



Grand Valley State University Accountability Report 2011-2012



Principles of Accountability

Executive Summary

Michigan's public universities are an integral part of the state's economic vitality, especially in tough times. Studies show the future of Michigan is brighter if more residents hold college degrees -- the number of college graduates living in a state determines the per capita income. Public higher education is a public good for all who live in a state, not just those who are taking advantage of it.

Grand Valley stands on its record of producing high-quality graduates who stay in Michigan and give back to their communities. This yearly report presents facts from many outside sources that show Grand Valley is efficient, student-centered, and a powerful economic engine for Michigan.

Measures of Student Success

Grand Valley must be accountable for not only attracting students but supporting them as they move in a timely fashion to graduation and beyond. Grand Valley looks at state and national benchmarks to illustrate the university's return on investment for the students and the state. Nearly 90 percent of recent graduates are employed or in graduate school.

Access and Affordability Measures

Grand Valley is committed to providing access to a university degree and making it as affordable as possible. More than 40 percent of Grand Valley's undergraduate students are in the first generation of their families to go to college. The university's tuition is below the state's average for public universities, and the average gift aid is more than \$3,000 per year.

Diversity

Diversity of thought and background is an intellectual asset and a necessity in our global economy. Grand Valley is committed to an inclusive environment in which respectful exchange of ideas is always welcome. Grand Valley students can participate in 5,000 programs around the world.

Partnership with the State

Public universities seek a stable and predictable funding relationship with the state. Grand Valley shows the highest increase in enrollment and degrees granted of all the state universities, yet receives the lowest funding per student. Linking state support to university outcomes would benefit Grand Valley students.

Principles of Accountability

Efficiency Measures

Grand Valley is a model of frugality and sustainability. Administrative costs have stayed low and efforts to save money and energy are nationally recognized. The university provides free bus service, saving students \$27 million each year, and has academic and practical programs teaching faculty and staff how to save resources and the environment.

Private-Public Partnership

Grand Valley was founded on the principle of private-public partnership and what that force can be in a community, region, and state. Two impressive academic buildings are currently under construction with private funds. More than half of faculty and staff gave to the university's first-ever comprehensive campaign, which was a record-breaking success. Grand Valley researchers are able to utilize more than \$21 million to conduct much needed research.

Economic Development

Grand Valley is a powerful economic catalyst. More than \$680 million is pumped into the communities in which Grand Valley has campuses. The university employs more than 3,000 people and brings in world-class lecturers and performers, all who spend money and contribute to the vibrancy of the region. Thousands of alumni are contributing to area companies, schools, and hospitals. Grand Valley's two SmartZones are both business and research incubators contributing to job creation and innovation.

For more information: www.gvsu.edu/accountability,
www.gvsu.edu/strategicplanning



Measures of Student Success

Grand Valley is accountable for supporting students on their road to graduation and beyond.



Comparative Academic Statistics for New Students Entering Michigan Public Universities

Fall 2009 Median Composite ACT Score		
U of M-Ann Arbor	29	+
Michigan Tech	25	
Grand Valley	24	
Michigan State	24	
U of M-Dearborn	24	+
Northern	23	
Central	22	
Oakland	22	
U of M-Flint	22	
Western	22	
Eastern	21	
Ferris	21	
Saginaw Valley	21	
Wayne State	21	
Lake Superior	20	

Source: 2011 Barron's College Profiles

+ Midpoint of College Board Handbook 2011 Range

Fall 2010 Mid-50% ACT Score	
U of M-Ann Arbor	27-31
Michigan Tech	23-29
Michigan State	23-28
Grand Valley	22-26
U of M-Dearborn	21-27
Oakland	20-25
Western	20-25
Central	20-24
Northern	19-25
U of M-Flint	19-25
Lake Superior	19-24
Ferris	18-24
Saginaw Valley	18-24
Eastern	18-23
Wayne State	17-24

Source: College Board Handbook 2012

Fall 2010 GPA 3.0 or Higher	
U of M-Ann Arbor	99%
Michigan State	95%
Grand Valley	94%
Michigan Tech	90%
U of M-Dearborn	85%
Central	74%
Oakland	72%
U of M-Flint	69%
Western	69%
Saginaw Valley	64%
Ferris	62%
Wayne State	62%
Eastern	57%
Lake Superior	56% *
Northern	49%

