



**GRAND VALLEY  
STATE UNIVERSITY**  

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**ALUMNI AMBASSADORS**

# Training Manual

GRAND VALLEY STATE UNIVERSITY

# **Alumni Ambassadors**

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## **GVSU Alumni Ambassador Program**

**W**elcome to the Grand Valley State University Alumni Ambassador program. You are an important part of the Grand Valley admissions effort. You are on the “front line” in our effort to recruit the best students to your alma mater. As an Alumni Ambassador, you have a unique opportunity to enhance the reputation and standing of Grand Valley State University. Alumni Ambassadors help the Admissions Office in a variety of ways. Alumni Ambassadors may be involved in:

- Representing GVSU at college fairs
- Contacting admitted students (by postcard or email)
- Helping to mingle with prospective students and parents at area receptions
- Attending high school award programs and presenting scholarships

We hope you achieve a sense of contribution and accomplishment when a student you have worked with decides to attend Grand Valley State University.

This training manual is designed to help you become an effective member of GVSU Alumni Ambassadors. It includes factual information about GVSU as well as expectations and guidelines for the various activities you may participate in.

### **Purpose**

The GVSU Alumni Ambassador program was established in 2004 to assist the Admissions Office with student recruitment. Our organization consists of alumni volunteers who provide a “hometown” contact for prospective students and extend the coverage of Grand Valley State University by reaching out to high school students.

## Organizational Goals

1. To increase public awareness in local communities with the help of Alumni Ambassador volunteers.
2. To increase the number of prospects who have applied and enrolled at GVSU (particularly from the Detroit, Chicago and out-of-state areas).
3. To increase the support and enthusiasm among GVSU Alumni Ambassador volunteers who will see their efforts benefit their alma mater.

## Selecting Volunteers

GVSU Alumni Ambassadors are selected in the following ways:

1. Letters to alumni who are nominated by a member of the Admissions staff, inviting them to join GVSU Alumni Ambassadors.
2. Telephone calls or emails to alumni in targeted areas extending an invitation to join Alumni Ambassadors.
3. Alumni Ambassador referrals.
4. Alumni may sign up on our website at [www.gvsu.edu/alumniambassadors](http://www.gvsu.edu/alumniambassadors) and receive current information on the program.

## Volunteer I.D.

### Alumni Ambassador Name Tag

One of the distinctive marks of a certified GVSU Alumni Ambassador volunteer is the same style name tag that is worn by other officials of the university. We recommend that you wear your Alumni Ambassador name tag whenever you are participating in an Alumni Ambassador event.

### Alumni Ambassador Business Cards

Business cards allow you to distribute important information to students or parents in a personalized and professional manner. The cards contain the university's name and logo, web site address, and Admissions Office telephone number. The convenience and reassurance of a local contact cannot be overstated.

Please note; for any student you give your Alumni Ambassador business card to, there are important campus telephone numbers listed on the back of the card for convenience.

Volunteers frequently ask to who they should give the cards. It is really up to you. Give the card to whomever you want to have your telephone number for the purpose of contacting you about GVSU's admission process. We usually suggest that you not hand them out to everyone that you shake hands with at a college fair, but that is entirely up to you.

When you need an Alumni Ambassador name tag or another supply of business cards, please contact one of the Alumni Ambassador Coordinators at 1-800-748-0246.

## Communications

Communications will come directly from the Admissions Office to GVSU Alumni Ambassadors. Alumni Ambassadors are encouraged to call, e-mail, or write the Admissions Office when assistance or problem solving is needed. Ambassadors should also feel free to call or send an e-mail with their question or concerns to:

**Admissions Office:** 1-800-748-0246/616-331-2025  
james-ht@gvsu.edu or  
drazbada@gvsu.edu

**For General Information**

**GVSU Website:** [www.gvsu.edu](http://www.gvsu.edu)  
**Alumni Ambassador Website:** [www.gvsu.edu/alumniambassadors](http://www.gvsu.edu/alumniambassadors)

## General Admissions Cycle

During the academic year, Alumni Ambassadors will participate in the three phases of the admissions process to provide the necessary support for admissions in recruiting students for GVSU.

### **August-December**

The first phase of recruitment is to generate inquiries by identifying potential GVSU students through college fairs, receptions, and other social contacts. After a potential student has been identified, the student's name and information is submitted to the Admissions Office. Admissions will need help from Alumni Ambassadors in attending in-state and out-of-state college fairs and receptions.

### **January-April**

The second phase of recruitment is involving Alumni Ambassadors who will personally contact admitted students. Ambassadors will contact admitted students by e-mail or postcard to see if the students have questions and to encourage them to visit the campus.

### **May-August**

The third phase and probably the easiest, is to sustain the student's enthusiasm so that it carries through with plans to enroll in the fall. This can be achieved through attending high school award programs and presenting scholarships on behalf of GVSU.

