

# President's Memorandum to Faculty and Staff

Office of the President  
September 7, 2010

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## Enrollment

Official enrollment numbers are in and the news is truly remarkable. We set records with our headcount numbers overall, in Big Rapids, online and at Kendall College of Art and Design. Overall Student Credit Hours are also at record levels, although credit hours on the Big Rapids campus are down 1,300. Our growth is not limited to one factor, but comes through a number of strengths. We are attracting more freshmen, more transfer students, retaining more students, and doing so by providing multiple points of access to the education we provide at Ferris State University. Our students are better prepared and we are seeing success in attracting more students of diverse backgrounds. Here are highlights from our enrollment report:

### Headcount –

- 14,381 overall, up 516 or 3.72 percent
- 9,931 in Big Rapids, up 66 or .67 percent
- 1,419 at Kendall, up 34 or 2.45 percent
- 622 in on-line programs, up 245 or 65 percent

### New Students –

- Freshman students up 114 or 5.08 percent
- Freshman students in Big Rapids up 74 or 3.92 percent
- Transfer students up 231 or 13.77 percent
- Transfer students in Big Rapids up 111 or 13.09 percent
- Entering freshman ACT average increased from 21.1 to 21.4

### Credit Hours –

- 166,682, up 3,157 or 1.93 percent
- 125,864.5 in Big Rapids, down 1,300 or -1.02 percent

### Race and Ethnicity –

- African American, up 69 or 7.77 percent
- Hispanic, up 44 or 14.85 percent
- Two or more races, up 112 or 180.65 percent

Of all these numbers one of the most exciting is our first to second-year retention of bachelor degree seeking students, which is up four percent to 75 percent and is the highest retention level in Ferris history.

These retention figures underline our success in working together across many different programs, departments and colleges. Attracting students, and especially retaining them, requires the concerted efforts of the entire Ferris community. Thank you all.

Within this team effort, however, special congratulations are due to Dan Burcham and the admissions group for their hard work in attracting new students to our campus, making these very heartening numbers a reality. A copy of the 4<sup>th</sup> day enrollment report may be accessed here - <http://www.ferris.edu/htmls/administration/president/memos/Fall2010EnrlSummary.pdf>

### **New Faculty**

This fall we are fortunate to welcome a number of new full-time faculty members to our University. One or two of these faculty members have taught with us for some time and have changed status, thus the inclusion of their name here. Many of them worked through a week-long orientation coordinated by the Faculty Center for Teaching and Learning. I am told by a number of our new faculty what a useful experience this was for them. Please join me in welcoming these new faculty members to Ferris State University.

Eric Anderson  
Paul Amenta  
Rose Baran  
David Bennett  
Rhonda Bishop  
Susan Bonner  
Adam Carr  
Karen Carter  
William Culpepper  
Israel Davis  
Lee Davis  
Clay Dedeaux  
Michael Dollar  
David Du (Zhi)  
Tanya Eby  
Mary Ellen Fritz  
David Giafredi  
Charles Gilbert  
Nancy Hart  
Karen Kehbein  
Priyoo Manakote  
Nicholas Mata  
Tara McCrackin

Lisa Meny  
Jennifer Metz  
Jun Suk Min  
Beth Miskimins-Mills  
Jonathan Moroney  
Jackie Morse  
Bunnita Ouwinga  
Sara Pavlik  
Christian Peterson  
Tom Post  
Daniel Pratt  
Christin Prokopy  
Peter Raphael  
Chrystal Roach  
Allison Roon  
Matthew Schenk  
Gypsy Schindler  
Joan Sechrist  
Monty Jo Simpson  
Mikael Snitker-Magin  
Chester Trybus  
Erin Witte  
Emily Zyla

When you have opportunity to do so, please take time to talk with these members of our faculty in person.

### **New Athletics Director**

It is my pleasure to welcome Perk Weisenburger to Ferris as our new Athletics Director. A native of Mt. Pleasant, he is a graduate of Central Michigan University and also earned a master's degree in sports administration from Ohio University. Since 2005 he has served as the associate athletics director for external operations at the University of Nevada, Las Vegas. Prior to UNLV

he spent five years leading the athletics department at Illinois State and has also worked in athletics administration at other NCAA Division I institutions including Wake Forest, Washington and Houston. As someone who had a successful college athletic career himself, he understands what it takes to field competitive teams. He also has extensive experience in the areas of marketing and licensing, which helped him stand out as the strongest candidate in a very strong pool of applicants.

I want to thank the members of the search committee, headed by Jerry Scoby, which did a remarkable job of mounting such a successful search in a truly timely manner. Thanks to Ed Shepherd, Keri Becker, Carla Miller, Bob Daniels, Troy Tissue, Dave Lucey, Terry Nerbonne, Ferris student Matt DeHart and community member John Milan. Additional thanks are due to Coach Becker for assuming the role of athletics director in the interim.

Please join me in welcoming Perk to our University.

### **Founders' Day Thanks**

Finally, I want to thank everyone who helped to make Founders' Day last Thursday a success. Despite some inclement weather, we had a very good attendance for both the employee picnic and community ice cream social. As always, Dining Services and our grounds people did a remarkable job of setting up the Quad and providing for the hundreds of people who celebrated the start of the semester and the memory of Woodbridge and Helen Ferris. Many others were involved in the planning and preparation, which helped things to run smoothly.

Finally, a special thanks to our celebrity ice cream servers: Dan Burcham, Rep. Darwin Booher, Pat Currie, Karl Depew, Fritz Erickson, Jodi Gabert, Judge Susan Grant, Don Green, Tom Hogenson, Bob Horan Jr., Delores Horan, Judge Scott Hill-Kennedy, Jeremy Mishler, John Norton, David Pilgrim, Phil Potvin, Jerry Scoby, Ronald Snead, Steve Sobers, Art Tebo, Suzanne Walz, Mark Warba, Frank West and John Willey. I appreciate very much the time people took to take part – especially our volunteers from the Big Rapids community – and enjoyed very much this opportunity to visit with so many of you.

Sincerely,

David L. Eisler, President