

Grand Valley State University
Accountability Report 2009



Principles of Accountability

Executive Summary

Higher education is a public good. Students, their families, donors, and taxpayers invest in institutions of higher learning and expect accountability for that investment.

Reductions in support from the state for its public universities continue again this year, and Michigan is at the very bottom when it comes to recent investment in higher education. Despite the challenges, Grand Valley — the sixth largest of the state's fifteen public universities — shows an excellent return on investment.

• Measures of Student Success:

Students can enroll at Grand Valley confident in the quality of a Grand Valley diploma. Nine of 11 programs that require graduates to sit for licensure exams show a 91% - 100% pass rate. The remaining two show a pass rate in the top 10. 96% of Grand Valley graduates are employed or in graduate school. Of those employed, 94% work in Michigan.

• Access and Affordability Measures:

Grand Valley balances access and affordability with quality. Enrollment at Grand Valley has increased nearly 50% in ten years, while tuition increases are in the bottom half of the state's public universities. Grand Valley serves the state — 96% of its students are Michigan residents.

Financial aid continues to increase; \$199 million is available to assist students earn their degrees. This reduces the average net cost of attending Grand Valley by \$2,400, or nearly 25%.

• Diversity:

Grand Valley nurtures diversity within its community, believing that it is an intellectual asset and a global necessity. Grand Valley's enrollment for students of color ranks in the upper half of Michigan's public universities.

• Partnership with the State:

Grand Valley receives the lowest per-student appropriation among Michigan's 15 public universities. 82% of all university revenue comes from students and their families while 18% comes from the state appropriation. Grand Valley ranks 14th (second-lowest) in receipt of state-funded classroom buildings. Even in the face of waning state support, Grand Valley's academic quality ranks in the top quartile of Michigan's public universities.

• Efficiency Measures:

Grand Valley is the sixth largest state university and serves its students with the fourth smallest faculty. All classes are taught by faculty.

• Private-Public Partnership:

Grand Valley's vitality is built upon a history of personal generosity and public vision. The extraordinary beauty and efficiency of Grand Valley's campuses and the success of academic programs are in large part due to these partnerships. Careful management of endowments and scholarships bring tangible results to the university and its students.

• Economic Development:

Grand Valley has a significant and continuing impact on Michigan's financial health. Grand Valley's 26,000-member community pumps nearly \$560 million into the area economy.

Grand Valley's SmartZones in Muskegon and Grand Rapids place the university at the heart of job creation and innovation in the areas of alternative and renewable energy and the life sciences.

Growth at Grand Valley has benefited the area's businesses and employees. The university spent nearly \$49 million on new and remodeled facilities and created 1,230 trade and construction jobs in 2008-09.

• Integration with Grand Valley's Strategic Plan

Grand Valley State University's strategic plan serves as a road map for improving the performance of the university. It tells us what the university will do, why, and how. The strategic plan requires a periodic assessment that reports on progress and holds the university accountable in realizing the objectives of its plan. The Accountability Report is constructed on the university's principles of accountability. The principles include effective teaching built on the platform of liberal education, improved retention and graduation rates, enhanced scholarship, commitment to diversity, and community service. The Strategic Plan can be reviewed online at www.gvsu.edu/strategicplanning

Measures of Student Success

A university should be accountable for student successes during matriculation and after graduation.



Comparative Academic Statistics for New Students Entering Michigan Public Universities

Measures of Student Success

Median Composite ACT Score

| | |
|---------------------|-----------|
| U of M-Ann Arbor | 29 |
| Michigan Tech | 26 |
| Michigan State | 25 |
| Grand Valley | 24 |
| U of M-Dearborn | 24 |
| Central | 22 |
| Northern | 22 |
| Oakland | 22 |
| U of M-Flint | 22 |
| Western | 22 |
| Eastern | 21 |
| Ferris | 21 |
| Saginaw Valley | 21 |
| Lake Superior | 20 |
| Wayne State | 20 |

Fall 2007
Source: 2008 Barron's College Profiles

Mid-50% ACT Score

| | |
|---------------------|--------------|
| U of M-Ann Arbor | 27-31 |
| Michigan Tech | 23-28 |
| Michigan State | 23-27 |
| Grand Valley | 21-26 |
| U of M-Dearborn | 21-26 |
| Western | 20-25 |
| Central | 20-24 |
| Oakland | 19-25 |
| Northern | 19-24 |
| Ferris | 18-24* |
| Lake Superior | 18-24 |
| Saginaw Valley | 18-24 |
| Eastern | 18-23 |
| U of M-Flint | 18-23 |
| Wayne State | 17-23 |

Source: College Board Handbook 2010
*Fall 2007, College Board Handbook 2009

GPA 3.0 or Higher

| | |
|---------------------|------------|
| U of M-Ann Arbor | 98% |
| Grand Valley | 97% |
| Michigan State | 95% |
| Michigan Tech | 87% |
| U of M-Dearborn | 85% |
| Central | 78% |
| Oakland | 72% |
| Western | 66% |
| Saginaw Valley | 65% |
| U of M-Flint | 64% |
| Wayne State | 60% |
| Ferris | 59% |
| Northern | 57% |
| Lake Superior | 56%* |
| Eastern | 50% |

Source: College Board Handbook 2010
* Most recently published data was Fall 2004 term

Fall 2008 Term
(unless otherwise noted)

Freshman to Sophomore Retention Rate

Measures of Student Success

| | |
|------------------------------------|-----|
| University of Michigan - Ann Arbor | 96% |
| Michigan State University | 91% |
| Grand Valley State University | 86% |
| Michigan Tech University | 82% |
| University of Michigan - Dearborn | 81% |
| Central Michigan University | 77% |
| Western Michigan University | 73% |
| Oakland University | 72% |
| University of Michigan - Flint | 72% |
| Eastern Michigan University | 71% |
| Ferris State University | 70% |
| Wayne State University | 70% |
| Lake Superior State University | 69% |
| Saginaw Valley State University | 69% |
| Northern Michigan University | 57% |