## Admissions Staff Directory

Jodi Chycinski- <a href="mailto:chycinsj@gvsu.edu">chycinsj@gvsu.edu</a>	Director of Admissions
Melanie Retberg- <a href="mailto:retbergm@gvsu.edu">retbergm@gvsu.edu</a>	Associate Director of Admissions
Chris Hendree- <a href="mailto:hendreec@gvsu.edu">hendreec@gvsu.edu</a>	Associate Director of Admissions
Tracey James-Heer- <a href="mailto:james-ht@gvsu.edu">james-ht@gvsu.edu</a>	Associate Director of Admissions (Grand Rapids)
George Davis- <a href="mailto:davisgeo@gvsu.edu">davisgeo@gvsu.edu</a>	Associate Director of Admissions
Michelle Loving-McKay- <a href="mailto:mckaymic@gvsu.edu">mckaymic@gvsu.edu</a>	Associate Director of Admissions (Detroit)
Bonnie Ulmer-DeGraves- <a href="mailto:ulmerb@gvsu.edu">ulmerb@gvsu.edu</a>	Associate Director of Admissions
Mike Eichberger- <a href="mailto:eichbem@gvsu.edu">eichbem@gvsu.edu</a>	Assistant Director of Admissions
Libby Bonnell- <a href="mailto:bonnelll@gvsu.edu">bonnelll@gvsu.edu</a>	Assistant Director of Admissions
Wallace Holder- <a href="mailto:holderw@gvsu.edu">holderw@gvsu.edu</a>	Assistant Director of Admissions (Chicago)
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Kalena Franklin- <a href="mailto:franklk1@gvsu.edu">franklk1@gvsu.edu</a>	Admissions Counselor
Ben Rhodes- <a href="mailto:rhodesbe@gvsu.edu">rhodesbe@gvsu.edu</a>	Admissions/Financial Aid Counselor
Lauren Hills- <a href="mailto:hillsla@gvsu.edu">hillsla@gvsu.edu</a>	Data Communications Specialist
Dawn Drazba- <a href="mailto:drazbada@gvsu.edu">drazbada@gvsu.edu</a>	Recruitment Graduate Assistant
Nick Turinski- <a href="mailto:turinsni@gvsu.edu">turinsni@gvsu.edu</a>	Admissions Graduate Assistant (Orientation)
Stephanie Salamone- <a href="mailto:salamost@gvsu.edu">salamost@gvsu.edu</a>	Administrative Assistant
Nichole Payne- <a href="mailto:paynen@gvsu.edu">paynen@gvsu.edu</a>	Office Coordinator (Grand Rapids)
Mary Cotter- <a href="mailto:cotterj@gvsu.edu">cotterj@gvsu.edu</a>	Front Desk Receptionist
Rodney Hawkins- <a href="mailto:hawkinr1@gvsu.edu">hawkinr1@gvsu.edu</a>	Front Desk Receptionist

## Activities to Achieve Our Goals

**A**lumni Ambassadors may set their own responsibilities, choosing from the programs list of needs. Many Ambassadors will fulfill several tasks, assisting year round with the various admissions efforts required. This chapter provides further details and forms relating to each activity.

### College Fairs

College fair programs are generally sponsored by high schools, with their purpose being to bring a variety of colleges and universities together in one place for their students to investigate. The idea is to allow students to gather a lot of information about institutions in one central location that will help them with their college selection choice.

College fair participation is a very important part of the GVSU Admissions effort. Through your contacts our mailing list grows, increasing the applicant pool and making GVSU a better place.

Guidelines for attending a college fair:

1. Review GVSU's information prior to attending the College Fair program in order to be familiar with today's GVSU. Feel free to refer to the catalog or the GVSU web site for answers to specific questions.
2. Arrive at the College Fair site 30 minutes before the program begins. This will allow you enough time to park, register and prepare the table with GVSU information before the students arrive.
3. Have students you speak with fill out contact cards. This information will be entered into our database, and communication pieces will follow.
4. Answer questions about GVSU. Questions that you are unable to answer should be written on the contact card and the Admissions Office will contact the student or parent with the information requested. Remember, it is better to say "I do not know the answer and will check on it," than to give the student incorrect information.



5. Do not pressure students or attempt the hard sell and never speak adversely of other schools. If the student shows strong signs of committing to another college, you should retire gracefully. Avoid being lured into making comparisons between GVSU programs and those of other institutions (parents will ask sometimes). Example: How does GVSU compare to MSU or Hope College, etc.? Turn the table and simply indicate this is a comparison you must make as a family and suggest ways to make that comparison.
6. Be sure to remove all materials from the table after the program. Guidance counselors may want leftover materials for their resource center. Sometimes you will be asked to leave materials on the table.
7. Complete the **College Fair Report Form** and return it along with the GVSU table banner and completed contact cards to the Admissions Office **within (3) three days** so that we can send information to those prospects and enter their names into our database.
8. The leftover publications may be returned to the Admissions Office or Alumni Ambassadors may hold on to them for future College Fair programs or contacts with individual students.
9. If you are aware of local College Fair programs in which GVSU should be represented, try to arrange to have GVSU included on the mailing list for the following year. We ask Alumni Ambassadors to please send us information about these programs as soon as they are aware of them.

### **College Fair Materials**

Alumni Ambassadors will receive the following information from the Admissions Office for College Fair programs.

1. A copy of the invitation with details about the College Day/Night program and directions to the program site, if available.
2. A package of GVSU publications and materials to be used for display and distribution at the College Fair program. Usually, this package will be sent by United Parcel Service. The package will include the following:
  - GVSU catalog(s) (for reference purposes, please do not display on table)
  - GVSU view books
  - Prospect contact cards\*
  - At A Glance brochures
  - Housing brochures
  - Financial Aid & Scholarship brochures
  - GVSU table banner\*
  - Returned self-addressed stamped envelope\*
  - GVSU pens or pencils

\* Please return these items to the GVSU Admissions Office.

## **Receptions**

A regional reception is a program hosted by Grand Valley State University in a specific location. The idea is to take Grand Valley to the students. The program includes a faculty speaker, alumni speaker and information about admissions, financial aid, and housing. The receptions are generally held at a conference site such as a hotel and are done during the fall semester. The goal is to introduce Grand Valley to high school seniors and their parents and encourage them to visit the campus.

Alumni Ambassadors who volunteer to attend receptions are likely to (1) help with the check-in/registration process, (2) mingle with prospective students and parents, and (3) help answer questions about GVSU. In some cases, GVSU Alumni Ambassadors are asked to speak about their GVSU experience and how it prepared them for their current occupation.