Source: College Board Handbook 2012

* Most recently published data was Fall 2004 Term

Freshman to Sophomore Retention Rate

University of Michigan-Ann Arbor	96%
Michigan State University	91%
Grand Valley State University	84%
University of Michigan-Dearborn	83%
Michigan Technological University	81%
Central Michigan University	80%
Wayne State University	77%
Eastern Michigan University	77%
Western Michigan University	76%
Oakland University	73%
University of Michigan-Flint	72%
Northern Michigan University	71%
Ferris State University	70%
Lake Superior State University	68%
Saginaw Valley State University	68%

Source: IPEDS
Fall 2009 cohort



Graduation Rates



Source: IPEDS
Fall 2004 cohort

University of Michigan-Ann Arbor	89.7%
Michigan State University	77.2%
Michigan Technological University	65.7%
Grand Valley State University	61.1%
Central Michigan University	54.3%
Western Michigan University	52.2%
University of Michigan-Dearborn	51.8%
Ferris State University	47.8%
Northern Michigan University	45.4%
Saginaw Valley State University	42.7%
Oakland University	39.7%
University of Michigan-Flint	38.8%
Lake Superior State University	38.6%
Eastern Michigan University	37.7%
Wayne State University	30.9%

Pass Rates of Graduates on Licensure Exams

Program	Pass rate	Benchmark
Nursing **	100%	National Pass rate: 87%
Physical Therapy	100%	
Physician Assistant	100%	
Police Academy	100%	
Occupational Therapy	95%	
Therapeutic Recreation	94.6%	66.3% (nat'l)
Nursing *	93%	87.7% (nat'l)
Education *	89.5%	85% (state)
Engineering *	89%	
Medical Laboratory Science	82%	National Average = 83%
Accounting *	81%	6th among 29 in MI
Accounting **	79%	4th among 11 in MI

Source: Institutional Analysis
 * Undergraduate ** Graduate

National Ranking and Recognition



1: Institutional Research and Evaluation, Inc., Fall 2011

**One of “America’s 100 Best College Buys”
for 16 years in a row.¹**

Best in the Midwest

Princeton Review, August 2011

**#2 “Up and Coming” institution
in the Midwest**

U.S. News and World Report, August 2011

Best Business School

Princeton Review, October 2011

**Best overall NCAA Division II athletic
program in the nation.**

Student Satisfaction



Source: MAP-Works 1st-year survey, 2010

“Satisfied with academic life on campus.”

-95% agree “moderately”
to “extremely”

“I would recommend this school.”

-96% agree “moderately”
to “extremely”

“I would choose this institution again.”

-91% agree “moderately”
to “extremely”

Employment and Placement After Graduation



Recent graduates employed or in graduate school	88%
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Employed in Michigan	84%
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Source: 2009-2010 GVSU Postgraduate Employment Report

Access and Affordability Measures

Grand Valley educates a diverse group of students from across Michigan and beyond.



2011 Fall Headcount



Michigan State	47,158
U of M-Ann Arbor	42,512
Wayne State	30,764 *
Central	25,814
Western	24,965
Grand Valley	24,662
Eastern	23,059
Oakland	19,379
Ferris	14,560
Saginaw Valley	10,790
Northern	9,234
U of M-Dearborn	8,955
U of M-Flint	8,262
Michigan Tech	7,027
Lake Superior	2,739

Source: HEIDI

* data from Wayne State website

Michigan Resident Undergraduate Headcount

Michigan State	30,319
Central	21,271
Grand Valley	20,227
Wayne State	20,187
Western	18,376
Eastern	17,683
U of M-Ann Arbor	17,399
Oakland	15,637
Ferris	12,649
Saginaw Valley	8,868
Northern	7,174
U of M-Dearborn	7,067
U of M-Flint	6,619
Michigan Tech	4,358
Lake Superior	2,536