Graduation Rates

Measures of Student Success

| | 5-year graduation rate |
|--------------------------------------|------------------------|
| University of Michigan-Ann Arbor | 85.5% |
| Michigan State University | 71.8% |
| Michigan Technological University | 58.0% |
| Grand Valley State University | 48.6% |
| Western Michigan University | 47.7% |
| Central Michigan University | 47.0% |
| University of Michigan-Dearborn | 42.3% |
| Northern Michigan University | 39.4% |
| Ferris State University | 39.1% |
| Oakland University | 33.8% |
| Lake Superior State University | 32.6% |
| Saginaw Valley State University | 28.7% |
| University of Michigan-Flint | 27.6% |
| Eastern Michigan University | 26.4% |
| Wayne State University | 24.9% |

| | 6-year graduation rate |
|--------------------------------------|------------------------|
| University of Michigan - Ann Arbor | 88.0% |
| Michigan State University | 75.4% |
| Michigan Tech University | 64.6% |
| Central Michigan University | 57.5% |
| Grand Valley State University | 56.0% |
| Western Michigan University | 55.1% |
| University of Michigan - Dearborn | 53.5% |
| Northern Michigan University | 47.7% |
| Oakland University | 43.7% |
| Ferris State University | 43.4% |
| Lake Superior State University | 38.3% |
| Saginaw Valley State University | 37.5% |
| University of Michigan - Flint | 36.2% |
| Eastern Michigan University | 35.7% |
| Wayne State University | 33.6% |



Pass Rates of Graduates on Licensure Exams

Measures of Student Success

| Program | Pass Rate | State or National Average |
|-----------------------------|------------------|----------------------------------|
| Clinical Lab Science | 100% | 78% |
| Nursing-Graduate | 100% | N/A |
| Physical Therapy | 100% | N/A |
| Physician Assistant Studies | 100% | 96% |
| Police Academy | 100% | N/A |
| Nursing-Undergraduate | 91% | 89% |
| Education | 96% | 91% |
| Engineering | 100% | N/A |
| Accounting-Graduate | 70% | 6th among 11 |
| Accounting-Undergraduate | 70% | 10th among 27 |
| Occupational Therapy | 92% | N/A |



- Freshmen picking GVSU as first choice, Fall 2008: 87.4%¹
- 96.5% of recent graduates give Grand Valley an overall rating of “Good” or “Excellent”²
- 85% of GVSU students said they were “Satisfied” or “Very Satisfied” with their overall academic experience, compared to 79% of students at other participating 4-year colleges³

1: GVSU Freshman Orientation Survey 2008
2: 2008 Survey of Graduates
3: 2007 Your First College Year survey

Employment and Placement After Graduation

Measures of Student Success

| | 2005-06 | 2006-07 | 2007-08 |
|--|---------|---------|---------|
| Graduates employed or in graduate school | 97% | 98% | 96% |
| Employed in Michigan | 88% | 88% | 94% |



Access and Affordability Measures

A public university should be available to serve students from across the state. It should carefully review the applications of those who want to attend and be affordable to those who enroll.



2009 Fall Enrollment

Access and Affordability Measures

| | |
|------------------|--------|
| Michigan State | 46,619 |
| U of M-Ann Arbor | 41,068 |
| Wayne | 31,776 |
| Central | 24,691 |
| Western | 24,509 |
| Grand Valley | 24,408 |
| Eastern | 22,645 |
| Oakland | 18,920 |
| Ferris | 13,865 |
| Saginaw Valley | 10,495 |
| Northern | 9,258 |
| U of M-Dearborn | 8,642 |
| U of M-Flint | 7,773 |
| Michigan Tech | 7,124 |
| Lake Superior | 2,521 |



Source: HEIDI

Michigan Resident Undergraduate Headcount

Access and Affordability Measures



| | |
|---------------------|---------------|
| Michigan State | 31,154 |
| Wayne State | 20,432 |
| Central | 20,148 |
| Grand Valley | 20,032 |
| Western | 18,096 |
| U of M-Ann Arbor | 17,182 |
| Eastern | 17,108 |
| Oakland | 15,091 |
| Ferris | 12,095 |
| Saginaw Valley | 8,423 |
| Northern | 7,176 |
| U of M-Dearborn | 6,759 |
| U of M-Flint | 6,366 |
| Michigan Tech | 4,737 |
| Lake Superior | 2,430 |

Source: HEIDI, Fall 2009

Changes in Enrollment

Access and Affordability Measures



| | 10-year % change |
|----------------------------------|---------------------|
| Grand Valley State University | 42.6 |
| Ferris State University | 40.2 |
| Oakland University | 27.6 |
| Saginaw Valley State University | 22.1 |
| Northern Michigan University | 15.5 |
| Michigan Tech University | 11.9 |
| University of Michigan-Ann Arbor | 9.8 |
| Central Michigan University | 8.9 |
| University of Michigan-Flint | 7.9 |
| Michigan State University | 6.8 |
| University of Michigan-Dearborn | 4.3 |
| Wayne State University | -0.6 |
| Eastern Michigan University | -5.7 |
| Western Michigan University | -6.8 |
| Lake Superior State University | -24.3 |

Geographic Origin

Fall Semester 2009



| | |
|--------------------|---------------|
| Michigan Residents | 23,271 |
| Other States | 814 |
| Other Countries | 323 |
| Total | 24,408 |

Top 6 Michigan Counties:

- Kent
- Ottawa
- Oakland
- Wayne
- Muskegon
- Macomb



First-time Student Annual Tuition

Access and Affordability Measures

First-time Student Annual Tuition

| | |
|----------------------|----------------|
| U of M-Ann Arbor | \$11,659 |
| Michigan Tech | \$11,331 |
| Michigan State | \$10,930 |
| Central | \$10,170 |
| Ferris | \$9,480 |
| State Average | \$9,156 |
| U of M-Dearborn | \$9,100 |
| Oakland | \$8,783 |
| Western | \$8,682 |
| Grand Valley | \$8,630 |
| Wayne State | \$8,599 |
| Lake Superior | \$8,409 |
| U of M-Flint | \$8,279 |
| Eastern | \$8,716 |
| Northern | \$7,679 |
| Saginaw Valley | \$6,900 |

Fall 2009

10-year tuition change

| | |
|----------------------|---------------|
| Central | 180.2% |
| Michigan Tech | 152.3% |
| Northern | 144.1% |
| Eastern | 139.8% |
| Ferris | 130.2% |
| Wayne State | 125.2% |
| State Average | 122.1% |
| Oakland | 120.2% |
| Western | 120.1% |
| U of M-Flint | 117.9% |
| Michigan State | 116.7% |
| Grand Valley | 113.2% |
| U of M-Dearborn | 108.7% |
| Lake Superior | 108.5% |
| Saginaw Valley | 96.5% |
| U of M-Ann Arbor | 85.9% |