## **Personal Contact**

Alumni Ambassadors may be asked to contact students by e-mail or postcard from January to July. A list of admitted students and contact forms will be sent to Ambassadors from the Admissions Office.

## **High School Award Programs**

Each year, a large number of high school seniors qualify for GVSU scholarships. Many of the scholarships are based on the student's academic performance (GPA, ACT/SAT score, etc.), although some scholarships are based on talent, such as athletic or artistic ability. Whatever the case may be, high schools often request that GVSU attend their awards program and present the scholarship to the student(s).

As an Alumni Ambassador, there may be high school awards programs in your area that you can assist with. Most high school award programs take place in the spring and usually last 1-3 hours. In most cases, you are welcome to leave the program once you have presented your awards. If you volunteer to attend a high school award program, all of the necessary information pertaining to the student and his/her scholarship will be sent to you from the Admissions Office.

## Ongoing Projects & Points to Remember

- 1.** Keep in touch with the Admissions Office. Check the GVSU Alumni Ambassador web site ([www.gvsu.edu/alumniambassadors](http://www.gvsu.edu/alumniambassadors)) on a routine basis. Members should direct their questions or problems to either Tracey James-Heer or Dawn Drazba.
- 2.** Plan to visit the campus at least once every five years.
- 3.** Attend admissions and other area programs about GVSU sponsored by the Admissions and/or Alumni Offices.
- 4.** Make sure you have a copy of the most recent catalog, view book, application and other pertinent resource materials. Read through them to familiarize yourself with the programs that make GVSU unique: academic programs, on-campus housing, activities, financial aid, statistics, etc.
- 5.** Become familiar with GVSU's web site ([www.gvsu.edu](http://www.gvsu.edu)) and visit it frequently to remain current with changes.
- 6.** Get to know local students who are currently attending GVSU.
- 7.** Respect the confidentiality of information given to you.
- 8.** Do not dissuade students from considering other colleges/universities. This violates the ethical code of the admissions profession. Point out the strengths of GVSU.
- 9.** Do not pressure a student to make a decision.
- 10.** You can't know everything. When you run up against a question that you are not sure about, use the many resources available to you: the Admissions Office, printed materials in your possession, and the GVSU web site.

## Frequently Asked Questions

**B**elow is a list of the most frequently asked questions we receive in the Admissions Office. Please familiarize yourself with them so you are well prepared to answer questions of prospective students and their parents. This is particularly important if you plan to represent GVSU at any college fair programs or receptions.

### **1. Are there transportation routes accessible to Grand Valley?**

Yes. Both Amtrak and Greyhound travel to downtown Grand Rapids. GVSU is also serviced by The Rapids, public transportation for Grand Rapids, which connect the Allendale campus to the downtown Grand Rapids campus. Off-campus apartment shuttles through The Rapids are available as well. The various routes serve almost 3,000,000 riders per year and are completely free to all Grand Valley students.

### **2. Do I have to live on campus as a freshman?**

No. GVSU students have the choice of living on or off campus. The Admissions Office strongly recommends that students take advantage of the many benefits of living and learning on campus. Students who submit their completed housing application by May 1 are guaranteed on-campus housing.

### **3. Does GVSU have any student organizations?**

Yes. Grand Valley has over 407 registered student organizations including groups focused on: community service, academics, athletics, religion, cultures, fraternities & sororities, and many other interests.

### **4. How do I apply for admission to GVSU?**

A student may apply to Grand Valley as early as the day after Labor Day of their senior year. To apply a student should complete the application for admission and submit a non-refundable \$30 application fee. Also, the high school counselor needs to send official high school transcripts and scores from the ACT or SAT test.

### **5. How do I get financial aid?**

Simply fill out the Free Application for Federal Student Aid (FAFSA), and list GVSU as a recipient of your information. Our priority deadline for filing the FAFSA is March 1 of the senior year.

**6. How do I visit GVSU?**

To visit GVSU, simply give us a call at our toll-free number: 800-748-0246. Families can visit Monday through Saturday during the academic year and Monday through Friday during the summer, and we can arrange a student-lead campus tour, and/or an appointment with an Admissions Counselor.

**7. How large is the campus?**

Grand Valley's main campus is located in Allendale, Michigan, alongside the Grand River. Spread across 1,341 acres, the campus provides room to move around, enjoy nature, or find a quiet place to think. The buildings are grouped within a 15 minute walking distance of one another and clustered around common student activities.

**8. How many students attend GVSU?**

There are over 25,000 total students attending GVSU, with about 18,000 of those students attending as full-time undergraduates on our main campus, located in Allendale.

**9. How much is tuition for a Michigan Resident?**

Tuition and fees for full-time, first-year, Michigan Residents for the 2014-2015 school year are: \$10,752.

**10. Do you have an Honors College?**

Yes. The GVSU Frederik Meijer Honors College offers an alternative form of general education in which courses and disciplines are integrated, classes are often team taught, and class size is small. Admission is granted to applicants who have a high school grade point average of 3.5 or higher and a composite ACT score of 28 / SAT 1240 or higher.

**11. What are GVSU's admissions requirements?**

Admission decisions are based on the high school record, grades earned as well as courses selected, personal data, and ACT or SAT results. The following college prep curriculum is recommended:

Four years of English, including composition

Three years of science, including two years of laboratory science

Three years of college prep math, including two year of algebra

Three years of social sciences

Two years of a single foreign language (will be required for all 2017 class and beyond)

**12. What is the male to female ratio?**

Approximately 59.6% of students are female, 40.4% of students are male.

**13. What sports do you have at GVSU?**

GVSU has 20 NCAA Division II Athletic teams. Women: Lacrosse, Basketball, Volleyball, Softball, Golf, Soccer, Cross Country, Track & Field, Tennis, Swimming and Diving. Men: Basketball, Baseball, Football, Golf, Tennis, Track & Field, Cross Country, Swimming and Diving.