Source: HEIDI, Fall 2011 Headcount



Changes in Enrollment

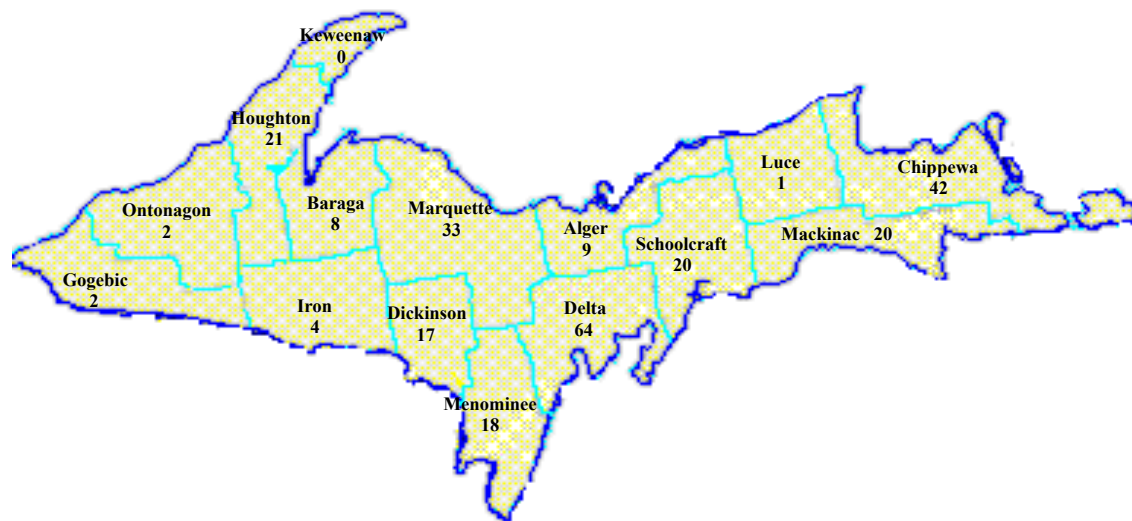


Source: HEIDI, FYES 2001-2010

*Wayne State data is 9 year change, FYES 2001-2010

	10-year % change
Grand Valley	44.4%
Saginaw Valley	36.2%
Oakland	35.5%
U of M-Flint	35.1%
Ferris	34.5%
Northern	16.4%
U of M-Ann Arbor	14.1%
Michigan Tech	11.8%
Central	10.7%
Wayne State	10.5% *
U of M-Dearborn	10.4%
Michigan State	9.9%
Eastern	0.3%
Western	-7.2%
Lake Superior	-12.8%

Geographic Origin



**Geographic Origin
Fall Semester 2011**

Michigan Residents	23,358
Other States	987
Other Countries	317
Total	24,662

Top 6 Counties

Kent	Wayne
Ottawa	Muskegon
Oakland	Macomb



First-time Student Annual Tuition

First-time Student Annual Tuition

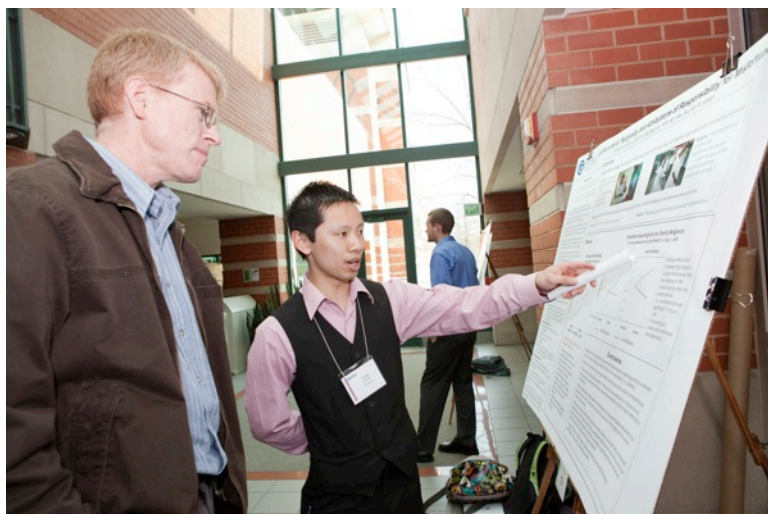
Michigan Tech	\$12,853
U of M-Ann Arbor	\$12,634
Michigan State	\$12,255
Central	\$10,740
Ferris	\$10,440
U of M-Dearborn	\$10,107
Oakland	\$9,938
Western	\$9,906
Wayne State	\$9,809
Grand Valley	\$9,716
Lake Superior	\$9,489
U of M-Flint	\$9,184
Eastern	\$8,983
Northern	\$8,639
Saginaw Valley	\$7,815

10-year Tuition Change

Central	152.9%
Wayne State	126.5%
Oakland	123.8%
Western	120.2%
Lake Superior	118.9%
Michigan Tech	118.3%
Michigan State	116.2%
U of M-Flint	112.2%
Grand Valley	108.5%
Ferris	105.9%
U of M-Dearborn	105.6%
Saginaw Valley	100.5%
Northern	98.3%
Eastern	95.2%
U of M-Ann Arbor	82.2%