FTIAC 10-year Change



Types of Financial Aid Available

| | |
|--------------------|----------------------|
| Need-Based Grants | \$26,571,171 |
| Merit Scholarships | \$31,669,199 |
| Loans | \$139,214,074 |
| Work Study | \$1,253,167 |
| Total | \$198,707,611 |

2008-09

Institutional Financial Aid Commitment

| | Amount | Increase |
|---------|--------------|----------|
| 2005-06 | \$15,636,961 | 24.23% |
| 2006-07 | \$19,301,757 | 22.77% |
| 2007-08 | \$22,210,043 | 15.70% |
| 2008-09 | \$22,914,205 | 3.17% |
| 2009-10 | \$24,545,728 | 8.44% |

Top Institutions by Merit Award amount

Access and Affordability Measures

| | Total Amount |
|-----------------------------------|--------------|
| Michigan State University | \$15,730,127 |
| University of Michigan-Ann Arbor | \$9,496,988 |
| Grand Valley State University | \$8,181,373 |
| Central Michigan University | \$6,784,329 |
| Western Michigan University | \$5,815,095 |
| Oakland University | \$3,261,807 |
| Wayne State University | \$2,848,419 |
| Ferris State University | \$2,846,623 |
| Eastern Michigan University | \$2,622,896 |
| Saginaw Valley State University | \$2,713,606 |
| Michigan Technological University | \$2,033,939 |
| Northern Michigan University | \$1,867,076 |
| University of Michigan-Dearborn | \$1,596,801 |



Net Cost of Tuition for Typical GVSU Student Access and Affordability Measures



| | |
|-------------------------|----------------|
| Tuition (2009-10) | \$8,630 |
| Average Gift Aid | \$2,602 |
| Average Net Cost | \$6,028 |

Diversity

An intellectual asset, a diverse student body and university community is essential to the success of the university and its graduates.



Students of Color

Diversity

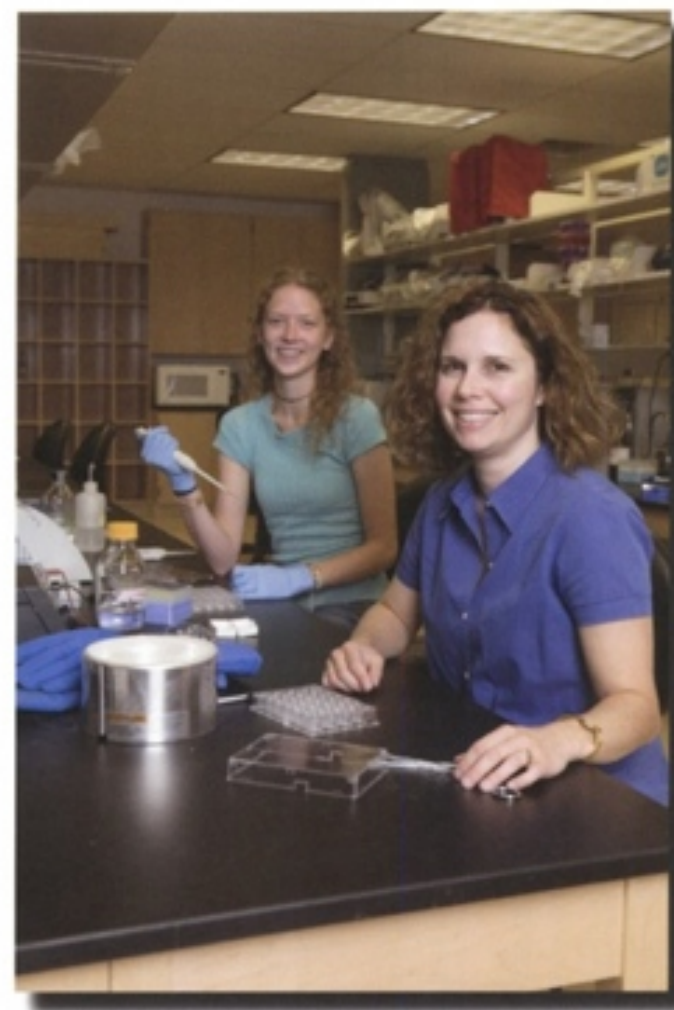
| | Percent | Total |
|-----------------------------------|----------------|--------------|
| Wayne State University | 35.7% | 11,062 |
| University of Michigan-Ann Arbor | 22.0% | 9,041 |
| Michigan State University | 15.9% | 7,415 |
| Eastern Michigan University | 23.5% | 5,184 |
| Central Michigan University | 15.6% | 4,254 |
| Western Michigan University | 12.2% | 3,030 |
| Grand Valley State University | 11.3% | 2,689 |
| Oakland University | 13.8% | 2,507 |
| University of Michigan-Dearborn | 18.5% | 1,536 |
| Ferris State University | 10.9% | 1,469 |
| University of Michigan-Flint | 18.0% | 1,307 |
| Saginaw Valley State University | 9.5% | 933 |
| Northern Michigan University | 5.5% | 511 |
| Lake Superior State University | 9.8% | 253 |
| Michigan Technological University | 5.3% | 371 |



Female Enrollment

Diversity

| | Percent | Total |
|-----------------------------------|---------|--------|
| Michigan State University | 53.8% | 25,041 |
| University of Michigan-Ann Arbor | 48.0% | 19,687 |
| Wayne State University | 59.2% | 18,361 |
| Central Michigan University | 57.6% | 15,695 |
| Grand Valley State University | 60.7% | 14,511 |
| Eastern Michigan University | 59.1% | 13,015 |
| Western Michigan University | 51.6% | 12,800 |
| Oakland University | 62.2% | 11,300 |
| Ferris State University | 48.9% | 6,621 |
| Saginaw Valley State University | 61.1% | 6,009 |
| Northern Michigan University | 53.3% | 4,979 |
| University of Michigan-Flint | 62.7% | 4,553 |
| University of Michigan-Dearborn | 51.2% | 4,254 |
| Michigan Technological University | 24.4% | 1,712 |
| Lake Superior State University | 52.4% | 1,349 |



Partnership with the State

A public university should have a predictable, dependable and sustainable relationship with state government.



