Progress on the Strategic Plan:

Selected Examples of Success
From the 2012-2013 Academic Year

Prepared by the President’s Council
June 2013
This has been a very successful year at Ferris State University. In recognizing some of these successes on our strategic priorities, it is important to acknowledge that the work described here results from the efforts of many dedicated people who care deeply for the University.

Goal 1: Become a demonstrable center of excellence in educational quality and student learning.
- SAI Course Evaluations online initiative allowed students to evaluate courses online or via their mobile device and provided more timely feedback to instructors.
- Reviewed and improved need-based financial aid.
- Developed academic initiatives to encourage classroom success including mid semester interventions.
- Co-Curricular Learning Certificate includes learning outcomes for each approved workshop corresponding with University-Wide Learning Outcome.
- Twelve student Research Fellowships awarded to support student/faculty summer research.
- Vision Research Institute opened to create research opportunities for students, faculty, industry.
- Four Michigan College of Optometry professors were accepted into the prestigious Pediatric Eye Disease Investigator Group.
- Interprofessional Wellness Clinic was received Michigan Health Council’s 2012 Building Michigan’s Healthcare Workforce Awards.
- Information Security and Intelligence Program was designated a leading Center of Excellence by National Security Association and set up a new anti-hacking forensic test range.
- MS in Nursing recognized as ‘Best Online Graduate Nursing Program’ by US News & World Report; online graduate business programs ranked 54 of 213.
- Dietary & Food Service Management A.A.S. received accreditation from the Association of Nutrition & Foodservice Professional as the only ANFP-approved program in Michigan.
- Received an 2013 Honorable Mention from The Princeton Review as one of the Top Undergraduate Schools to Study Game Design.
- New Bachelor’s degree programs in Healthcare Marketing, Insurance and Risk Management, and Graphic Media Management; an associate degree program in Graphic Communication; and a Master’s degree program in Information Security and Intelligence.
- School of Education was approved to offer Secondary Social Studies and CTE Certificates; the Autism Spectrum Disorder program received conditional state endorsement.
- Three additional degree programs moved online.
- Criminal Justice expanded 2+2 partnerships to Wayne County Community College, Northwestern Michigan College and Southwestern Michigan College

Goal 2: Develop a university community where all are valued, welcomed, and informed.
- Housing and Residence Life implemented Respect by Me, a dialogue-based initiative that encourages to engage in honest dialogue, resolve conflicts, and be respectful to one another.
- Diversity and Inclusion and Human Resources implemented two diversity training programs: Preventing Workplace Bullying and Together: An Engaging Look at Harassment and Respect.
- University-wide activities educated campus members about bullying (The Bullycide Project), sexual assault (Take Back the Night), and domestic violence (Tombstone Project).
• The number of Tuition Incentive Program students increased from 477 in Fall 2007 to 1040 in Fall 2012. The race/ethnicity of this population is more diverse than the general population.

• For the 8th consecutive year, the number of Hispanic/Latino students increased. In Fall 2012, there were 452 Hispanic/Latino students, representing 3.11 percent of the student body.

• The number of African American students increased. In Fall 2011, these students numbered 909 (6.24 percent); in Fall 2012, there were 955 (6.57 percent).

• The Ferris Youth Initiative offers scholarships and mentoring for youth who aged out of foster care or who are impoverished orphans. In 2013, the FYI had its first four graduates.

• Hosted the annual Michigan Teen Conference, for youth aged 14 to 21 who are preparing to exit foster care, their caregivers, and the professionals who work with these youth.

• The Jim Crow Museum was visited by Harvard Professor Henry Louis Gates, Jr. and will be featured in a PBS series in Fall 2013. In its first year the Museum had over 7000 visitors.

• TOWERS (Teachings Others What Establishes Real Success) program was offered again by the Office of Multicultural Student Services Supervisor and EEO training sessions.

• Completed the search for the Director of Equal Opportunity/Staff Attorney.

• Youth from U Prep Academy of GRPS, the Hispanic Center of West Michigan and West Michigan Center for Arts and Technology explored career options at the university.

• Center for Latino Studies opened on Tuesday, November 27.

• The Latino Center for Business and Economic Development provided its first Hispanic Business Leaders workshop series in Grand Rapids.

• International faculty groups visited Ferris from Turkey, China, Germany, The Netherlands, Australia, South Korea and Nigeria, and leadership of ITVC of Saudi Arabia.

• A second group of faculty and administrators from Changsha Social Work College spent six weeks studying Ferris State University’s best practices.

• Inside Academic Affairs weekly communication from Provost informed campus of Academic Affairs related initiatives.

• BEYOND A Silk Road Journey connected faculty, staff, students, community and promoted study abroad.

