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UNIVERSITY ADVANCEMENT & MARKETING  
MAY 2, 2011

- Jeremy Mishler is pleased that the alumni activities have reinforced the University’s “opportunity” theme to help students.

- Alumni Relations and Advancement Services is pleased with the segmented annual fund efforts that continue to show positive results.

- Alumni Relations and Advancement Services launched the new Ferris Forward Facebook site on March 29.

- The Student Alumni Gold Club created a presence on Facebook for Ferris’ annual fund, targeting younger alumni to give financial support to Ferris. Have received favorable responses.

- Heather Youngs has been organizing prospect pools for individuals and corporations that we are targeting for solicitation. A tracking metric using specific software assists in identifying donors/prospective donors. Specific tracking metrics are also being used to evaluate and improve our solicitation efforts.

- Heather Youngs advised that geographic research of prospects has been successful and continues to be advantageous for increasing the number of visits, as well as the quality of the visits, that Advancement Officers acquire and complete while on travel.

- Heather Youngs expressed her appreciation for having the opportunity to work with the UA&M employees.

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- Stacey Issette reported that there are donors who are willing to provide financial support to reinstate the insurance program at Ferris State University.

- Stacey Issette spent time at Kent State University as part of her professional development. She looked at best practices, advancement strategies, advisory boards, to name a few and was very pleased to learn that Ferris is using these same or similar strategies for development.

- Bill Bitzinger is pleased with the work of his assistant, Ed Hyde. Ed has stepped up to the plate and helped move Ferris forward.
• Bill Bitzinger has enjoyed having the chance to hone his skills as an interviewer to extract stories from the individuals he videos. Video examples are “I’m a Bulldog” and the two Michigan College of Optometry building campaign videos.

• Bill Bitzinger is working on photo documents that will feature interaction between students.

• Rich Piippo continues to work on various videos for donor relations, the Michigan College of Optometry building campaign, the Michigan Construction Hall of Fame Banquet and The Ferris Foundation for Excellence Benefit.

• Rich Piippo is continuing to work with Alumni Relations on the annual alumni appeal.

• Rich Piippo reported that all TV production student developed videos from course content get converted to use on YouTube.

• Rich Piippo worked with Jeff Ek on the program and design for the new website.

• Ruth Ridderman reported that UA&M has completed their continuity plan.

• Ruth Ridderman said that she has enjoyed the enhanced team work displayed across campus.

• Sherry Erbes has been busy processing gifts to the University. She also passes on any development leads that she receives from the donor paperwork to Advancement Officers.

• Kim Erickson reported that The Ferris Foundation awarded 7 merit scholarships. The electronic RFP format is working extremely well.

• The Foundation is starting work on the November 2011 Foundation for Excellence Benefit that will be held again at the J.W. Marriott in Grand Rapids.

• Todd Jacobs said that Ferris planned gifts have remained steady despite the economy, adding that requests for information and gift illustrations continue to rise. Enhanced messaging from targeted planned giving postcards, the Reflections newsletter and the development of the Opportunity Advisor to messaging in broader University publications are growing awareness and intrigue. More recent inquiry growth has been boosted by the use and integration of Ferris’ web-based outreach, such as Bulldog Bytes and the Planned Giving web-page.

• Planned giving staff enhanced estate planning seminar offerings in 2010, by partnering with Delta College and Plante & Moran to provide timely planning programs in Saginaw and Grand Rapids respectively.
• Planned giving staff also noted significant activity within the College of Pharmacy to engage alumni. Some of the outreach efforts include the First Annual American Society Health System Pharmacist (ASHP) Reception and the enhanced presence at the American Pharmaceutical Associations Conference (APHA) in Seattle, Washington (Michigan Pharmacists Association reception).

• Todd Jacobs expressed his thanks to all the UA&M employees for their collaboration in working as an entire team.

• Sandy Gholston co-chaired the 2011 Martin Luther King Jr. Celebration which received good video and written publicity. Several departments on campus collaborated to make the event a success.

• Sandy Gholston worked with the College of Engineering Technology on a series of press releases for the 2011 Michigan Energy Conference and with the Office of Multicultural Student Services on its 25th anniversary celebration. Both events received good publicity. The MEC received local, regional and statewide coverage (including coverage from Matt Roush of WWJ News Radio 950 in Detroit).

• Sandy Gholston advised that the Ferris State Live wrapped up its shooting of the last show until Fall 2011.

• Sandy Gholston reported that the News Services website will be moved into the Content Management System in the summer.

• Mary Kay MacIver and Sandy Gholston co-chair the University’s Social Media Committee and have recently expanded the committee by adding other campus stakeholders. Expect draft of strategic plan soon.

• Mary Kay MacIver reported that the Ferris State University Alumni Association recently launched a redesigned online community website. The new look more closely reflects University branding and the content management system template.

• Mary Kay MacIver expects to launch a redesigned Bulldog Bytes which will reflect the same branding within a month.

• Mary Kay MacIver advised that the Ferris’ Alumni Association Facebook has approximately 2,000 members, and the Ferris State University Facebook page has over 14,500 members. The rate of interaction of the members is very high compared to peer institutions.

• Mary Kay MacIver said that the Social Media Committee has assisted Human Resources in taking control of the LinkedIn company site for Ferris State University. The page has over 600 Ferris employees listed as members.
Mary Kay MacIver stated that the FSU Alumni Association and the Office of Career Services have collaborated to expand career services to alumni and employers by featuring "Bulldog Career Link," as well as other resources in Bulldog Bytes and on the Alumni Online Community.

Carla Miller expressed her thanks to Marketing & Communications team members Bill Bitzinger, Leah Nixon, and Rich Piippo for their collaboration with faculty and leadership in the Michigan College of Optometry to produce two videos to support MCO’s Realize the Vision Building Campaign.