State Appropriations Per Student

Partnership with the State

| | 2004-05 | 2005-06 | 2006-07 | 2007-08 |
|----------------------|--------------|--------------|--------------|--------------|
| Wayne State | 9,015 | 8,507 | 8,510 | 8,875 |
| U of M-Ann Arbor | 8,407 | 7,901 | 7,938 | 7,871 |
| Michigan Tech | 8,466 | 7,841 | 8,073 | 7,838 |
| Michigan State | 7,083 | 6,687 | 6,683 | 6,702 |
| State Average | 5,886 | 5,612 | 5,673 | 5,719 |
| Lake Superior | 4,970 | 4,883 | 5,410 | 5,538 |
| Northern | 5,517 | 5,267 | 5,340 | 5,478 |
| Western | 4,759 | 4,710 | 4,979 | 5,098 |
| Ferris | 4,785 | 4,396 | 4,437 | 4,365 |
| Eastern | 4,204 | 4,055 | 4,177 | 4,322 |
| U of M-Dearborn | 4,086 | 3,963 | 4,151 | 4,159 |
| U of M-Flint | 4,428 | 4,090 | 4,021 | 3,885 |
| Central | 3,843 | 3,710 | 3,793 | 3,876 |
| Saginaw Valley | 3,522 | 3,534 | 3,564 | 3,543 |
| Oakland | 3,584 | 3,558 | 3,511 | 3,492 |
| Grand Valley | 3,076 | 3,059 | 3,020 | 3,026 |

State grants to private colleges: \$2,100 per student

State Appropriation Per Degree

Partnership with the State

| | Degrees & Certificates Awarded 2007-08 | State Appropriation 2007-08 | Appropriation per Degree / Certificate | Rank |
|----------------------------------|--|-----------------------------------|--|------|
| Wayne State University | 6,006 | \$219,046,500 | \$36,471 | 1 |
| Michigan Tech University | 1,480 | \$49,028,200 | \$33,127 | 2 |
| University of Michigan Ann Arbor | 11,155 | \$323,439,900 | \$28,995 | 3 |
| Northern Michigan University | 1,602 | \$46,171,500 | \$28,821 | 4 |
| Michigan State University | 10,641 | \$290,139,800 | \$27,266 | 5 |
| Lake Superior State University | 592 | \$12,981,900 | \$21,929 | 6 |
| Western Michigan University | 5,472 | \$112,122,000 | \$20,490 | 7 |
| Saginaw Valley State University | 1,634 | \$28,356,200 | \$17,354 | 8 |
| University of Michigan Flint | 1,239 | \$21,379,900 | \$17,256 | 9 |
| Central Michigan University | 4,771 | \$81,941,100 | \$17,175 | 10 |
| Eastern Michigan University | 4,599 | \$77,774,100 | \$16,911 | 11 |
| Oakland University | 3,388 | \$51,932,900 | \$15,328 | 12 |
| Ferris State University | 3,325 | \$49,730,800 | \$14,957 | 13 |
| Grand Valley State University | 4,635 | \$63,387,500 | \$13,676 | 14 |
| University of Michigan Dearborn | 1,874 | \$25,295,000 | \$13,498 | 15 |

Michigan Higher Education Funding Ranked by State

Partnership with the State

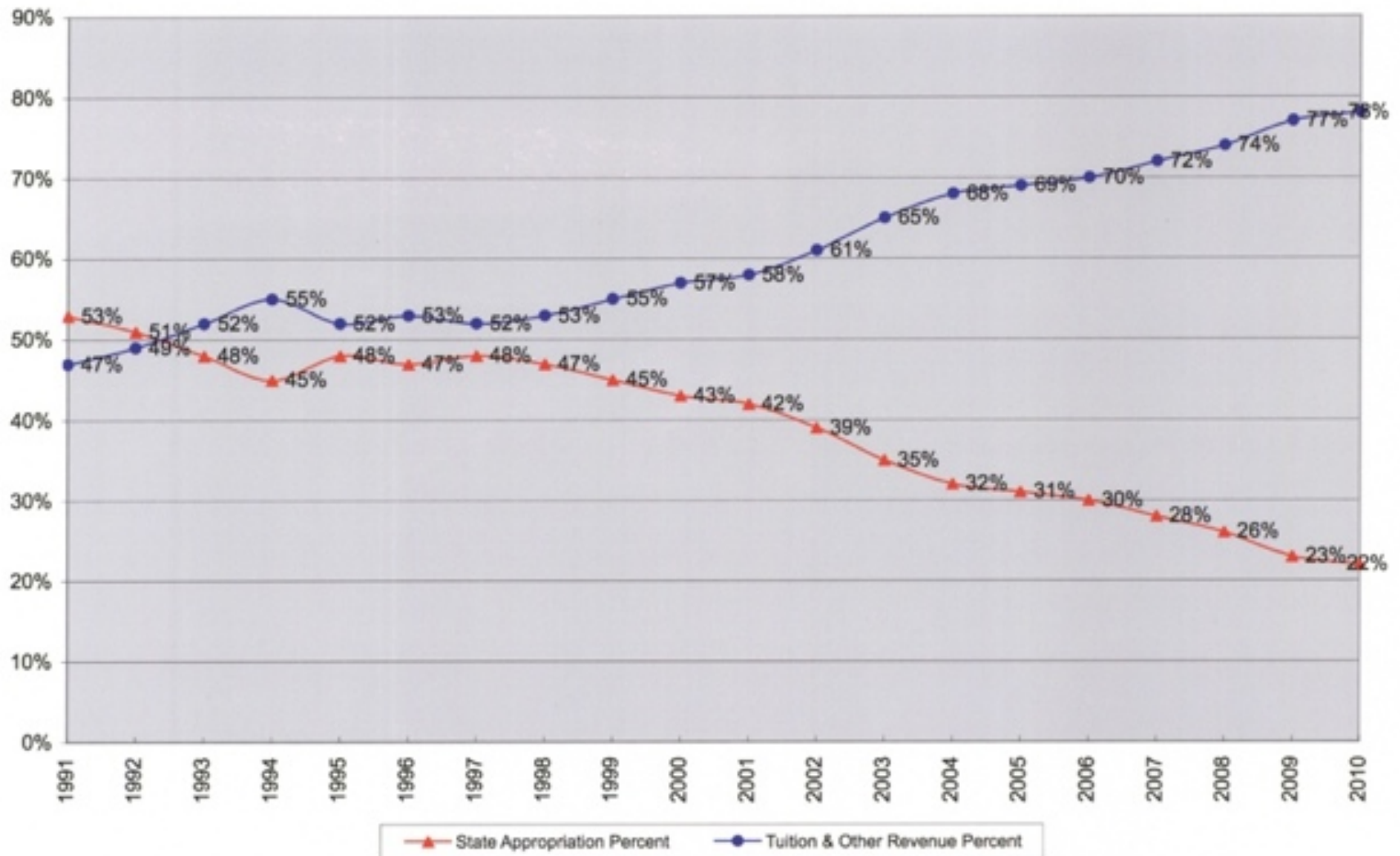


FY 2008 Michigan state appropriations per student
National Rank = 42
Five year change = **-24.9%**

