Strategic Plan – Part One
Strategic Focus Areas

SUMMARY

Collaboration

Current and potential partners
Internal partnerships

Diversity

Inclusion, civility, and respect
Cultural and global engagement
Diverse learning community

Ethical Community

Culture of trust
Professionalism
Sustainability

Excellence

High-quality academic programming
Manageable student education costs
Degree completion
Superior University experience

Learning

Experiential and holistic education
High-quality teaching
Exploratory and innovative scholarly activities
Lifelong learning

Opportunity

Access
Professional development
Relevance
Ferris pride
Collaboration

1. **Current and potential partners.**
   
   We value the important ways our partners contribute to the success of *our students*. We see a future Ferris with partnerships that have grown from today, in depth as we maintain our present relationships, and in breadth, as we forge new relationships with partners who wish to assist *our students* educationally and financially.

2. **Internal partnerships.**
   
   We provide the best support to *our students* when our cross-campus partnerships allow us to be innovative, efficient, and cost-effective. We see a future Ferris with sensible partnerships among our campuses and colleges as an effective way to inform each other of these partnerships and the resource-sharing operations happening across our University.

Diversity

1. **Inclusion, civility, and respect.**
   
   Ferris is a university for *all students* all the time. Our future Ferris is one where our similarities and differences are seen, heard, experienced, celebrated, and woven into the fabric of our University in a real and authentic way.

2. **Cultural and global engagement.**
   
   Our mission is to prepare *our students* for the global society. We see future Ferris as a thriving institution for cultural and global exposure, understanding, and opportunity.

3. **Diverse learning community.**
   
   We understand the demographic changes *our students* will face in their lifetime. We see future Ferris as reflective of those changes with diverse students, faculty and staff.

Ethical Community

1. **Culture of trust.**
   
   As an ethical commitment to *our students* and University community, our future Ferris practices openness and transparency.

2. **Professionalism.**
   
   We are *our students*’ model of professionalism. Our future Ferris reflects behavior and practices that demonstrate the highest standards for our students to follow as they prepare for their professional careers.

3. **Sustainability.**
   
   We serve *our students* well when we are careful and efficient with our resources. Our future Ferris reflects a commitment to sustainability and environmental consciousness.
Excellence

1. High-quality academic programming.
   
   *Our students* deserve the very best education. We see a future Ferris committed to high academic standards and responsive programs.

2. Manageable student education costs.
   
   We serve *our students* when we help them understand the value of their investment in higher education. We see a future Ferris that utilizes numerous methods to assist students in constraining student debt for an affordable education.

3. Degree completion.
   
   We serve *our students* by providing them with quality assistance toward timely degree completion. Our future Ferris supports our students as they earn the degrees that will prepare them best for their careers.

4. Superior University experience.
   
   *Our students* expect and deserve excellence in all that we do. Our future Ferris exemplifies our high standards through our attitudes, processes, services, and interactions.

Learning

1. Experiential and holistic education.
   
   We all serve as educators for *our students*. We see a future Ferris where theory meets practice inside and outside the classroom.

2. High-quality teaching.
   
   Ferris exists for *our students*. We see a future Ferris where students are engaged and excited in exceptional hands-on learning environments.

3. Exploratory and innovative scholarly activities.
   
   *Our students* benefit from a deep understanding of their discipline and personal connections with our faculty. Our future Ferris supports scholarly activity for the benefit of our students.

4. Lifelong learning.
   
   Part of our mission is to provide lifelong learning for *our students* and communities. We see a future Ferris where providing lifelong learning, in all of its forms, is a deeper and richer part of who we are.
Opportunity

1. Access.

We believe in the value that higher education provides for *our students*. Our future Ferris is one that continues to provide students with the resources they need to enter college, graduate, and pursue careers.

2. Professional development.

*Our students* thrive when they are able to learn from and be surrounded by individuals who are also continuously learning and growing. Our future Ferris provides ample opportunity and support for a variety of development opportunities.

3. Relevance.

*Our students* believe Ferris will help provide opportunities for their future. We see a future Ferris that embraces opportunities to grow and evolve in areas that will be of benefit to our graduates.

4. Ferris pride.

The image of Ferris is *our students* and our alumni. We take pride in contributing to the success of our graduates.