Source: HEIDI

Financial Aid Available to GVSU Students



Types of Financial Aid Available 2010-2011

Need-Based Grants	\$48,406,649
Merit Scholarships	\$21,767,376
Loans	\$175,377,470
Work Study	\$1,511,389
Total	\$247,062,884

Source: HEIDI and GVSU Financial Aid Office

Institutional Financial Aid Commitment

	Amount	Increase
2007-08	\$22,210,043	15.70%
2008-09	\$22,914,205	3.17%
2009-10	\$24,545,728	8.44%
2010-11	\$26,096,965	6.31%
2011-12	\$31,139,318	19.32%

Source: HEIDI and GVSU Financial Aid Office



Net Cost of Tuition for Typical GVSU Student



Tuition	\$9,716
Less Average Gift Aid	\$3,519
Total Average Net Cost	\$6,197

Source: GVSU Financial Aid Office

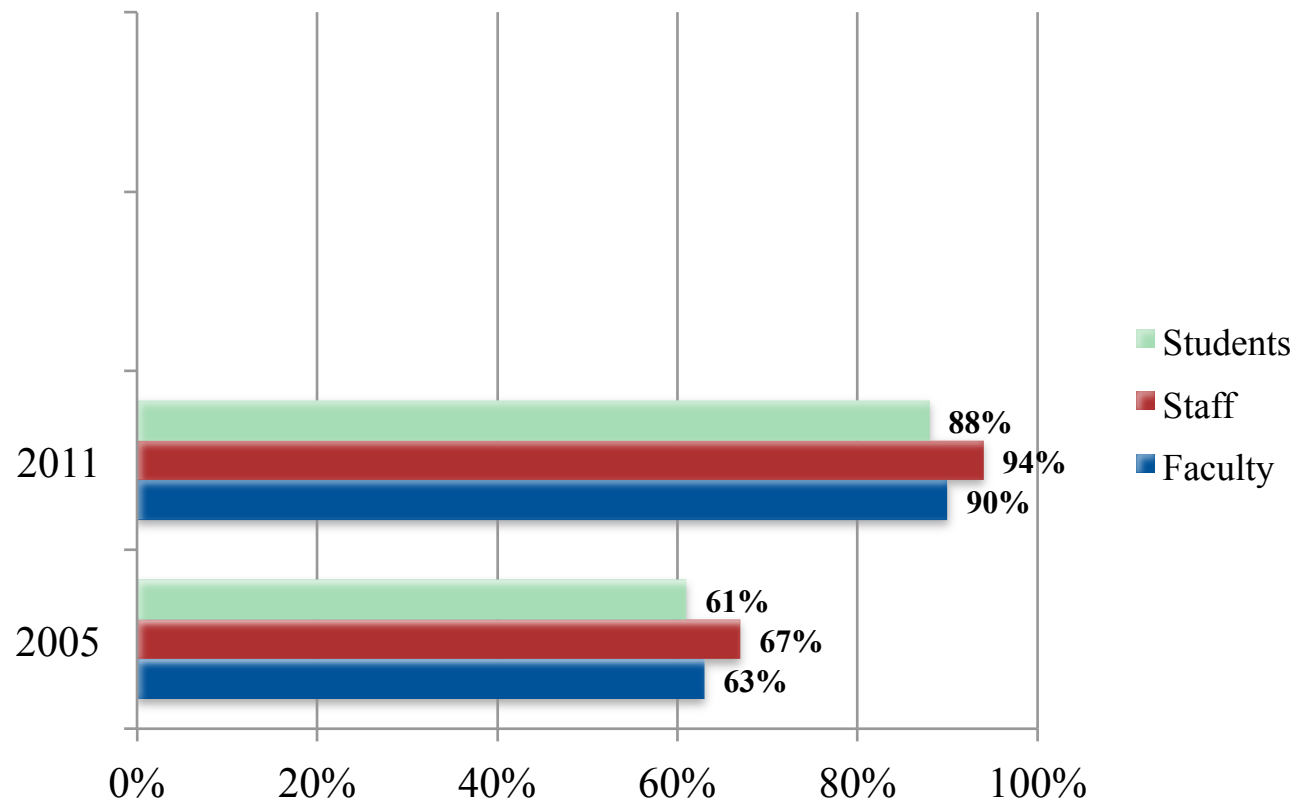
Diversity

Grand Valley supports a diverse student body and campus community. Both are essential to the future success of the university and the state.