Ratio of State Aid vs. Tuition at Grand Valley

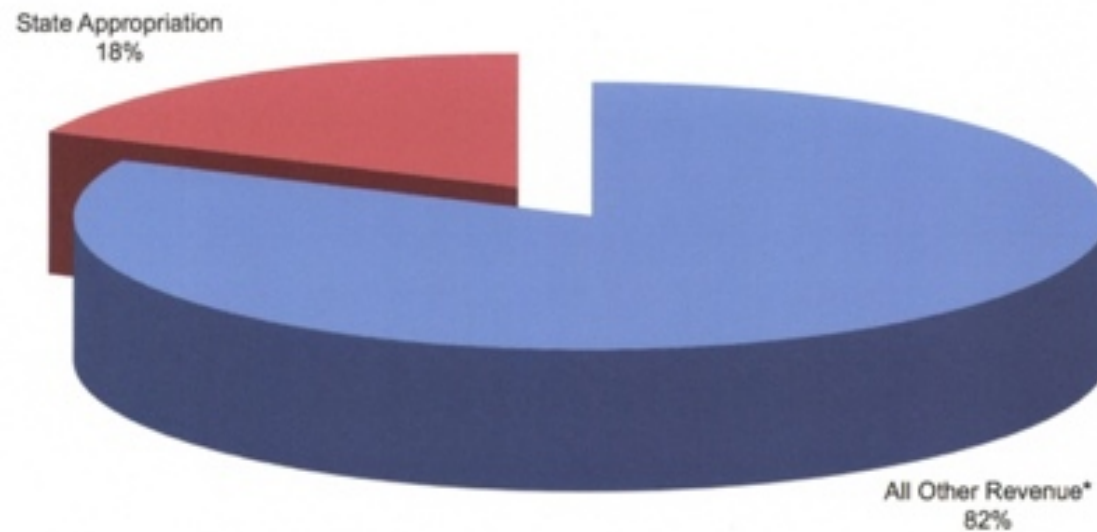
Partnership with the State

State Appropriations vs. Tuition & Other Income



State Appropriation as a Percentage of Grand Valley Revenue

Partnership with the State



*2009-2010 Budget, includes Tuition, Housing, and Auxiliary

Appropriation and Tuition Per Student

Partnership with the State



| | 2005-06 | 2006-07 | 2007-08 | 2008-09 |
|------------------|----------|----------|----------|----------|
| U of M-Ann Arbor | \$17,352 | \$17,867 | \$18,525 | \$19,137 |
| Michigan Tech | \$16,137 | \$17,087 | \$17,834 | \$19,003 |
| Michigan State | \$15,178 | \$15,706 | \$16,399 | \$17,208 |
| Wayne State | \$15,120 | \$15,501 | \$16,329 | \$16,792 |
| Lake Superior | \$10,869 | \$11,700 | \$12,415 | \$13,615 |
| Central | \$10,123 | \$11,309 | \$12,917 | \$13,595 |
| Ferris | \$11,444 | \$11,865 | \$12,955 | \$13,529 |
| Western | \$11,159 | \$11,789 | \$12,374 | \$13,309 |
| U of M-Dearborn | \$10,710 | \$11,442 | \$12,060 | \$12,744 |
| Northern | \$11,458 | \$11,728 | \$12,307 | \$12,740 |
| Eastern | \$10,430 | \$10,997 | \$11,714 | \$12,665 |
| U of M-Flint | \$10,671 | \$11,183 | \$11,526 | \$11,880 |
| Oakland | \$9,745 | \$10,352 | \$11,220 | \$11,640 |
| Grand Valley | \$9,522 | \$9,815 | \$10,412 | \$11,284 |
| Saginaw Valley | \$8,995 | \$9,210 | \$9,902 | \$10,130 |

FTIAC Resident Tuition
 State appropriation two-year lag
 Source: HEIDI

State-Funded Instructional Space

Partnership with the State

| | 2004-05 | 2005-06 | 2006-07 | 2007-08 |
|----------------------|------------|------------|------------|------------|
| U of M-Ann Arbor | 351 | 360 | 349 | 342 |
| Lake Superior | 309 | 312 | 342 | 341 |
| Michigan State | 329 | 324 | 320 | 320 |
| Michigan Tech | 367 | 356 | 362 | 319 |
| Wayne State | 282 | 274 | 266 | 271 |
| U of M-Dearborn | 196 | 199 | 251 | 268 |
| U of M-Flint | 278 | 270 | 262 | 242 |
| Western | 241 | 258 | 275 | 241 |
| State Average | 242 | 244 | 246 | 241 |
| Northern | 238 | 239 | 239 | 236 |
| Eastern | 144 | 156 | 169 | 173 |
| Saginaw Valley | 168 | 169 | 171 | 168 |
| Central | 144 | 144 | 161 | 163 |
| Ferris | 165 | 157 | 157 | 153 |
| Grand Valley | 117 | 116 | 113 | 115 |
| Oakland | 114 | 110 | 107 | 106 |

Square feet per student
Source: HEIDI

Efficiency Measures

A public university should be a careful steward of the funds it receives, whether from donors, taxpayers, or students and their families.



Grand Valley encourages recycling, including this "worm hotel" that is used to compost coffee grounds

Average Number of Students per Faculty

Efficiency Measures

| | |
|------------------------------------|------|
| Wayne State University | 11.6 |
| Michigan State University | 11.9 |
| Michigan Tech University | 13.0 |
| University of Michigan - Ann Arbor | 13.2 |
| Lake Superior State University | 13.7 |
| Western Michigan University | 13.8 |
| Ferris State University | 15.3 |
| University of Michigan - Dearborn | 16.1 |
| University of Michigan - Flint | 16.3 |
| Central Michigan University | 17.3 |
| Eastern Michigan University | 17.4 |
| Grand Valley State University | 18.7 |
| Saginaw Valley State University | 19.3 |
| Oakland University | 20.5 |
| Northern Michigan University | 20.7 |



Grand Valley continues to be recognized nationally for its sustainability efforts.

