SOUTHEAST – Deb Thalner

First off-campus Academic Excellence Reception (formerly Academic Honors Convocation) held last year. It was very well attended by students. Their expectation of the reception was unexpected. It was anticipated that students would just stop by and get their certificate and/or pin and grab a quick bite and be gone. Instead, students brought their families and wanted pictures and were able to hang out with their fellow classmates. Southeast is capitalizing on that this year. Although, it may be cancelled due to the weather. Students were very appreciative and happy that they could attend locally rather than driving to Big Rapids,

New Programs – still fair number of faculty who don’t really understand what we do and how we deliver programs to new locations. College of Engineering Technology has expressed interest in the areas of electrical engineering and manufacturing engineering. They haven’t made a lot of progress, but are open to talking but they haven’t wanted to talk in the past, so it is encouraging. Hotel Mgmt is interested in getting their program approved. Culinary is a strong program at Mott. Ferris is expanding into Wayne County Community College (WCCC) with Criminal Justice and possibly some other departments. It takes a little bit of discussion and aligning to get people on board.

WCCC – has tremendous opportunities. It took them a while to get us materials and to come to terms with them. We have a wonderful opportunity to have stronger identity in Wayne County. Something lost in Big Rapids is how our identity at those locations ultimately helps with enrollments in Big Rapids. People are always contacting us asking about programs that are ultimately referred to Big Rapids. It could also be helpful for people working at those locations to be somewhat knowledgeable about the programs in Big Rapids so they can refer potential students to the right area in Big Rapids.

Growing degree programs – six potential to chose from for WCCC, want to knock it down to two or three and maybe a few years down the road, a second location (between the airports). Take advantage of what is happening at Wayne but also look down the road to expand with them.

Negotiating for space for Tyrone in our offices there. He currently works out of his home and it could be valuable to have him and his knowledge in an office on the campus.
DELTA AND LANSING

Oakland University new location and have had very good reception for CJ. Good numbers and are encouraging for the future.

Steve Reifert has been great to work with in dealing with these new Criminal Justice (CJ) programs. He really cares about the adjunct faculty as well as the full-time faculty. He or Greg come and visit all the classrooms, has touch base meetings with the adjuncts and it shows that they really care about their faculty and students.

It’s hard to put a finger on how Steve works versus some of the others. Problem solving is collaborative between off-campus and the college/program. Criminal Justice is very quick to deal with student issues. Criminal Justice is one of our lead programs at various locations because of the way they deal with things.

SOUTHWEST – Tracy Powers

Closer relations with Kent Intermediate School District (KISD) and Kent Career Technical Center (KCTC). Offering Respiratory classes at ATC (students are bused to ATC from KCTC), classes go all year long. Kent Career Technical Center has stated that it’s been a great program. The instructor is doing great (Jennifer Riggs) and the quality of education has been praised. Ferris Hospitality classes offered at KCTC. One of our adjuncts is teaching the classes there, Tony Noto. We want to expand some of the health classes to Byron Center, starting next fall. These are college-level classes for high school students via dual-enrollment. There is also discussion about offering Information Security Intelligence (ISI) classes at KCTC in Fall 2011 and Digital Media Software Engineering (DMSE) in 2012. It is a great recruiting tool to offer classes there.

Great camps last year - $15,000 in revenue. Those funds are put right back into the scholarship funds for Digital Animation and Game Design (DAGD) and DMSE. It is exciting to be able to have that opportunity for students.

First DMSE graduates in May. It is very exciting to have first graduates in any program. It’s a milestone. Time for celebration, President Eisler will mention it at commencement. It’s great to mention things that are new and/or unique. You only get one chance to do this.

Trying to expand DMSE to Lansing. Will need to hire somebody to oversee that location. Don and Rick Baker have visited Lansing Community College (LCC) to meet with folks. Planning to start a cohort for Fall 2012. Ferris is not thrilled with IT program at GRCC, but LCC has several IT programs and more potential. Digital Media Software Engineering is one of the top areas right now. May possibly take it to Muskegon.

There was a successful program review from DAGD. David Baker will touch on that in the Faculty and Staff portion of the meeting.
Working with GRCC to obtain space to start Molecular Diagnostics in Fall 2012. Identified space and talked about next steps. Starting brand new in Big Rapids Fall 2011. First time we have created a degree that goes to Big Rapids first. In the past, all CPTS-created degrees have come through CPTS, but started in GR. This is different for us.

Hired a new Business Advisor for southwest business programs. Business is largest after CJ. This person will be working with Dowagiac, Muskegon and GR students. This will improve services to students in those programs. An advisor was hired for southeast as well.

Integrative Science program (BIS) discussions with GRCC. Roxanne is meeting with counselors at GRCC to discuss the program. They would like to be able to do more with it because it is so flexible.

New counselor at GRCC, starting in May. He is the liaison to Ferris. Tracy is taking him to Big Rapids to meet with our counselors. There were some problems in the past with GRCC counselors. The new counselor will also meet with the GR faculty and staff. It is important to have open dialogue between the two institutions. Grand Rapids Community College is number one transfer college to Ferris Big Rapids campus.

Met with Max Shangle of Kendall. Looking at joint programs with Kendall to see if we can supply some animation courses for Kendall and they can supply art courses for us.

