



## NEWS RELEASE

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### **Ferris to stage second summer bus tour**

BIG RAPIDS – Ferris State University President David Eisler and top administrators will visit nine cities and four community colleges during their second annual Presidential Bus Tour of Michigan.

Dr. Eisler and Ferris staff members will spend June 6 to June 9 meeting with alumni, friends and local higher education officials. The initial tour in 2004 introducing Eisler to the state made 16 stops over five days and earned the University a special events award from District V of the Council for the Advancement and Support of Education.

The unique approach to engaging constituents allows Ferris officials to tell their story directly and interact face to face with state residents. In addition to discussing academic matters, Ferris staff members in alumni relations, community relations and media relations are able to meet with their counterparts and bolster relationships.

Since 1974, Ferris has taken higher education to the citizens of Michigan through partnerships with local entities, particularly community colleges. With the heightened awareness of the need for education beyond high school and the recent recognition that Michigan lags the nation in baccalaureate degree holders, Ferris has expanded its efforts to offer distinctive baccalaureate-level programming in additional communities. President Eisler and Michael Harris, vice president for academic affairs, have established expanded off-campus programming as a high institutional priority.

The University currently offers certificates and degrees at 19 different sites throughout the state. During the next year, that number will increase to 26 with the addition of programs in Alpena, Auburn Hills, Howell, Livonia, Port Huron, Roscommon and Warren, in partnership with the local community colleges. Through these partnerships, the community college will offer up to three years of the required coursework leading to a baccalaureate from Ferris. To complete their bachelor's degrees, students will enroll for 30 or more credits through Ferris, depending upon specific educational backgrounds, making the cost of higher education more affordable.

The tour itinerary starts in Lansing and Detroit the first day with subsequent stops in Flint, Grand Blanc and Rochester on June 7, Warren, Dearborn and Birmingham on June 8 and Grand Rapids on June 9. The tour also visits Lansing, Mott, Macomb and Grand Rapids Community Colleges.

Ferris and community college officials will tour facilities and discuss articulation agreements, sharing resources and mutually beneficial partnerships on June 6 from 9 a.m. to noon at Lansing Community College, on June 7 at Mott Community College, on June 8 at Macomb Community College and on June 9 at Grand Rapids Community College.

As part of the tour, Ferris has scheduled five receptions for alumni and friends. A dinner reception will be held June 6 at 7 p.m. at Troppo's in downtown Lansing; a June 7 reception at 2:30 p.m. at the Rochester Elks Club and a dinner reception at 7 p.m. at the Holiday Inn Gateway Center in Flint; a dinner reception June 8 at the Townsend Hotel in Birmingham; and a luncheon reception June 9 at Noto's in Grand Rapids. Alumni or friends interested in attending must make advance reservations by calling 231-591-2345.

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