**14. What types of academic programs are offered at Grand Valley?**

Grand Valley offers more than 200 areas of study, including 86 undergraduate majors and 36 graduate programs. Some of our most popular majors include: Biomedical Sciences (Prehealth), Business, Education, Engineering, Nursing, and Health Professions.

**15. What is the housing like at Grand Valley?**

Grand Valley has some of the newest housing in the state. We offer students the choice of residing in our Traditional Style Living Centers (single rooms that two students share and the community bathroom is down the hallway); Suite Style Living Centers (two bedrooms joined by a bathroom and 4 female or male students share the suite); or Apartment Style Living Centers (2-person efficiency rooms complete with a bathroom and kitchenette).

**16. Where is GVSU located?**

GVSU is located in Allendale, Michigan. The university is approximately 20 minutes from downtown Grand Rapids (2nd largest city in the state of Michigan), and about 25 minutes from the beaches of Lake Michigan. From Chicago, we're about 2 hours and 45 minutes. From Detroit, we're about 2 hours and 30 minutes.

## Admissions Terms & Definitions

Here you will find a list of the most commonly used Admissions terms and definitions.

### **ACT**

The ACT is a standardized achievement examination for college admissions in the United States. It is designed to assess high school student's general educational development and their ability to complete college-level work. The ACT test has historically consisted of 4 tests: English, Math, Reading, and Science reasoning. In February 2005, an optional writing test was added to the ACT, which GVSU does not require.

### **Advanced Placement (AP)**

The Advanced Placement Program (AP), a service of the College Board, allows students to earn college credits while they are still in high school. Grand Valley State University will except for credit, scores of 3, 4 or 5 on the Advanced Placement Tests.

### **Comprehensive English Language Test (CELT)**

Used specifically by GVSU Admissions for students whose native language is not English.

### **College Level Examination Program (CLEP)**

This is another way to test out of subjects and earn college credit.

### **Cumulative GPA**

A student's overall GPA from freshman through senior year of high school.

### **Dual enrollment**

A student taking college classes while still in high school.

### **FAFSA**

Free Application for Federal Student Aid. Used by all colleges and needed for any type of financial aid. The priority deadline at GVSU is March 1 for incoming freshmen.

**GPA**

Grade point average. GVSU will use cumulative GPA from 9<sup>th</sup>-12<sup>th</sup> grade. If a school offers weighted grades we will accept that GPA, however, we do not re-calculate a GPA.

**NCAA**

National Collegiate Athletic Association. GVSU competes at the Division II level.

**Prospect**

A prospective GVSU student.

**SAT**

The SAT Reasoning Test (formerly Scholastic Aptitude Test and Scholastic Assessment Test) is a standardized test for college admission in the United States. The SAT measures verbal and mathematical reasoning abilities that students develop over time, both in and out of school, which are related to successful performance in college. SAT scores are intended to supplement the secondary school record and help admission officers put local data -- such as course work, grades, and class rank -- in a national perspective. Both SAT and ACT scores can be used for an admissions decision.

**TOEFL**

The Test of English as a Foreign Language (TOEFL) measures the ability of nonnative speakers of English to use and understand North American English as it is spoken, written and heard in college and university settings. The TOEFL test measures English language proficiency in reading, listening and writing and is offered on computers in most regions of the world. In areas where access to computer-based testing is limited, a paper-and-pencil version of the test is administered. GVSU requires a minimum TOEFL score of 80.

**Weighted grades**

High schools sometimes offer extra credit toward a student's GPA for taking advanced courses.



## Quick Reference Guide

This reference guide is for your use in answering questions of prospective students and parents. If you are unable to find the answer to a specific question, please refer the student or parent to the Admissions Office at 1-800-748-0246.

### Academic Calendar

#### Fall Semester 2014

Classes Begin	August 31, 2015
Labor Day Recess	September 6- September 8, 2015
Thanksgiving Day Recess	November 25-29, 2015
Classes End	December 12, 2015
Examinations	December 14-19, 2015
Semester Ends	December 19, 2015

#### Winter Semester 2015

Classes Begin	January 11, 2016
Spring Break	March 6-13, 2016
Classes End	April 23, 2016
Examinations	April 25-30, 2016
Semester Ends	April 30, 2016
Commencement	April 30, 2016

### Accreditation

The university is accredited by the North Central Association of Colleges and Schools, and all individual programs have achieved the highest accreditation possible.

### Admission Criteria

Grand Valley grants admission to students who are prepared to meet the challenges of a rigorous university curriculum. An Admissions Counselor carefully reviews each application for admission. Academic as well as other criteria presented by applicants are considered in the evaluation. Applicants are reviewed using a combination of high school courses completed, cumulative grade point average, standardized test scores, grade point

trend, rank in class and other factors provided by the applicant. A single deficiency in an academic area will not necessarily mean a student is refused admission. However, students who are missing a number of courses are at a disadvantage.

Subject criteria in high school should include:

Four years of English, including composition

Three years of college preparatory math, including two years of algebra

Three years of science, including two years of a laboratory science

Three years of social sciences

Two years of a single foreign language

A transfer applicant with a 2.5 grade point average or above with a minimum of 30 semester hours or 45 quarter hours and eligible to re-enroll at the former institution will normally be admitted.

A transfer applicant with a 2.5 grade point average or above with fewer than 30 semester hours or 45 quarter hours must also submit high school records. Admission evaluation will be made based on both the college record and the high school record using the Freshman Admissions Requirements as stated above.