Tracy reiterated the success of Academic Excellence reception in GR. Students were happy to be able to attend in GR, brought in families, could stop in before class, didn’t have to drive to Big Rapids. A lot of them brought their families and overall it was a great success. Students could hang out with their fellow classmates. They also liked that it was more casual than the ceremony in Big Rapids.

President Eisler working with Dr. Ender at GRCC, on Talent 2025. Hoping to take it to other colleges after it is up and running at GRCC.

Working with Southwestern Michigan College a lot this past year. Working on joint marketing with them. They came up with the drafts (rough drafts were passed out). Collaboration to have joint billboards. High school counselor lunches both for Michigan and Indiana schools. Southwestern Michigan College asks applicants if they plan to attend a Ferris program after graduation. This is new on their application. We are working to get the data into EMAS so they can start communicating with those students on their program from day one.

Starting Technical and Professional Communication at SMC. Sandy Balkema did a lot of work with this. Criminal Justice at Muskegon in the fall.
Montcalm Community College – met with them and have gotten Higher Learning Commission approval to start offering BIS in Fall at the Sidney campus and RN to BSN at the Greenville campus. We are hoping to get enough students for that.

Working with Pat Klarecki for dual enrollment in Cadillac and Newaygo.

Working on online, need more courses. More students than courses. Continuing to not let on campus students in classes until giving off campus students ample time to register for on-line courses. College of Engineering Technology working on on-line degrees. Sent their faculty to faculty center for training.

Conference and Professional Services working hard with international to add workshops and bringing in some diversity as well. Hispanic Center group and Japan groups came in last year. Working to bring a couple more this summer. Keep moving forward the best we can.

University Prep Academy – two groups – very high placement rate, 70% African-American groups. Also groups from Alpena coming for a two or three night stay on campus.

MARKETING – Jennifer Amlotte and Jennifer Hegenauer

E-marketing efforts – stretches beyond statewide locations. International, on-line, etc. E-mail and database marketing have been successful by using software that allows some manipulation, social networking.

E-mail and databases – on our websites there is a box that says join our mailing list or request information. Getting good activity on those.

Websites – Jen H. has quite a few under her control. Training people within departments to help maintain their own websites (International and CPS). These sites are great when at your computer, but cumbersome when using mobile phone. Working to develop a mobile device site.

Social Media – getting more involved in. Ferris Statewide and Ferris State International. Statewide is being used for updates on closings or important events/happenings. International Combines five distinct accounts that are now under one account. Doing some advertising on FB to get some fans after the launch of the page. Also advertising on LinkedIn for DCCL. Getting good click through on that. Only paying for people that click.

Integration – print and electronic – all ads have web address and ways to track to see what is successful and what isn’t.
PDF Flipping Books on-line. More attractive way to present PDF files on-line. A lot of interaction that can happen with that.

Set up a strategic plan for EIO about eight months ago. Have made tremendous strides toward revamping marketing strategy.

JEN A.

Photography on viewbooks is region specific. Photo of Ferris students at their respective local college. Finished events where we did open houses at various locations. Increased attendance by over 100 students at each location.

Increased the number of high schools we visit by 20%. New employee working on those, doing a great job.

Expanded the Miranda component to sponsor Beautiful You, targeted toward junior high girls. Partnered with Amway and taking it further out than just Grand Rapids.

Working at branding the doctorate program. Worked with U A & M on marketing campaign. Done some ads with them. Taken that and tweaked it for our recruiting purposes in GR. Taken general brand and collected some student stories to share them. John Willey has really embraced the statewide university and that feeling has started to spread out across the campus and people are feeling differently about us being a statewide university than they did just a couple of years ago. It has boosted the university as a whole. Don indicated there would be more requests for human power and they are looking to expand marketing and take the opportunities that are presented by hiring more people.

Blitzes again this fall. Marketing staff went out to partners schools to hand out t-shirts and just create excitement for the locations. Added radio remotes to some of them to create more publicity. Got more “bang for our buck”.

Don would like to see us involve more of Dan Burcham’s people in the Blitzes and Open Houses. We need to reach out to anybody interested in Ferris. Already participating in southeast events.

Jen A. created a blog to help with internal communication around the state. The directors can log into this blog to see what is going on around the state and can answer the questions about any of our statewide campaigns. This blog is via invitation only to keep it private so our competitors can’t access it.

Jen and Jen took on merger of UCEL, International, CPS, DCCL and on-line and have done a great job with it.
STUDENT SERVICES – Dawn Schavey

Started student surveys to gain information. Students can get ID’s at their respective campuses. Employer Tuition Reimbursement program growing, almost 200 students. Deferred student tuition to the end of the semester for those whose employers are willing to pay for their tuition.

Bus trip to BR for football game – from Flint, Lansing, GR. It was a way to bridge students to Big Rapids from the off campus sites. Hockey games have been asked about, so that is something that is being explored. Advising kickoffs (mini-orientation) one for DAGD this Friday, March 25. They have been very successful.

Dawn is part of Student Affairs Council. Great relationship building for us with Big Rapids. Work closely with Career Services and Admissions. How to best make connections for services that are located in Big Rapids.

Launch of on-line student orientation next week. Dawn showed a brief overview.