In Attendance:
Cathy Archer                          Kristen Motz
Shelly Armstrong                     David Pilgrim
Mike Berghoef                         Miles Postema
Fritz Erickson                       Kristen Salomonson
Don Flickinger                       Jerry Scoby
Kim Hancock                          Dan Tuuri
Dorothy Hart                         Michael Vasicek
Jackie Hughes                        Helen Woodman
Leonard Johnson                      Leroy Wright
Michelle Johnston

Guests:
Sandy Balkema, Mindy Baumgartner, Amy Dorey, Andrew Kalinowski (Student Government), Dave Nicol, Jim Powell

I. Action: Approval of the meeting notes.
SPARC members approved the February 12, 2013 meeting summary.

II. Strategic Planning for 2014-2019

Chair Leonard Johnson reintroduced the Strategic Planning topic. Provost Fritz Erickson provided process updates, including the proposed Listening Session questions, from the Strategic Planning team and distributed the Strategic Planning document dated March 19, 2013 for review and discussion.

Leonard Johnson initiated an environmental scanning exercise, using the listening session questions, to generate ideas:

**What does Ferris do really well?**
- Prepare students for jobs
- Wide base of career based choices
- Build stakeholder relationships (with local community and others)
- Celebrating our history and remembering our founders
- Make students feel at home
- Rich assortment of co-curricular activities and life
- Transfer-friendly, strong community college relationships/partnerships
- Off-campus presence
- Service provider to the local community
- Advising
Entrepreneurial  
Committed to students (focus on decreasing student debt)  
Cross university support/collaboration  
Providing leadership opportunities for students (undergrad)  
Small faculty to student ratio  
Add more value – help less-prepared students  
Hands-on experience  
Cutting-edge marketing  
Fostering loyalty  
We are a school of opportunities – TIP, Pell students  
Commitment to diversity  
Nimble and responsive curriculum changes  
Incorporating advanced instructional technology  
Strong community college relationships  

What opportunities should Ferris pursue in the future?  
Pursue development of cross-college collaboration degrees and in-demand degrees; increase online presence  
Pursue and connect curricular and co-curricular experiences  
Explore use of mobile – academic and student services, marketing, instructional, more mobile learning  
Infrastructure and staffing to accomplish mobile capacity  
More multicultural experiences for students, including international; integrate service learning and internships  
More exploration of how to lower student debt  
Focus – “strategically decide what we are not going to do”  
Address housing / residential campus  
Parking  
Life skill development – stress, behavior, anger management, budgeting, engagement  
Develop a culture of giving internally and externally  
Alumni Relations  
Decrease graduation rate gap  
Strengthen relationships with those who serve the under-served  
Enhance staffing where needed (esp. in areas where we have grown thin)  
Recognize excellence as an opportunity  
Celebrate successes  
Become a center of cultural and community activities (University Center)  
Explore role of research  
Nurture professional development of staff  
Provide additional opportunities for graduate students and programs  

Sandy Balkema, co-chairing the Strategic Plan project, shared the proposed process to expand outreach and gather information and the questions to be used for core value sessions. A website is being developed where stakeholders may leave suggestions, participate in conversations, view videos, and read materials related to the Plan. Council members provided recommendations on additional formats and groups for gathering input.

Next meeting: Tuesday, April 9, 2013, 3:00-4:30 p.m. in WCCC; topic: General Education  
Adjourned: 4:10 p.m.

Submitted by Elaine R. Kamptner