### **Advance Placement (AP)**

The Advance Placement Program (AP) provides students with an opportunity to try college-level work in high school, and to gain valuable skills and study habits for college. The AP program is a service of the College Board, and allows students who receive a qualifying grade on the AP Exam possible college credit. AP exams are offered in May of each year and students should contact their high school counselor or AP coordinator to get signed up. Exams are graded nationally by combining essay grades and multiple-choice grades into the following five-point scale:

5-Extremely well qualified

4-Well qualified

3-Qualified

2-Possible qualified

1-No recommendation

Grand Valley State University will award college credit for AP scores of 3, 4 and 5 on the AP exam. In order to receive credit, the student must request their AP score report be sent to GVSU.

### **Application Deadlines**

The admissions application deadline for the Winter 2016 semester is November 27, 2015. The application deadline for the Spring/Summer 2016 semester is April 8, 2015.

## Applying to GVSU

A complete application for freshman admissions will include:

A signed application for admissions

Non-refundable \$30 application fee (check or money order payable to GVSU)

Official high school transcript(s)

ACT or SAT test score

\*Although not required, letters of recommendation from teachers or counselors and personal essays may be included.

A complete application for transfer admissions will include:

Non-refundable \$30 application fee (check or money order payable to GVSU)

Official school transcript(s) for all previously attended colleges and/or universities

\*If less than 30 earned college credits we also require the following:

Official high school transcript(s)

ACT or SAT score (if out of high school for less than three years)

\*Although not required, course descriptions may be included for review of transfer credit.

## Athletics

Grand Valley competes in 20 collegiate sports at the NCAA Division II level. Men's and women's teams compete in the following sports: Baseball (M), Basketball (M,W), Cross-Country (M,W), Football (M), Golf (M,W), Lacrosse (W), Soccer (W), Softball (W), Swimming and Diving (M,W), Tennis (M,W), Track (M,W), and Volleyball (W).

## Average Class Size

The average class size is 27 students. 90% of classes are less than 40.

## Campus Locations

Our main campus in Allendale, MI is spread across 1,341 acres and nestled in the woods along the Grand River. This contemporary campus offers all the features you'd expect from a residential college including state-of-the-art classrooms and laboratories, contemporary housing, outstanding fitness and sports facilities, a comprehensive library and much more.

Our downtown Grand Rapids campus is located in the heart of Michigan's second largest city. Students enjoy the advantages of a state-of-the-art urban facility that is a catalyst for interaction between students and the real world, putting students closer to employment, internship, and community outreach programs.

Grand Valley also has regional campuses and offices in Holland, Muskegon, Traverse City, and our newest addition in Detroit. These regional sites bring Grand Valley's outstanding academic programs and distinguished faculty closer to home for students of all ages throughout the region.

**Main Campus – Allendale**

1 Campus Drive  
Allendale, MI 49401-9403  
(616) 331-2025 / (800) 748-0246

**Richard M. DeVos Center**

401 Fulton Street West  
Grand Rapids, MI 49504  
(616) 331-5000

**Cook- DeVos Center for Health Sciences**

301 Michigan Street NE  
Grand Rapids, MI 49503  
(616) 331-5000

**Meijer Campus - Holland**

515 South Waverly Road  
Holland, MI 49423  
(616) 394-4848

**Regional Center for Higher Education - Muskegon**

(on the campus of Muskegon Community College)  
221 South Quarterline Road  
Muskegon, MI 49442-1400  
(231) 777-0505

**Regional Center - Traverse City**

(on the campus of Northwestern Michigan College)  
2200 Dendrinos Drive, Suite 101  
Traverse City, MI 49684  
(231) 995-1785

**Detroit Center**

163 Madison Street  
Detroit, MI 48226  
(313) 962-1185

**Campus Visits**

We encourage students and families to visit our campus and explore the many opportunities available to Grand Valley students.

Allendale Campus Tours are available by appointment daily (10:00am, 11:00am, 12:00pm, 1:00pm, 2:00pm) and on Saturdays September- April (10:00am, 11:00am, 12:00pm, 1:00pm, 2:00pm) during the regular academic year. Join a current Grand Valley student in a one-hour exploration of academics, classrooms, housing, dining, student recreation and sport facilities. During this time there is no information session, if one is requested please schedule an Admissions Counselor appointment. To schedule a tour, please contact the Admissions Office at 1-800-748-0246.

Admissions Counselor appointments are available to discuss Grand Valley on a more one-on-one basis. This is a great opportunity to have individual questions answered. Upon request an admissions appointment may be available prior to a scheduled tour time or after a scheduled tour time. To schedule an Admissions Counselor appointment, please contact the Admissions Office at 1-800-748-0246.

Small Group Presentations are also available with a tour. This is a time to get information in a group setting for those who would just like to know more about the university without a one-on-one appointment. Various dates are available please contact the Admissions Office at 1-800-748-026 to set up a time to join us.

## **Career Center**

The GVSU Career Center provides extensive services to students and alumni as they prepare for internship/co-op and post-graduation employment. The staff assists students and alumni in preparing resumes and credentials, in developing interviewing skills and job search techniques. Students who register with the office may take advantage of a Web-based system to get current job listings, sign-up for on-campus interviews, and receive email correspondence from the Career Center regarding upcoming events and employment information. The Web-based system provides a computerized resume database available to employers for resume referrals. In addition, the office provides internship listings and assistance in locating internships for students.

## **Cars**

Freshman students are allowed to have cars on campus. There is a \$190 fee per semester that will be charged to your student account. More information is available at [www.gvsu.edu/gvpd](http://www.gvsu.edu/gvpd)

## **Cheerleading**

Brandy Skantze is the Grand Valley State cheerleading coach. Please contact her with any questions about GVSU Cheerleading at: [skantzeb@gvsu.edu](mailto:skantzeb@gvsu.edu)

## **Computers**

GVSU prides itself on providing students with exceptional facilities and innovations in technology. Grand Valley has worked to bring wireless computing capabilities to all academic buildings. This includes buildings on the Allendale Campus, the DeVos/Eberhard/Cook-DeVos buildings in Grand Rapids, as well as the Meijer Campus in Holland. These new services are available to all students, faculty and staff.