• Ferris reported a 42% fall increase and a 44% spring increase for international students.

• Intramurals have seen greatly increased female participation including female officiating.

• Hosted the first Multicultural Graduate Recognition reception.

• A café in FLITE to encourage student studying/activity will be completed summer 2013.

• Programming & design for the University Center project completed using a collaborative approach that included input from many on and off campus constituencies.

• Residence Life worked with International Student Office to provide a safe living environment for our international students including during breaks.

• Woodbridge Promise college readiness program replicated through a partnership with GRPS.

• Implemented Map-Works to identify students at risk via Retention and Student Success.

Goal 3: Enhance the financial position of the institution.

• As of June 14, received $6,233,573 in total cash donations (up 57% from FYTD '12), and $1,561,455 in annual in-kind donations (up 70% from FYTD '12). Annual donations from alumni total $903,874.29 (up 20% or more than $173,000 from FYTD '12).

• Received $8,068,083 in gift commitments toward the Federal Building renovation project.
• The Printing and Graphics Scholarship Foundation awarded 11 Graphic Media Management students over $24,800 in scholarships; The Ann Arbor Graphic Arts Memorial Foundation awarded 18 Graphic Media Management students over $45,000 in scholarships.
• Funded 5 Foundation faculty/staff merit grants totaling $27,725.
• Funded 8 student scholarships with $20,000 in Ferris Foundation Benefit proceeds.
• The Ferris Alumni Association awarded 23 Legacy Scholarships totaling $26,000 in student aid.
• Established 7 new annual scholarships totaling $31,697 in new aid for students and established 9 new endowments totaling $819,775.
• Volkswagon donated a new vehicle, six engines and seven transmissions to Automotive program; Young Supply Company donated over $50,000 in equipment to HVACR program.
• A national “Pharmacy Forward” steering committee is cultivating top individual, corporate and foundation prospects to raise more than $9 million to provide Pharmacy students with access to the best faculty and modern teaching and facility resources.
• Cash and legacy gifts are being solicited for the “Be a Playmaker” Hockey campaign to raise $1.5 million in endowed funding so Ferris hockey retain its elite reputation and has adequate resources to participate in high-level competition in Division I hockey.
• Prospects are currently being identified for a $3.5 million campaign to construct an indoor Professional Golf Management Learning Center and sustain operations.
• The online availability and automated processing of payroll deduction opportunities has been expanded for faculty and staff seeking to make donations or conduct other transactions.
• Increased visibility and awareness of Ferris through award-winning statewide branding campaign.
• A new web and mobile based tour called YouVisit is up and running.
• Ferris has garnered increased recognition in the Grand Rapids media market and increased engagement through Social Media platforms including Facebook, Twitter and YouTube.
• Implemented Energy Task Force recommendations totaling over $500,000 resulting in significant energy savings.
• Health Care Committee was formed and recommended several very significant and helpful changes to our health insurance program. Employees in non-MESSA plans will see no increase in net payroll deductions for health insurance.
• Awarded $20,000 grant for Crossroads Writing Project; $232,796 continuation/extension grant for Career and Technical Education Professional Development Planning & Assistance; $397,078 grant (with in-kind) for Youth in Transition Program; $35,000 grant for National Summer Transportation Institute; $64,775 for Keys to Degrees: Single Parent Initiative.
• Completed the Joint Capital Outlay process for the 25 Michigan building in Grand Rapids for the College of Pharmacy resulting in $6.6 million of funds from the State of Michigan.

Goal 4: Provide a state-of-the-art, sustainable and safe learning, living and working environment.
• Operational efficiencies have helped to minimize increases to room and board rates. FY12 had a 1.9% room and board increase, followed by a FY13 zero percent increase, and a 1.9% increase in FY14 for a three year average of only 1.3% increase per year.
• In year two of the phase-in plan to move to one-year housing requirement.
• Service Desk installed at East Campus Suites.
• Removal of the required meal plan purchase for voluntary residents.
• Wireless improvements implemented in resident halls.
As part of the University Center project:
- Hired architect and construction management firms, completed design and value engineering, reset project scope and budget at $33.9 million, for a December 2014 project completion.
- Demolished Masselink and Carlisle Halls as the initial phase on the University Center project.
- Relocated the University network infrastructure for phones, data, fire life safety, etc.
- Rankin Center offices have been assigned temporary locations and have moved.
- Bookstore relocated to interim site at the Save-A-Lot shopping mall. Developed a shuttle bus service to begin Fall 2013 to transport students to the interim Bookstore location in addition to stops at Dining facilities during the University Center renovation.
- Westside Café (formerly Center Ice) was renovated to supply dining services during University Center renovation; furnished primarily with existing re-purposed equipment at minimal cost.
- Molecular Diagnostics Lab opened in Grand Rapids, representing a $1.4 million Ferris investment in educating qualified professionals for the future of laboratory medicine.
- Upgraded FerrisConnect online learning systems.
- Upgraded wireless networks in academic buildings.
- Pharmacy 212 construction/renovation completed.
- Increase Internet bandwidth speed from 1gb to 10gb.
- Migrate Banner servers to Linux Intel platform.
- Upgraded core network infrastructure and select buildings, year 1 of 3-year plan.
- Replaced 371 desktop or laptops as part of the PC replacement program.
- Public Safety upgraded T2 Parking System to provide easy access to daily visitor parking passes.
- Trained student residence hall staff members on security protocols including fire safety, confrontation, active shooter, etc. to encourage a safe living environment.
- Implemented comprehensive child protection training and background screening system that is now being used for all minors on campus.
- The Personal Counseling Center joined the counseling piece in Medicat, called MediCAPS.