- Grand Valley has 15 structures that have been either LEED certified or are in various stages of being certified by the U.S. Green Building Council — visible signs of Grand Valley's commitment to making its operations greener and more sustainable.

LEED Gold

Michigan Alternative and Renewable Energy Center
Laker Turf Building

LEED Silver

Lake Ontario Hall
Niemeyer Learning and Living Center
Green House on Watson

LEED Certified

John C. Kennedy Hall of Engineering
Mackinac Hall renovation
Kirkhof Center addition

- Grand Valley is the only Michigan school cited in Kaplan College Guide 2009's list of "cutting-edge green" colleges and universities.
- The university was the recipient of the USGBC's 2008 Recognition Award and the Sustainable Endowments Institute's 2008 National Sustainability Innovator Award.
- Grand Valley received the highest "green" rating among Michigan's colleges and universities, according to an annual report by *The Princeton Review*.



Grand Valley has installed rain gardens to help deal with storm water

Bus Ridership Saves Students \$22 million annually

Efficiency Measures



| Year | Riders | Miles saved | Saved auto operating costs | Gallons of gas saved | Saved fuel costs |
|-----------|-----------|-------------|----------------------------|----------------------|------------------|
| 2005-2006 | 684,746 | 8,901,698 | \$3,597,227 | 445,085 | \$1,268,492 |
| 2006-2007 | 1,651,816 | 21,473,608 | \$8,696,811 | 1,073,680 | \$3,059,989 |
| 2007-2008 | 1,977,339 | 25,705,407 | \$11,567,433 | 1,285,270 | \$4,048,602 |
| 2008-2009 | 2,411,631 | 31,351,201 | \$18,183,696 | 1,567,560 | \$3,651,197 |

Private-Public Partnership

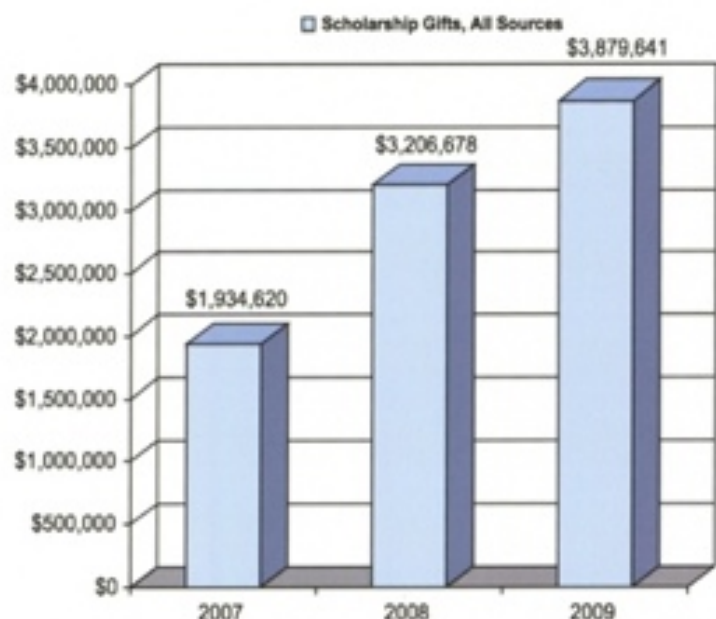
A public university must foster and maintain private-public partnerships with the communities in which its campuses are located. It must be a worthy and productive recipient of grants and gifts and in return be a vital part of the community.



Scholarships, Planned Giving and Endowments

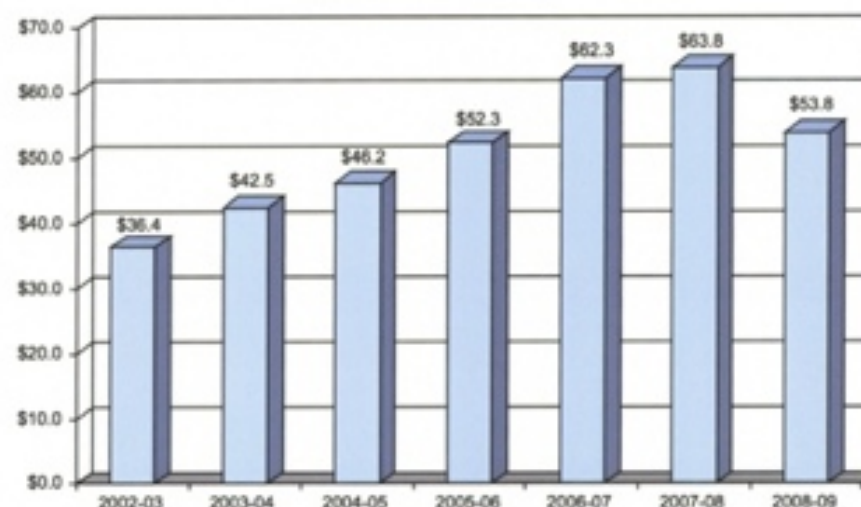
The university received commitments for 18 new endowed and annual scholarships. This adds to the more than 230 privately funded scholarships that provide support in perpetuity for students in a variety of programs. In addition, four new endowment funds were also established. Private scholarships provided support to 1,200 students this past year.

Founded in 2001, the Richard M. Gillett Society honors those who have advised the university that they had made bequests or other deferred commitments to Grand Valley. The society now has 229 members, up from 208 a year ago. Ten years ago, the university only had 20 planned gifts. Among the planned gifts received were four commitments that are expected to yield a total of \$953,000 when they are realized..



Source: University Development

□ Endowment Fund Growth, in millions



In gifts, pledges, and expectancies, the university received \$6.2 million designated for endowment. For scholarships, both endowed and non-endowed, donors gave \$3.9 million in gifts, pledges, and expectancies. This scholarship giving represents an increase of about \$700,000 over 2008, and an increase of \$2 million from 2007, indicating the growing interest that donors hold for scholarship support for students.

Private generosity and careful financial management have been hallmarks of the university's total endowment. The endowment's market value, less liabilities such as gift annuity payments, ended the year on June 30, 2009 at \$53.8 million.

