In Attendance:
Dan Burcham  Sheila MacEachron
Debra Cox  Amber MacKenzie
Mike Cron  Tom Oldfield
Rick Duffett  Dave Pilgrim
David Eisler  Matt Pinter
Don Green  Mike Ryan
Rick Griffin  Gary Trimarco
Kim Hancock  John Urbanick
Nancy Hogan  Robert von der Osten
Michael Hughes  David McFarland, Consultant
Michelle Johnston

Not in Attendance:
Oliver Evans  Marie Sickelsteel
Paul Kammerdiner  Allen Sutherby
Ken Kuk  Luzia Tartari
Karl Linebaugh  Matthew Thatcher
Miles Postema  Nate Tymes
Carleen Rose  Joe Viviano
Jim Rumpf  Tom Weaver

Handouts:
Core Values, Distinctiveness Report, Distinctiveness Task Force Response,
Distinctiveness Criterion, and Draft #1 of Mission Statement from Governing Ideas Task Force

Informational Items:
Chair Robert von der Osten encouraged Council members to enjoy the breakfast buffet before
he welcomed the group and provided updates on the recent stakeholder conferences.

Action Items:
- Chair von der Osten announced the potential Unit Planning Committee membership.
  SPARC members approved the roster of:
    Tom Oldfield, Chair
    Dave Nicol
    John Urbanick
    Ann Breitenwischer
    Mike Klemp-North
    Kristen Salomonson
Chair von der Osten thanked David Pilgrim and the Governing Ideas Task Force for their work and initiated review of the most recent Core Values statement draft. Members discussed the “Learning” section, including “career-oriented” and the fact that it should be consistent with the not yet approved mission statement.

**Motion:** Tentative approval of the document titled Core Values, except the section titled “Learning”, contingent on the final mission statement language.

**Discussion:** Members commented on “hands-on” vs “career-oriented” and the definition of “career”

**Vote:** yes: 10 no: 4

Discussion.

**Motion:** Full approval of the remainder of the document titled Core Values.

**Vote:** yes: 14 no: 0

**Recommendation:** Distribute the approved Core Values to campus, including a note regarding the “Learning” section. The Governing Ideas Task Force would like specific language suggestions.

Chair von der Osten thanked Kim Hancock and the Distinctiveness Task Force for their work and for providing the Distinctiveness Report, Response, and Criterion documents. Members discussed the criterion for “distinct.” Discussion moved to the value of including the Distinctiveness Report as part of the Strategic Plan.

Chair von der Osten initiated review of the Distinctiveness Report.

1. Ferris State University is named for its co-founders and celebrates that fact.

**Motion:** Accept this statement.

**Discussion:** Woodbridge and Helen Gillespie Ferris should be considered co-founders rather than Woodbridge Ferris as the founder for the “official” University statements.

**Vote:** yes: 14 no: 0

2. Complementing the heritage and mission, Ferris State University provides a unique and broad scope of programs, offering an equally diverse range of certificates and degrees providing flexibility in meeting student and employer needs at the State and National levels.

**Motion:** Accept this statement without the listing of the bulleted items listed in the report.

**Discussion:** A process should be developed as an initiative of the planning to identify and market the range of certificates and degrees and the unique degrees.

**Addendum:** Add: “We will establish and identify components to list in an appendix.”

**Vote:** yes: 14 no: 0
3. Ferris State University houses the Jim Crow Museum of Racist Memorabilia, the largest publicly accessible collection of racist memorabilia in the nation, thus providing unique teaching and learning resources for Ferris faculty and students and beyond.

   **Motion:** Accept this statement with a more inclusive “and beyond.”
   **Discussion:** The sentence should either end at resources or be more inclusive. The Museum serves a broader audience than Ferris and should be stated as such.
   **Vote:** yes: 14  no: 0

4. Card Wildlife Education Center at Ferris State University serves as a unique avenue for educational outreach to Ferris students, K-12 school children and members of the Michigan community.

   **Motion:** Accept this statement.
   **Discussion:** The sentence should either end at resources or be more inclusive. The Museum serves a broader audience than Ferris and should be stated as such.
   **Vote:** yes: 14  no: 0

Discussion on listed bullets.

   **Motion:** Remove all bullets in sections 2, 3, and 4 so that the Distinctiveness comments are listed as separate statements.
   **Vote:** yes: 14  no: 0

   **Motion:** Wordsmith section 1 bullets to become part of the statement and bring back to SPARC.
   **Vote:** yes: 14  no: 0

**Discussion Items:**

- Consultant David McFarland initiated discussion on a vision statement. Groups discussed words that could be included in a vision statement, then drafted initial ideas for the statement.

**Vision Discussion:**

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Draft Group Vision Statements:
FSU is committed to shaping educated leaders for the future.
FSU strives to be an excellent teaching and learning-centered institution while being responsive to economic opportunities and relevant partnerships.
FSU strives to be responsive to all stakeholders.
FSU will make the world better by fostering diversity, sustainability, economic growth and opportunity through excellence in learning.

- Chair von der Osten requested feedback on the draft Mission Statement. Members provided comments on what may be missing, could be added or changed.

Closing:
Chair von der Osten thanked the members for their valuable contributions and reminded them of the upcoming stakeholder conferences.

Adjourned 11:00am.

Submitted by Elaine R. Kamptner