2011.

Goal 4 Initiative 1: **Finalize and implement a plan to renovate or replace student living space...**

- Objective: to increase the satisfaction of current residents to try to increase the retention of students within the halls – and maybe generally at the University.
- Increase the number of satisfied students living in resident halls (option of first choice); the measure is the occupancy rate – increase by a certain percentage
- Tied to one year residency requirement

Goal 3 Initiative 2: **Expand the marketing** campaign to promote Ferris State University

- Raise positive public awareness of Ferris by 5% over one year using public survey; conduct survey in target markets with target audiences and compare to previous data.

Goal 2 Initiative 7: **Develop and implement a plan to enhance retention.**

- Objective: increase the retention rate by 5% (each year additional 5%) the next two years for incoming freshman.
- Refocus on student advising as integral component of teaching.
  - FSUS101 students become advisees for the entire Ferris experience
  - More early intervention of student struggles; i.e. post first quarter grades, mid tem, required by all instructors
  - Success would be used as an element for faculty in promotion, tenure, merit

Goal 1 Initiative 2: **Enhance the availability of scholarships...**

Achieve excellence through expanded diversity of student body with enhanced availability of scholarships

- Identify two most underrepresented groups of students by April 1, 2010
- Identify specific number of students in each of two groups by April 15
- Identify new scholarship program with buy-in from Enrollment Services and UA&M by June 1
- Launch fundraising effort August 1 to raise $100,000 by February 1, 2011.

**Closing:**
Chair Johnson reminded members to look at the Goals and Initiatives in the Strategic Plan keeping in mind all that we must do in establishing measurable goals for each.

**Next meeting date:**
The next meeting will be Friday, March 26, 2010, 3:00-5:00pm in IRC 109.

Adjourned 4:50pm
Submitted by Elaine R. Kamptner