

FERRIS STATE UNIVERSITY  
**LIVING OUR VALUES.**

Building on our strengths.  
Maintaining our excellence.  
Aspiring toward our creative and sustainable future.

# STRATEGIC PLAN IN 30 SECONDS

At Ferris State University, everything we do starts with our Core Values. Collaboration, Diversity, Ethical Community, Excellence, Learning, and Opportunity are more than just words to us - they represent the driving force by which we operate.

Our Strategic Plan identifies focus areas for each of our Core Values. These areas together are our path for the future. Our focus areas call us to build on our strengths, maintain our areas of excellence, and aspire toward a creative and sustainable future.

This plan is a living document that operates in three parts. Part One represents our strategic thinking and focus areas for the future of Ferris. Part Two will detail the implementation phase of the plan. Part Three will track our successes and measure our accomplishments. This plan provides a framework that allows for each of us to contribute to our focus areas and realize our Core Values as individuals and colleagues working together for the future of our University.

We like to think of our Strategic Plan as Living Our Values in everything we do.

# PART 1

## STRATEGIC THINKING

### 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

# PART 2

## IMPLEMENTATION

### Goal-Setting

- » Divisional Goals
- » Unit/Department Goals
- » Program Goals
- » Individual/ "You"

### Resource Allocation

# PART 3

## TRACKING

### Reporting

### Measuring

# COLLABORATION

*Ferris contributes to the advancement of society by building partnerships with students, alumni, business and industry, government bodies, accrediting agencies, and the communities the University serves.*



*Ferris stakeholders share their message through television shows produced by Television and Digital Media Production students.*

## STRATEGIC FOCUS AREAS

### 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.

### 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

*By providing a campus which is supportive, safe, and welcoming, Ferris embraces a diversity of ideas, beliefs, and cultures.*



*Center for Latin@ Studies students and associate director host a colloquium to promote art exhibit Pulso: Arte de las Américas/Art of the Americas.*

## STRATEGIC FOCUS AREAS

### **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.

### **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.

### **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

*Ferris recognizes the inherent dignity of each member of the University community and treats everyone with respect. Our actions are guided by fairness, honesty, and integrity.*



*Michigan College of Optometry implements Students In Need of Eyecare (SINE) Program with Mesick Consolidated Schools.*

## STRATEGIC FOCUS AREAS

### Culture of trust.

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

### 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.

### 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

*Committed to innovation and creativity, Ferris strives to produce the highest quality outcomes in all its endeavors.*



*Ferris students and faculty embrace innovative career preparation.*

## STRATEGIC FOCUS AREAS

### High-quality academic programming.

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

### 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.

### 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.

### 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

*Ferris State University values education that is career-oriented, balances theory and practice, develops critical thinking, emphasizes active learning, and fosters responsibility and the desire for the lifelong pursuit of knowledge.*



*Manufacturing student and faculty apply the science and methodology of precision processing.*

## STRATEGIC FOCUS AREAS

### 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.

### 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.

### 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.

### 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

*Ferris, with a focus on developing career skills and knowledge, provides opportunities for civic engagement, leadership development, advancement, and success.*



*Hospitality management students and faculty prepare to stage community event.*

## STRATEGIC FOCUS AREAS

### 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.

### 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.

### 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.

### Ferris pride.

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

# STRATEGIC PLANNING COMMITTEE

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