Laptop computers are not required for incoming freshman students at Grand Valley; however we encourage families to consider making the investment. Both faculty and students rely on utilizing advance technology for lectures, presentations, and research study as well as to access key student services. For maximum convenience students can access online library systems, degree audits, and interact online with our Career Placement, Student Employment and Class Registration services.

## Cost

GVSU is one of the most affordable public universities in Michigan. Tuition is based on the classification of the student and the course: undergraduate lower or upper division, graduate, resident, or nonresident; these are figures for the **2015-2016** academic year.

	Michigan Residents (per year)	Non-Michigan Residents (per year)
LOWER DIVISION TUITION (0-54 credits earned)	\$11,078	\$15,744
UPPER DIVISION TUITION (55+ credits earned)	\$11,648	\$16,344

Other Estimated Yearly Expenses -- Based on 2014-2015 Rates		
Room and Board	\$8,360	Based on full service meal plan for students living on campus in university housing. Room only and Board Plus plans are also available at lower rates.
Books and Supplies	\$700	Estimate for a full-time student enrolled for two semesters.
Commuting	Varies	Parking costs are either \$100 (for students taking 6 credits or less) or \$190 (for students taking 7 or more credits) per semester, if you are bringing a car to campus. Bus transportation is free between the Allendale the city of Grand Rapids. Students not residing on campus should estimate their living and transportation costs on an individual basis.
Out of Pocket	\$500	Estimated amount a full-time student may choose to spend on social activities and other personal needs.

## Dual Enrollment

Some high school students may be eligible for concurrent enrollment in Grand Valley courses while completing high school graduation requirements. Admission will be based upon the following:

Completed non-degree seeking application  
 High school transcript indicating cumulative grade point average of 3.0 or higher  
 Written permission from high school counselor or principal  
 Completed dual enrollment form

Students are limited to enrollment in two classes per semester while in the dual enrollment program, and must meet with an Admissions Counselor prior to enrolling in classes.

## Enrollment

### 2015-2016 Summary

Total enrollment	25,325
Total undergraduate	21,636
Total graduate students	3,458
Female	59.6%
Male	40.4%
Non-Michigan Residents	6.2%
New Freshman Students	4,568
New Transfer Students	1,808
New Graduate Students	915

## Faculty to Student Ratio

The faculty to student ratio is a very personal 1:18.

## Financial Aid

Students interested in receiving need-based aid must submit a complete application for admission and file the Free Application for Federal Student Aid (FAFSA) by March 1, 2014. An online application is available at [www.fafsa.edu.gov](http://www.fafsa.edu.gov).

## Freshmen Profile

### Fall 2014

Middle 50% scored between:  
3.2 and 3.8 High School G.P.A.  
21 and 26 Composite ACT

## Graduate Programs

Grand Valley State University offers the following graduate degree programs:

Accounting (M.S.A.)	Education, Educational Technology (M.Ed.)
Applied Linguistics (M.A.)	Education, Higher Education (M.Ed.)
Biology (M.S.)	Education, Instruction & Curriculum (M.Ed.)
Biomedical Sciences (M.H.S.)	Education, Educational Leadership (M.Ed.)
Biostatistics (M.S.)	Education, Literary Studies (M.Ed.)
Business (M.B.A.)	Education, School Counseling (M.Ed.)
Cell and Molecular Biology (M.S., PSM)	Education, Special Education (M.Ed.)
Clinical Dietetics (M.S.)	Educational Specialist in Leadership (Ed.S.)
Communications (M.S.)	Engineering (M.S.E.)
Computer Information Systems (M.S.)	English (M.A.)
Criminal Justice (M.S.)	

Health Administration (M.H.A.)  
Medical and Bioinformatics (M.S.)  
Medical Dosimetry (M.S.)  
Nursing (M.S.N.)  
Nursing (D.N.P.)  
Occupational Therapy (M.S.)  
Philanthropy and Nonprofit Leadership  
(M.P.N.L.)

Physical Therapy (D.P.T.)  
Physician Assistant Studies (M.P.A.S.)  
Public Administration (M.P.A.)  
Public Health (M.P.H.)  
School Psychology (M.S. & Psy.S.)  
Social Work (M.S.W.)  
Speech-Language Pathology (M.S.)  
Taxation (M.S.T.)

## **Greek Life**

There are 11 Fraternities part of the Interfraternity Council at Grand Valley --

Alpha Sigma Phi, Alpha Tau Omega, Delta Sigma Phi, Delta Tau Delta, Delta Upsilon, Theta Chi, Kappa Sigma, Sigma Pi, Sigma Phi Epsilon, Phi Gamma Delta, Phi Iota Alpha

There are 9 Panhellenic Sororities at Grand Valley --

Alpha Omicron Pi, Alpha Sigma Alpha, Alpha Sigma Tau, Delta Zeta, Gamma Phi Beta, Phi Mu, Phi Sigma Sigma, Sigma Kappa, Sigma Sigma, Sigma

National Pan-Hellenic Council organizations at Grand Valley include --

Alpha Phi Alpha Fraternity, Inc., Alpha Kappa Alpha Sorority, Inc., Kappa Alpha Psi Fraternity, Inc., Omega Psi Phi Fraternity, Inc., Delta Sigma Theta Sorority, Inc., Phi Beta Sigma Fraternity, Inc., Zeta Phi Beta Sorority, Inc., Sigma Gamma Rho Sorority, Inc., and Iota Phi Theta Fraternity, Inc.