Climate Study

Percentage of respondents who felt GVSU was committed to diversity



Source: 2011 Rankin & Associates
2005 Community Research Institute at GVSU

Students of Color

	Percent	Total
Wayne State University	36.0%	11,330
University of Michigan-Ann Arbor	22.7%	9,504
Michigan State University	16.3%	7,640
Eastern Michigan University	25.3%	5,952
Central Michigan University	15.7%	4,438
Western Michigan University	16.3%	4,071
Grand Valley State University	12.2%	3,005
Oakland University	15.5%	2,957
University of Michigan-Dearborn	22.4%	1,922
Ferris State University	12.7%	1,823
University of Michigan-Flint	21.1%	1,716
Saginaw Valley State University	12.6%	1,340
Northern Michigan University	7.5%	702
Michigan Technological University	5.9%	409
Lake Superior State University	11.7%	311

Source: IPEDS
Fall 2010



International Education

Grand Valley students can participate in 5,000 programs around the world. GVSU consistently ranks among the top 12 universities of its type for the number of students who study abroad.



photo courtesy of Cynthia Black

Grand Valley student Stephanie Petersen teaches math in Tanzania.

In 2010-2011, more than 70 students studied abroad in sub-Saharan Africa, a new record for that region.

Source: Padnos International Center, Institute of International Education



Pictured is Anna Marotti, STAIR participant and GVSU student, with a friend, in Hungary.

Padnos International Center participates in the STAIR program, supported by a grant from the U.S. Department of Education. Through STAIR, students can pursue a dual degree in international relations at Grand Valley and at partner universities in Poland and Hungary.

Female Enrollment

	Percent	Total
Michigan State University	52.8%	24,813
University of Michigan-Ann Arbor	47.9%	20,088
Wayne State University	58.3%	18,366
Central Michigan University	57.0%	16,114
Grand Valley State University	59.4%	14,572
Eastern Michigan University	58.4%	13,772
Western Michigan University	51.0%	12,771
Oakland University	61.3%	11,683
Ferris State University	50.9%	7,318
Saginaw Valley State University	60.1%	6,400
University of Michigan-Flint	61.0%	4,964
Northern Michigan University	52.2%	4,920
University of Michigan-Dearborn	50.7%	4,359
Michigan Technological University	25.9%	1,806
Lake Superior State University	52.0%	1,384

Source: IPEDS
Fall 2010



Partnership with the State

Grand Valley seeks a predictable, dependable and sustainable relationship with state government.



Appropriation per Student

Lowest in Michigan, Nearly Last in U.S.

	2007-08	2008-09	2009-10	2010-11	2011-12
Wayne State	8,680	8,683	8,927	8,850	7,225
U of M-Ann Arbor	8,077	8,100	7,918	7,654	6,399
Michigan Tech	8,006	8,242	7,882	7,278	6,125
Michigan State	6,838	6,821	6,742	6,436	5,461
Lake Superior	5,069	5,596	5,571	5,316	4,707
State Average	5,742	5,786	5,747	5,523	4,597
Northern	5,398	5,462	5,510	5,363	4,468
Western	4,814	5,081	5,127	4,927	4,269
Eastern	4,142	4,255	4,346	4,323	3,521
Ferris	4,495	4,529	4,390	4,168	3,505
U of M-Dearborn	4,052	4,107	4,046	3,924	3,223
Central	3,797	3,875	3,899	3,722	3,112
U of M-Flint	4,183	4,105	3,906	3,542	2,788
Oakland	3,645	3,585	3,512	3,368	2,719
Saginaw Valley	3,644	3,638	3,563	3,366	2,665
Grand Valley	3,172	3,088	3,043	2,867	2,365

