

President's Memorandum to Faculty and Staff

Office of the President
November 1, 2010

Energy Conservation Task Force

Comprehensive energy conservation is an important initiative of the University strategic plan. This was first addressed by a university-wide task force in 2009, which examined various energy-saving measures, and recommended a number of physical projects to reduce electricity and water consumption. The report and recommendations of the initial task force are accessible here - <http://www.ferris.edu/htmls/administration/president/EnergyTaskForce2009.html> .

One of initial group's recommendations was that a second effort be organized to encourage changes in how each of us uses and conserves these important resources. With the assistance of the Strategic Planning and Resource Council a second task force has been developed, with the following charge -

Identify practical ways the University can reduce its consumption of natural gas, electricity, water and solid waste based on changes in our collective behavior as students, staff and faculty. Given the task force looking at energy conservation during the summer of 2009 focused primarily on system based savings, this Task Force is asked to focus on behavior based issues. Items identified should include a description, practical and achievable strategies to implement the recommendations, estimated cost to implement, and estimated savings.

I want to thank the members of this task force, chaired by Administration and Finance Vice President Jerry Scoby, for taking on this challenge: Diane Dustin, Don Flickinger, Tom Hollen, Ron McKean, Julie Modene, Lisa Ortiz, Patti Patterson, Gary Rodabaugh, Joe Samson, Dan Sovinski and Christi Swank. Having students' perspective represented is important in discussions about the University's future. I especially want to thank students Keontay Kelley, Seth Thornton and a third student yet to be confirmed for joining in this effort.

Conserving resources is important to the University both for the savings it creates, as well as for helping make Ferris responsive to the environmental challenges our world faces. As this group solicits your input and ideas, I encourage you to assist them in this important effort.

Enrollment

Part of the Vision for our University is that we will work to become *the preferred choice for students who seek specialized, innovative, career- and life-enhancing education*. The comparative data for fall enrollment at public universities in Michigan document our success in pursuit of this objective.

These data include the "yield" from our student recruitment efforts - in other words the percentage of students who are admitted that actually do enroll at our University. For fall 2010, 39 percent of freshmen who were admitted to Ferris enrolled. This is the second highest percentage of all public universities in Michigan. Only the University of Michigan had a higher

yield percentage. Even more stunning is the yield for admitted transfer students at Ferris. Eighty percent of admitted transfer students enrolled for fall 2010! This is the highest of any public university in Michigan. Second highest was Michigan State at 72 percent. No other university had a greater percentage than in the high sixties.

Through the combined efforts of faculty and staff on our campuses, we are growing enrollment at Ferris State University even in a time of population decline and economic hardship in Michigan. While record enrollments have become frequent accomplishments for our University, comparisons with other institutions reveal how significant these achievements are.

We have known for some time that we are the transfer school of choice for many Michigan college students. This remains true. This fall we had the second highest percentage increase in enrollment among transfer students (13.8 percent), with only the University of Michigan-Dearborn having a greater percentage increase (14.3 percent). Equally impressive are the numbers for our first-year students or FTIACs (First Time In Any College). We maintained a steady growth of FTIACs with a 5.1 percent increase. A copy of this data is accessible here - <http://www.ferris.edu/htmls/administration/president/memos/DASUMfall2010.pdf> .

Taken altogether, these numbers paint a picture of Ferris State University as a school that students increasingly perceive as offering degrees that will help them advance their career and life aspirations. This success is made possible by the entire University community working together for a common goal. Through your efforts, now more than ever, Ferris has established its reputation as a premier educational institution.

Budget Forums

Tomorrow is Election Day, with sweeping changes in the offing for the Michigan House, Senate and Governor's Office. Once they are sworn in, our newest group of state political leaders will face a great challenge in the form of crafting next year's budget. As I have noted earlier, the budget for the current fiscal year was balanced only through the use of federal stimulus funds and one-time accounting moves. These tools will not be available for next year when lawmakers deal with a general fund structural deficit of approximately \$1.4 billion and as they work to make good on their campaign promises of eliminating the Michigan Business Tax and Surcharge. These items represent \$1.5 billion in state tax revenue.

As we approach this next legislative session I want to share with you data on the economic health of our state and projections for its future. At the same time I want to update you on the economic health of our University as we prepare for the challenges ahead. We have scheduled two budget forums, for Tuesday, Nov. 9, at 1 p.m. in the Rankin Center's Centennial Room, and Nov. 10, at Noon, in the West Campus Community Center. I hope you will be able to attend one of these sessions and look forward to visiting with you. We will not be providing food at these meetings, so please feel welcome to bring your lunch with you. If you are unable to attend, I will be posting materials from the forums online. Links to materials from last year's forums are available at <http://www.ferris.edu/htmls/administration/president/budget.htm> .

Closing Thoughts

Congratulations to Coach Bob Daniels and the Ferris Ice Hockey Team for their stirring shootout victory over the University of Michigan Friday evening at the Ewingleben Ice Arena. After leading Michigan by 2-0, it would have been easy for our team to let down when the U of M tied the game with just 12 seconds left in regulation. However, they held firm in overtime and blanked

Michigan in the shootout, defeating the #4 ranked team in the nation. Miami, the #1 ranked team in the nation, will be in town this coming weekend.

We are fortunate to live in a democracy where sometimes the freedoms we enjoy can be taken for granted. I want to encourage you to take time on Tuesday to vote. Tomorrow evening our Political Engagement Project will be sponsoring an Election Night Event in the Westview Dining Room from 8 p.m. until midnight. Come out and join our students as we watch the election results and discuss the outcomes.

Sincerely,

David L. Eisler, President