Carla Miller reported that the Prospect Module in Millennium has been built and is now being used to track prospects through the entire solicitation process. WealthEngine data is assisting Advancement staff in the identification, cultivation and solicitation of gifts. Prioritization of the data is invaluable information.

Carla Miller advised that the advancement reports that Destiny Gorby created for Advancement Officers will help to remove some of the workload from Advancement Operations.

Carla Miller noted that with the Advancement Data Examiner software, UA&M will be able to unpack ways to move data in and out of Millennium.

Pam Harvey reported that the overall accuracy of our Millennium database for good addresses is 93.416%.

Pam Harvey advised that Advancement Operations is looking at other appending for e-mail addresses.

Christa Bull advised that Marketing & Communications has been guiding faculty and staff to use the correct Ferris logo. The Graphic Standards website has been updated to include a new "box flame" logo.

Christa Bull was pleased to report that the Higher Education Marketing Report has recognized Marketing and Communications' Spring 2010 Ferris Magazine entry with a gold award in its 26th annual educational advertising awards competition. The 125th Anniversary Report submission received a merit award.

Christa Bull is working with Jeff Ek, Physical Plant, and Public Safety to develop signage for a standard campus map for print and web to make everything uniform.

Christa Bull updated the continuum education brochure for the Michigan College of Optometry and designed The Ferris Foundation merit grant brochure.
• Shelly Armstrong is pleased with the outcome of the University's statewide marketing campaign. The materials produced were unique and bold and accomplished our goals of differentiating Ferris from its competitors. She noted that Ferris is maximizing the use of their school colors in advertisements and showed a recent Ferris State advertisement in the *Grand Rapids Business Journal*.

• Shelly Armstrong reported an online survey will be conducted with business leaders/key influencers, parents, students and alumni to gather their feedback on this year's marketing campaign, and their feedback will be considered as the design and messaging for next year's campaign is being developed. A special focus group with Ferris Alumni Association Board members also will be held at their May 14 meeting.

• Shelly Armstrong is very pleased with successful transition existing staff members Leah Nixon and Sandy Gholston have made in their interim assignments in marketing and news, respectively, and the addition of Anne Hogenson as communications specialist, and Christa Bull as senior graphic designer. These personnel changes have led to the refinement of news and marketing processes, and their success has been demonstrated in the quality and quantity of marketing and promotional materials and strengthened integration of overall marketing and news initiatives.

• Through Ferris' connection to the Michigan American Council on Education (ACE) Network and Leah Nixon's work on the network's public relations subcommittee, Ferris faculty member Gloria Lukusa-Barnett will be featured in an upcoming video highlighting women making a difference and serving as role models in higher education. This is an annual video that is debuted at the annual June ACE conference of women in higher education from across the state.

• Brandi Behrenwald is very pleased with the fact that Alumni Relations is targeting the right groups with the right events as more alumni are participating in alumni events/activities than ever before.

• Brandi Behrenwald reported that they have received 60 RSVPs for the Detroit Tiger alumni event even though the hard copy invitation has not been mailed yet.

• Amy Packard advised that the on-line registration for events is working extremely well. More than 400 people signed up for last year’s successful Michigan Adventure alumni event.

• Will Goode reported that the implementation of the Bulldog Association membership is working very well.

• Will Goode said that eight or nine athletic teams have participated in phonathons to follow-up the “I’m a Bulldog” October mailing. Student-athletes have made over 700 calls to former student-athletes.
Karen Lerew advised that there has been an increase in corporate partnerships in the recent months. At the Grad Fair, there were more employers with available positions than there were of graduating students from the College of Engineering Technology seeking jobs.

Karen Lerew is pleased to have solicited and received a 7-figure planned gift from an individual as well as facilitated a major gift from the same donor to the GRCC Foundation.

Destiny Gorby advised that she is working on stewardship events. She thanked Brandi Behrenwald and Amy Packard for their guidance.

Destiny Gorby is working on Millennium training materials for the Advancement Officers.

Ted Halm reported that the Content Management System (CMS) has integrated 50-60 websites including the Diversity and Inclusion Office, charter schools, all Academic Colleges except the College of Business. The College of Business website will be converted in the near future.

Ted Halm was pleased to have the opportunity to enhance his professional development by working on the website for the Higher Learning Commission re-accreditation process.

Ted Halm noted that Ferris State continues to receive a lot of response/publicity through the Jim Crow Museum website.

Ted Halm is pleased with the amount of student participation with the campus calendar.

Ted Halm said that the Week-In-Pictures continues to be a popular feature for the website.

Ted Halm is working on a mobile-friendly website (in partnership with Admissions).

Ted Halm stated that the new Google-mini search appliance is working very well.

Ted Halm reported that through our search optimization work, the College of Business MBA program has achieved top rankings worldwide for Google searches for the keywords MBA courses and MBA classes.

Anne Hogenson presented information on the writing and copyediting she performed for University Advancement and Marketing’s News Services and Marketing clients and spoke about her development of a new website for news which will serve as a "hub" for all of the stories our division generates. Presently, we distribute stories to local and regional news agencies as press releases, marketing pieces to individual departments for recipients on their mailing lists and articles for our own News Services website and the Ferris blog. She is working with Sandy Gholston, Ted Halm and Dale Hobart to develop a page that will help UA&M to matrix all of these communications in one site, giving the
copy we write a second life as Advancement and human or academic interest pieces, and streamlining our delivery process in a way that allows all stories to be shared readily via e-mail and social media.

- Anne Hogenson advised that we are also exploring using dynamic graphical features like images and video as well as UA&M-approved user or student content to make the site appealing as a student recruiting piece. We may also incorporate less-formal videography such as street and sideline interviews to enrich this content.