Multicultural Greek organizations at Grand Valley State University include --

Delta Phi Lambda Sorority, Inc., Delta Tau Lambda Sorority, Inc., Sigma Lambda Beta International Fraternity, Inc., Sigma Lambda Gamma National Sorority, Inc., Sigma Lambda Upsilon Sorority, Inc.

For more information regarding Greek Life at Grand Valley State University, please contact Santiago Gayton, Office of Student Life at (616) 331-2345.

## **Health Services**

The GVSU Campus Health Center: Metro Health, is a walk-in clinic (Monday and Thursday 9a.m.-6p.m. and Tuesday, Wednesday, and Friday 9a.m.-5p.m., closed on major holidays and during Summer Vacation) designed for the diagnosis and treatment of acute minor illness, injury or accidents for students, faculty and staff.

Staffed daily by a Physician Assistant, RN, LPN and Business Discharge Specialist under the direction of a Board Certified Emergency Physician many services are available for students, including referrals for Family Practice Physicians, Internists and other specialty fields.

Students may visit the Campus Health Center to receive services for the following: yearly and sports physicals, routine procedures, allergy shots, gynecological exams, TB testing, Tetanus booster, Hepatitis B, Meningitis, International Travel Vaccines, MMR, birth control counseling, STD screening, exams and education; treatment for coughs, colds, headaches, sore throats, infectious mononucleosis; lacerations, ear aches, sprains, burns, mole & wart removal; management of chronic conditions such as asthma, diabetes, high blood pressure, eating disorder assessments, monitoring and treatment. Laboratory tests are available on-site and off-site; referrals to x-ray, ultrasound, CAT scan, and MRI.



The Campus Health Center accepts all major health care providers and will bill your insurance company.

## **Honors College**

The Frederik Meijer Honors College is located on the Allendale campus, and offers academically talented students an opportunity to participate in an exclusive community of scholars exemplifying intellectual achievement. Honors students develop high levels of proficiency in research, writing, and critical thinking while taking their classes in the same building they call home, the Glenn A. Niemeyer Learning and Living Center. In order to be admitted to the Frederik Meijer Honors College a student needs a 3.5 GPA and a 28 ACT.

## **Housing**

GVSU students are not required to live on campus. However, we strongly recommend that students take advantage of the many benefits of living and learning on-campus. Admitted freshmen who submit their housing application and security deposit of \$150 by May 1 are guaranteed on-campus housing.

Grand Valley has some of the newest housing in the state. We offer freshmen the choice of residing in our Traditional Style Living Centers, Suite Style Living Centers or Apartment Style Living Centers. Costs, floor plans and a three-dimensional tour of Grand Valley housing may be viewed by visiting our Housing website.

## **International Students**

International students are required to submit an application for admission along with the results of the Test of English as a Foreign Language (TOEFL), a personal statement and documented proof of adequate financial resources. Applications can be completed online at [www.gvsu.edu/admissions](http://www.gvsu.edu/admissions). Currently, Grand Valley has a total of almost 400 international students which represent 82 different countries.

## **Intramurals**

The Office of Campus Recreation offers a variety of intramural programs to encourage participation for a diverse campus community. Men's, women's and co-recreational divisions for competitive and recreational skill levels are offered in over 20 intramural sports throughout the year. Competitive sports opportunities include basketball, badminton, bowling, racquetball, soccer, softball, roller hockey, tennis, volleyball, and flag football to name just a few. For additional information, please contact the Intramural Office at 616-331-3218.

## **Library**

The Mary Pew Idema Library Learning and Information Commons is a brand new facility located in Allendale and is three times the size of the old Zumberge Library. There are 20 rooms for group collaboration, as well as shelves to hold 567,197 books and an automatic retrieval system to hold 1,035,536 e-books.

The Steelcase Library in Grand Rapids is a juxtaposition of technology and tradition. It houses an automated retrieval system which holds the library's circulating collection and can accommodate 250,000 volumes. A large reading room with a stained glass window provides a quiet study area with comfortable seating. The tables and carrels are wired for laptop computer use. The reading room holds the expanded reference collection and the current issues of 700 journal titles. Steelcase Library also houses the Grand Rapids Bar Association's law collection.

## **Majors**

Grand Valley offers more than 200 areas of study, including 86 undergraduate majors and 36 graduate programs.

## **Meal Plans**

The living centers provide accommodations and meals for just over 5,800 students. Three room-and-board plans are available – a 5-meal plan, a 10-meal plan, a 14-meal plan, and a 19-meal plan. Meals are served in the Fresh Food Company, Kleiner Commons, The Connection, Plaza Café, Einstein Bagel, Fuel, and River Landing at the Kirkhof Center, depending on the plan selected. At each meal the traditional dining in the Fresh Food Company provides several entrees, including a vegetarian entrée, from which students may choose. Students may eat all they want and are allowed to return as often as they want to the various serving tables. Fuel is a food court located below Fresh Food Company, and offers Bleaker Street Cafe, Freshens Smoothies, Jump Asian Express, Crepes, and Papa Johns. In the Kleiner Commons, there is a Q'doba marketplace, coffee shop, and convenience store for student dining. Students can use their dining cards at this convenience store and at Lobby Shop and Java City located in the Kirkhof Center. Plaza Café is a food court located on the Pew campus, which offers a variety of grill options, salads, and pizza bar.

## **Orientation**

By mid January, all admitted freshman degree-seeking students are mailed a packet for Orientation and Registration. To secure a place in the freshman class, students are asked to select an orientation date and submit a \$95.00 orientation/registration fee by May 1.

