In Attendance:
Dan Burcham
Debra Cox
Mike Cron
David Eisler
Oliver Evans
Don Green
Rick Griffin
Nancy Hogan
Michael Hughes
Ken Kuk
Sheila MacEachron
Matt Pinter
Miles Postema
Jim Rumpf
Mike Ryan
Luzia Tartari
Matthew Thatcher
John Urbanick
Robert von der Osten

Not in Attendance:
Rick Duffett
Kim Hancock
Michelle Johnston
Paul Kammerdiner
Karl Linebaugh
Amber MacKenzie
Tom Oldfield
Dave Pilgrim
Carleen Rose
Marie Sickelsteel
Allen Sutherby
Gary Trimarco
Nate Tymes
Joe Viviano
Tom Weaver

Handouts:
Mission Statement, Vision Statement, Distinctiveness Statement, and Commission for the Future Opportunities and Driving Forces comments

Informational Items:
Chair Robert von der Osten provided updates on the SPARC timeline.

Action Items:
- Distinctiveness Statement: Members reviewed and discussed the statement.
  Paragraph 1: Approved
  Discussion. Approved as written.

  Paragraph 2: Approved
  Discussion to add “international” to state and national. Approved with one vote of opposition.

  Paragraph 3: Approved
  Discussion. Approved as written with one vote of opposition.

  Paragraph 4: Approved
  Discussion. Approved as written.
Overall Discussion:

- Motion to add the asterisk comment regarding unique programs and a listing of the programs that meet the criteria for “distinctive” after paragraph 2. Discussion regarding a criteria list. Motion not approved.
- Discussion that adding specific programs will date the document and require constant updating.
- Motion to modify the asterisk to provide a self-defined unique program list as an appendix. Discussion that there would need to be a reasonable attempt to define distinctive for programs to meet the listing requirements or a test of less than “rigorous” and more than “self-defined” and come to consensus on the list. Motion not approved.
- Motion to table the amendment. Approved.

Mission Statement: Chair von der Osten provided an update on the mission statement stakeholder conferences; members reviewed and discussed the 3rd draft.

Ferris State University creates opportunities for individuals to prepare for successful careers, responsible citizenship, and lifelong learning. Through outreach and career-oriented, broad-based education, Ferris serves our rapidly changing economy and society.

Groups offered rewording possibilities, such as:

- Ferris State University creates opportunities for individuals in a changing world to prepare for successful careers, responsible citizenship, and lifelong learning.
- Ferris State University creates educational opportunities for individuals to prepare for successful careers, responsible citizenship, and lifelong learning.
- Serving an increasingly interconnected economy and society, Ferris State University creates opportunities for successful careers, responsible citizenship, and lifelong learning through outreach, career-oriented, broad-based education.
- Ferris State University creates opportunities for individuals to prepare for successful careers, responsible citizenship, and lifelong learning. Through outreach and career-oriented, broad-based education, Ferris serves our students, economy and society.

Discussion: Is a 2nd sentence necessary? The 1st sentence could be the statement on business cards, etc; a 2nd sentence would be the “how” statement. In stakeholder conferences, some people have questioned what is meant by “outreach”.

- Vote: Helpful to include a 2nd sentence? Yes: 6
- Vote: Harmful to include a 2nd sentence? Yes: 0
- 1st Sentence: content is approved (This is what we do)
- 2nd Sentence: content is approved (This is how we do it)

Result: SPARC members will receive mission statement choices reflecting this discussion by email; then an amended draft will be presented for vote at the January 25th meeting.
- **Vision Statement**: Members reviewed the draft statement and recommended bullets that could be combined or deleted.

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**Closing:**
Chair von der Osten announced that the next SPARC meeting is scheduled for Friday, January 25, from 1:30-4:30pm; an assignment will be emailed to review driving forces, opportunities, Nov. 9 meeting results and to identify broad goals.

Adjourned 3:00pm.

Submitted by Elaine R. Kamptner