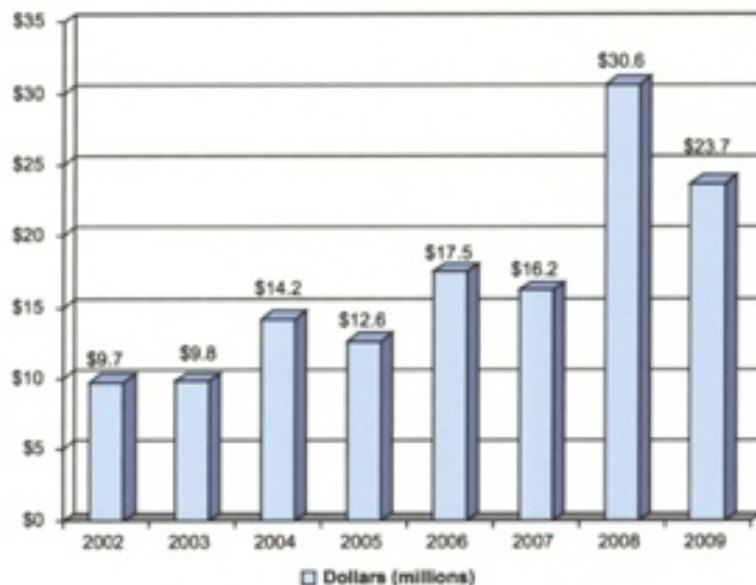
Private Giving to Grand Valley

Overall Private Giving for Fiscal 2009

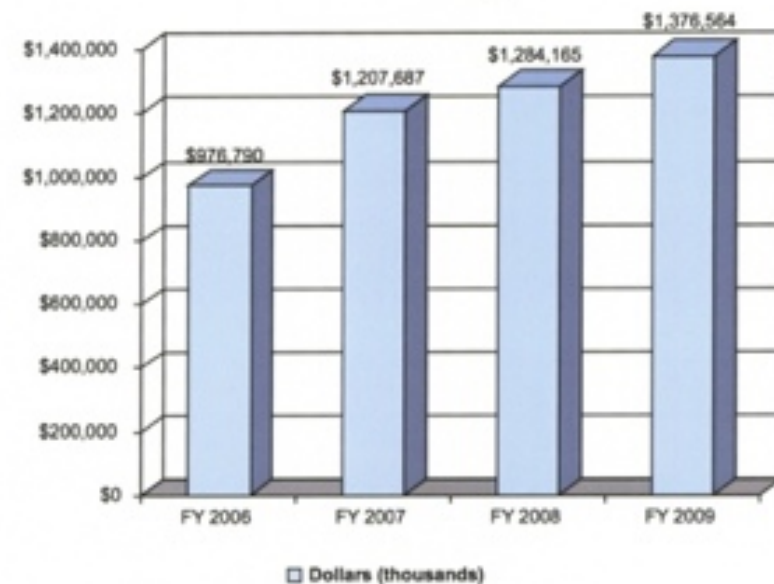
Gifts, pledges and support received by Grand Valley State University and Foundation totaled \$23.7 million in fiscal year 2009 as supporters continue to play a key role in the university's success. The 2009 results follow the record-setting 2008 results, which reflected the increased leadership giving to the *Shaping Our Future* comprehensive campaign.

In annual giving, donors rallied once again to exceed their own records. They passed the \$1 million mark for the third year in a row, increasing gifts and pledges each year. These donors exceeded last year's total by 7.2 percent, raising \$1,376,564 in gifts and pledges to Grand Valley.

Total Private Funds Committed



Annual Giving



These gifts came from alumni; faculty, staff, and retirees; parents and families; students and other friends of Grand Valley. Their giving targeted a range of needs — from the unrestricted Grand Valley Fund to scholarships, academic programs, facilities and equipment, and endowment. Topping the \$1 million mark for the third time in Grand Valley's history means that the base of support continues to expand.

Shaping Our Future Comprehensive Campaign

Private-Public Partnership

Grand Valley State University's first comprehensive campaign, *Shaping Our Future*, was announced publicly in June 2008. Donors have helped the university approach its \$50 million goal, with \$10 million left to raise for the Mary Idema Pew Library Learning and Information Commons.

As the campaign made the case for its components — such as the now-completed Kennedy Hall of Engineering and endowment for the Johnson Center for Philanthropy — supporters responded by investing in Grand Valley, because they recognize it provides the talent needed to fuel economic development. Other centers of excellence have gained support, including the Hauenstein Center for Presidential Studies, which is advancing the understanding of national and local leadership. Grand Valley's momentum inspired projects not originally envisioned by the campaign including:

- A major leadership gift from Richard and Helen DeVos that kicked off fundraising for construction of a new building honoring GVSU founder L. William Seidman. It will house the expanding programs of **Seidman College of Business**.
- The **Sylvia and Richard Kaufman Interfaith Institute**, which has continued to win support for ecumenical dialogue that may ultimately help establish the interfaith understandings needed for international security and harmony.
- The announcement of a \$1 million endowment campaign to establish the **Bonnie Wesorick Center for Healthcare Transformation**. More than half of this goal has been raised already.

All this campaign synergy results from multiple private-public partnerships — among community and professional leaders, university leaders, alumni, faculty and staff, and donors at all levels.

Campaign leaders have begun the broad-based portion of *Shaping Our Future*. Two new committees were chartered to assist the campaign and have attracted a strong response, with more than 100 people joining the **Alumni Champions** and nearly 200 joining the **Community Advisory Committee**.



The proposed Mary Idema Pew Library Learning and Information Commons, foreground right

Economic Development

A public university should be an integral part of economic and job creation in its region and statewide. Its activities should enhance the communities in which its campuses are located.



Income Tax Remittances by GVSU Employees

Economic Development



| Year | Grand Rapids | Muskegon | Walker | Michigan |
|-------------|---------------------|-----------------|---------------|-----------------|
| 2004 | \$376,548 | \$12,357 | \$41,629 | \$3,788,331 |
| 2005 | \$407,188 | \$12,698 | \$44,120 | \$3,975,229 |
| 2006 | \$426,650 | \$13,164 | \$45,878 | \$4,244,534 |
| 2007 | \$488,948 | \$13,006 | \$48,071 | \$4,623,799 |
| 2008 | \$584,651 | \$12,544 | \$48,697 | \$5,339,732 |

Source: GVSU Payroll Office



\$592.1 million

Economic impact of GVSU's 26,700 students, faculty and staff in Kent, Ottawa, and Muskegon counties in fiscal year 2007-08.