Freshman Orientation is a two-step process:

1. Class Registration/Advising
2. Fall Orientation

Students will attend one-day summer registration session. At this session students will meet with academic advisors and register for classes. The fall orientation happens just before the start of fall classes. During fall orientation students begin to make the transition to college life.

### **TRANSFER:**

Once degree-seeking transfer student are admitted, information regarding the schedule for Orientation and Registration is mailed to them. Orientation is in small groups of generally five students to make academic advising and career counseling as personal as possible. Students will register for the entire academic year. To schedule an orientation date, students must submit a \$50.00 fee and register online via online via Admissions or call 616-331-2025 to reserve a date.

## **Parking**

Any commuting or resident student choosing to park a vehicle on the Allendale or Grand Rapids Pew Campuses must purchase and display a parking permit. The cost for a parking permit is \$190/semester for students with 7 or more credit hours and \$100/semester for students with less than 1-6 credit hours. Parking permits are not required at the Holland, Muskegon or Traverse City campuses. Permits can be ordered electronically at [www.gvsu.edu/publicsafety](http://www.gvsu.edu/publicsafety). The permit costs will be charged to the student's account and billed on the regular tuition bill. Additional questions can be answered by calling the Department of Public Safety at 616-331-3255.

## Scholarships

Grand Valley offers an outstanding merit-based scholarship program. We determine initial eligibility for these scholarships at the time of admission, although final award decisions and the amount of most scholarship are made by the scholarship committee after the student has completed all required application materials. To be considered for these scholarships, the Admissions Office must receive your application by December 31 for the following fall semester. All relevant information including the ACT or SAT scores must be received by the December 31 deadline to receive scholarship consideration. Scholarship criteria are reviewed annually and subject to change.

## Security

The Department of Public Safety Services is a full-service law enforcement agency with full arrest powers and is responsible for enforcing state laws as well as university rules and regulations, and for maintaining a safe and secure environment for the campus community. Department personnel are trained in first aid and other emergency procedures. The department also maintains a Lost and Found Bureau and a Parking Violations Bureau and approves drivers for operating state vehicles.

Grand Valley's crime rate is very low in comparison to the national average and to other state universities. We provide information regarding security procedures and crime statistics to all its employees and enrolled students. The university's Department of Public Safety reports all incidents to the Uniform Crime Reporting program and statistical reports are available online at: [www.gvsu.edu/publicsafety](http://www.gvsu.edu/publicsafety).

## Size

Our main campus in Allendale is spread across 1,304 acres and nestled in the woods along the Grand River.

## Student Life

Grand Valley reaches far beyond the typical college activity list to make life on campus exciting and enjoyable. Students can take advantage of more than 407 clubs and organizations, including cultural organizations, performing arts groups, recreational clubs, religious groups, social organizations, fraternities and sororities, professional associations, special interest groups, leadership groups, and community service organizations.

Students are in class an average of 30% of the time during the normal week of college life. Students are encouraged to maximize their college experience through participation in a variety of campus experiences. Historically, students who are successful have developed a plan for how they will spend the other 70% of time they are not in class.

## Study Abroad

The Padnos International Center (PIC) supports the academic programs in all departments, divisions and schools by offering and coordinating study abroad opportunities in various countries. Academic semester and year long programs in countries relevant to various academic majors, minors, and general education courses are available for academic credit to all Grand Valley students.

PIC maintains a fully staffed overseas program Resource Room, where students can explore participation in overseas experiences throughout the world. Guidance, enrollment support, financial aid coordination, and credit transfers are offered by the Padnos International Center staff. Students are encouraged to visit the Center's Resource Room early in their academic studies, so that appropriate planning can be undertaken.

## **Transfer Credit**

Grand Valley makes every effort to transfer credit for academic work completed at other institutions. In general, courses completed with a D grade at an institution accredited by one of the Regional Accrediting Commissions will transfer when the overall GPA of all previous work, as calculated by Grand Valley, is a "C" or better.

Transfer credit is typically determined by the offering of an equivalent course at Grand Valley and is granted only to those students admitted as degree-seeking. Transfer students admitted as degree seeking will receive a Transfer Credit Statement/Degree Audit. This statement tells how course work completed at other colleges and universities will transfer to Grand Valley on a course-by-course basis.

Course equivalencies for all Michigan colleges and universities are available online at:  
<http://www.gvsu.edu/studentapps/mtn/>

## **Transferring to GVSU**

A transfer applicant is someone who has attended another college or university. The applicant will be evaluated on previous course work at the college level. Our admissions requirements are designed to ensure that students who are admitted to Grand Valley State University have the ability to successfully complete academic work and fully benefit from the educational opportunities available. Transfer students are normally admitted based upon the completion of 30 semester credit hours and a cumulative grade point average of 2.5 or higher.

High school performance will also be reviewed for transfer applicants who have earned fewer than 30 semester hours (45 quarter hours) of college-level course work. We recommend a college preparatory core of courses including four units of English, with one composition course; three units of science; three units of mathematics, with two years of algebra; three units of social sciences; two years of a single foreign language and seven units of electives. These electives might include a fourth year of math, two years of fine arts, or a computer literacy course.

## **Tutoring Services**

The Tutoring Center provides free tutoring to all GVSU students in most 100- and 200-level courses. Tutorials are done in one-on-one and group settings. Tutoring services are available at the Allendale, Pew, and Holland campuses.

## **University Counseling**

The University Counseling Center is a team of trained professionals committed to improving the mental health of the GVSU student body through counseling. They offer the following counseling services to all currently registered GVSU students free of charge: One-on-One Counseling, Couples Counseling, Group Counseling, Special Events & Seminars, Consultation & Referral, Emergency Services, and Peer Education Program. Contact the University Counseling office at (616) 331-3266 if you have any questions.