Goal 5: Foster collaborative internal and external working relationships.
- Completed negotiations with the POLC I, POLC II, and AFSCME unions for successor collective bargaining agreements.
- Formed the FSU Health Collaborations Institute which has built partnerships in pharmacy and molecular medicine with VanAndel Institute, Robertson Medical and Spectrum Health.
- Pharmacy Care Clinic provides services to those in the Big Rapids community who cannot afford them, complementing services provided by the Hope House Free Medical Clinic.
- University Eye Center expanded its operations in Baldwin moving to a new facility that allows patients with glaucoma and other retinal diseases better access in a more convenient location and established an interdisciplinary Vision Rehabilitation Service in partnership with the Grand Rapids non-profit Association for the Blind and Visually Impaired.
- 33 members from optometry conducted almost 1,600 eye exams, dispensed over 2,500 pairs of glasses, gave out over 1,000 pairs of Plano Sunshades, and completed over 100 referrals for medical eye care as part of this year’s VOSH trip to Dominica.
- Ferris was lead sponsor for TEDx Grand Rapids.
• Digital Arts and Game Design students, alumni and faculty partnered to enter “Northern Bend” in ArtPrize and displayed it as in the “Great Lakes Shipwreck” exhibit at the Grand Rapids Public Museum.
• Small Town Studio students (Architecture/Facility Management) presented a plan to City of Big Rapids to develop a Bicycle and Pedestrian Plan for the city.
• The Student Alumni Gold Club participated in the CASE Philanthropy Day event, distributing gift bags and “thank you” notes to 43 businesses and individual supporters of Ferris.
• CARE 102, an online career exploration class, was provided to over 125 students across the state via partnerships with Kent Intermediate School District, Traverse Bay Intermediate School District and Allegan Area Educational Service Agency.
• Hosted Marketing Department Day of Discovery for 100 students from 30 Michigan schools.
• A Student Loan Debt Survey was released by Financial Aid and Institutional Research & Testing to all enrolled students with any loan on their account at any time during their time at Ferris. 1,954 students responded to the survey and 82.9% students are concerned how they will repay their loans following graduation. This will help in future communications and presentations on students’ financial awareness and minimizing loan debt.
• Financial Aid Office has adopted a brand for our financial literacy initiative, “Financial Awareness, It’s Your Move.”
• The Financial Aid website includes a Loan Repayment page which provides links to Financial Awareness Counseling (a Federal website using real student federal loan data), a Debt Counseling link to a non-profit organization which helps students who are already deep in debt beyond student loans and a link to “Public Service Loan Forgiveness.”
• The Financial Aid office is enhancing MyFSU so that loan debt information is more prominent to students by displaying their current debt and payment amount.

**Goal 6: Foster innovation and improve processes to move the University forward.**
• Online training resources for compliance and professional development available to faculty, staff and students.
• The Academic Incubator has created a curriculum advisory board with faculty representatives from all undergraduate colleges. Two new interdisciplinary bachelor’s degrees have been developed – Mechatronics and Medical Instrument Design and Manufacturing.
• The Ferris website has fully transitioned into the OmniUpdate content management system with more than 150 users on campus.
• A new University public Web calendar has been implemented with outstanding participation.
• PeopleAdmin upgrade with input from university colleagues to improve hiring and recruitment.
• Replaced Novell Directory with Microsoft Active Directory.
• Implemented Technical Assistance Center 24/7 phone support services including Ferris holidays.
• Selected Office 365 as the replacement for Lotus Notes.
• Implemented Virtual Desktop Interface pilot program for academic computer labs.
• Upgraded internet connectivity at Grand Rapids satellite campuses.
• Implemented new TAC service desk management system to improve user experience and allow for future self-service opportunities.