9,677

Total estimated employment attributed to GVSU



MBA student Scott Setlock took top honors in a national business competition.

Grand Valley alumni now number nearly 70,000, with the majority living and working in Michigan

Top 15 Employers of Grand Valley Alumni:

- Spectrum Health
- Grand Rapids Public Schools
- Grand Valley State University
- State of Michigan
- St. Mary's Health Care
- Meijer, Inc.
- Amway
- Herman Miller
- Muskegon Public Schools
- Forest Hills Public Schools
- Steelcase
- Hudsonville Public Schools
- West Ottawa Public Schools
- Holland Hospital
- Grandville Public Schools

In fiscal year 2008, Grand Valley researchers engaged in 87 research projects worth \$15.7 million in grant funding. In fiscal 2009, there were 99 projects worth some \$17 million to date. Projects include:

- National Institutes of Health (NIH) awarded a three-year \$195,133 grant to the Chemistry department to support investigations of the role of key active site residues of two class D lactamases.
- Michigan Commission on Law Enforcement Standards (MCOLES) awarded an \$86,597 grant to the West Michigan Criminal Justice Training Consortium to give law enforcement personnel additional professional training in emergency precision driving through access to driving tracks, providing for overtime costs to allow more officers to attend the training.
- Michigan Department of Education awarded a \$1,400,000 grant to Graduate Studies and Grants Administration for the Statewide Autism Resources and Training Project (START) to provide training and technical assistance to educators in Michigan that serve students with Autism Spectrum Disorder (ASD).
- Sociology professor Joel Stillerman was awarded an \$80,023 Fulbright Hayes Faculty Research grant to study middle class consumption and social inequality in Santiago, Chile.
- National Oceanic and Atmospheric Administration (NOAA), in conjunction with the University of Michigan, awarded a \$39,499 grant to the Annis Water Resources Institute to support an observatory for submerged sinkhole ecosystems in Thunder Bay National Marine Sanctuary in Lake Huron.
- U.S. Small Business Administration awarded grants of \$2,772,606 in 2008 and \$3,425,000 in 2009 to the Michigan Small Business and Technology Development Center (MI-SBTDC) to provide small business counseling, training, and market research.
- National Aeronautics and Space Administration (NASA) awarded \$32,897 to the Regional Math and Science Center for the Michigan Space Grant Consortium awards program.
- U.S. Department of Education awarded the Padnos International Center a four-year \$408,000 grant to establish an undergraduate international collaboration and exchange between GVSU and universities in Poland and Hungary in support of the International Relations program.

- Arcus Foundation awarded a \$60,030 grant to the Lesbian, Gay, Bisexual, Transgender (LGBT) Resource Center at GVSU to support the position of Assistant Director.
- Research Corporation for Science Advancement awarded a two-year \$44,895 grant to the Chemistry department for research on the structural analysis of mutants of an antibiotic resistance enzyme.
- Nokomis Foundation awarded \$30,000 to the Women's Center in support of the Women's Community Collaborative, a service-learning initiative for female students to serve in nonprofits and gain practical field experience in the nonprofit sector.
- National Science Foundation (NSF) awarded a three-year \$280,028 grant to the Annis Water Resources Institute to acquire and maintain an automated genetic analyzer and spectrophotometer for the use in DNA sequencing and genotyping.
- The Biology Department was awarded a \$130,513 subcontract from the National Oceanic and Atmospheric Administration (NOAA) University of Michigan Sea Grant to perform a wind energy facility assessment in West Michigan's coastal communities.
- W.K. Kellogg Foundation awarded \$183,000 to the Johnson Center for Philanthropy and Nonprofit Studies to support the development of The Foundation Review, a peer-reviewed academic journal of good grantmaking practice.

American Recovery and Reinvestment Act (ARRA) grants

- National Science Foundation (NSF) awarded a two-year \$200,000 grant to the School of Engineering to establish an interdisciplinary nanotechnology education initiative in the undergraduate engineering curriculum.
- National Science Foundation (NSF) awarded a five-year \$502,600 grant to the Biology department to support collaborative research studying the effects of global warming on tundra vegetation in northern Alaska.

Grand Valley is home to two SmartZones — the West Michigan Science and Technology Initiative in Grand Rapids and the Michigan Alternative and Renewable Energy Center in Muskegon. Recent developments include:

- EarthTronics Inc., MAREC's largest incubator success story to date, moved into its own Muskegon-based headquarters. The company focuses on energy efficient lighting, high efficiency light fixtures and electronic ballast. While at MAREC, it developed a line of Earth Bulb products and the revolutionary Honeywell Wind Turbine which features gearless turbine technology.
- To date, MAREC has seen six incubator tenants move through its facility, including Smart Vision Lights, a manufacturer and assembler of innovative LED lighting.
- Wet Lab incubation space in Grand Rapids was doubled through WMSTI efforts to expand capacity through creative customization of pre-existing, vacated, diagnostic laboratories. Located a half-mile from the WMSTI life science incubator in GVSU's Cook-DeVos Center for Health Sciences, the proximity offers access to primary equipment as well as WMSTI entrepreneurial support services.
- WMSTI resident startup companies under incubation have had recent successes. Avalon has begun exporting to Europe and sales are exceeding expectations. Sequenom CMM has decided to locate its diagnostic laboratories in the Grand Rapids area and is expected to provide more than 500 jobs to the region. ClinXus designed the first biomarker protocol supporting systemic method change in the process of first-in-human studies for the FDA. Barrier Technologies scaled-up strong, lightweight, organic-based materials which could replace steel. Three companies graduated from the incubator and are successfully advancing their commercialization strategy in the region.
- WMSTI served more than 300 clients working to commercialize products in the life sciences, as well as other high-tech, high-growth industries. This doubles the service provided in previous years.
- WMSTI was named as the statewide reviewer of life science proposals for the State of Michigan Pre-seed Microloan Fund.
- WMSTI's flagship event, the Life Science Business Showcase brought together 48 exhibitors and more than 400 attendees.



Muskegon's MAREC is home to a wind turbine

Value of Grand Valley Construction in 2009

Economic Development



2009 Projects

| | |
|------------------|---------------------|
| Ottawa County: | \$48,121,301 |
| Kent County: | \$1,162,050 |
| Muskegon County: | \$35,000 |
| TOTAL: | \$49,318,351 |

Around 1,230 jobs were created for the construction of these projects