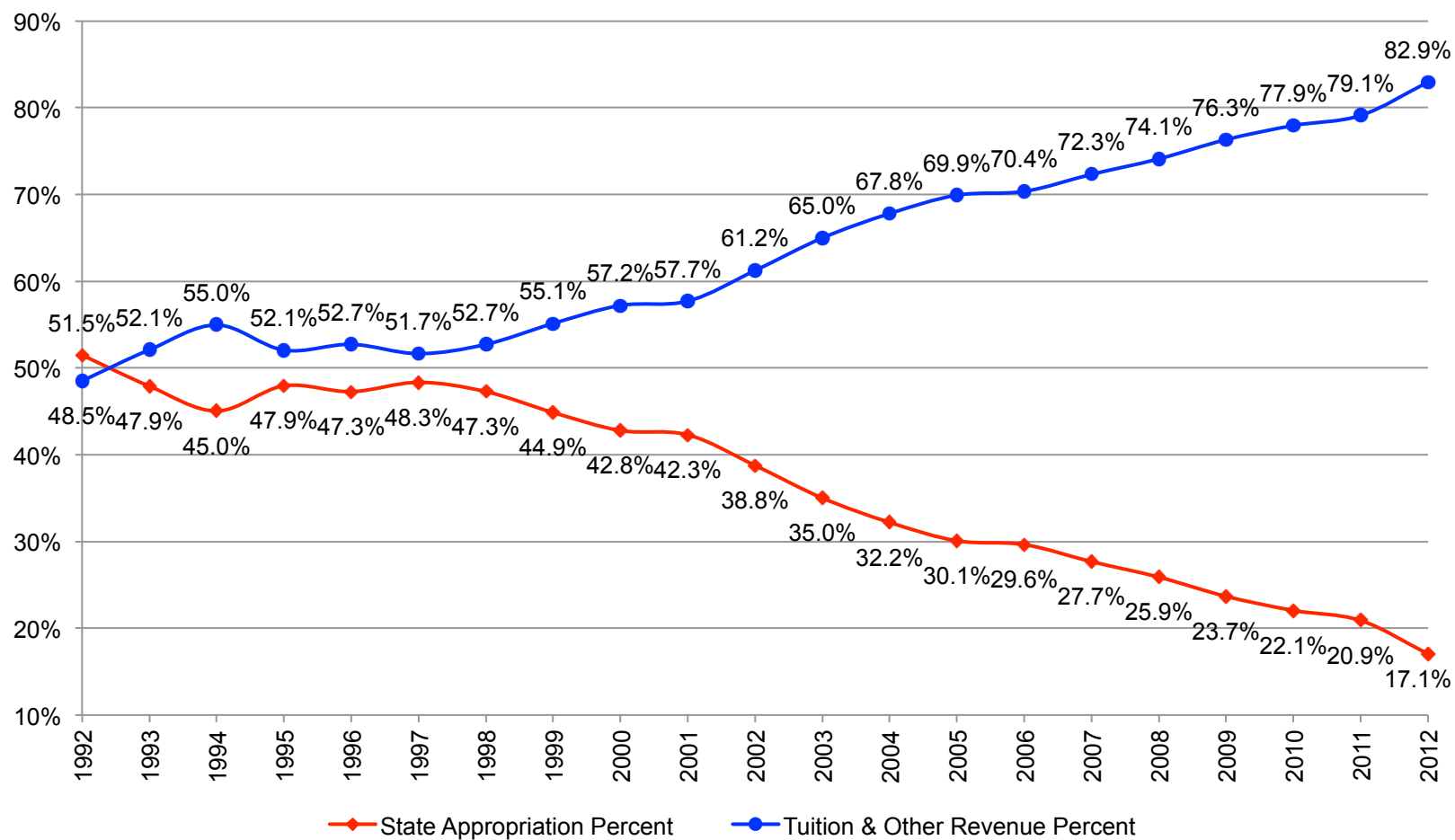
Source: HEIDI and IPEDS

Change in Enrollment and Degrees Granted 2010 vs. 2001

	Enrollment Increase	Share of Statewide Increase	Increase in Degrees Granted	Share of Statewide Increase
Grand Valley	5,962	23.2%	2,206	22.1%
U of M-Ann Arbor	4,249	16.5%	1,810	18.2%
Michigan State	2,999	11.7%	1,745	17.5%
Ferris	4,534	17.6%	1,331	13.3%
Oakland	3,818	14.8%	863	8.7%
Eastern	(697)	-2.7%	758	7.6%
U of M-Dearborn	401	1.6%	345	3.5%
Northern	1,041	4.0%	332	3.3%
Saginaw Valley	2,034	7.9%	310	3.1%
Western	(3,694)	-14.4%	284	2.8%
U of M-Flint	1,740	6.8%	251	2.5%
Michigan Tech	612	2.4%	202	2.0%
Wayne State	1,097	4.3%	84	0.8%
Lake Superior	(551)	-2.1%	(118)	-1.2%
Central	2,193	8.5%	(432)	-4.3%
State Total	25,738	100.0%	9,971	100.0%

Source: HEIDI

Ratio of State Aid vs. Tuition at Grand Valley



Source: HEIDI--1992-2011 Actual, 2012 General Fund Budget

Appropriation and Tuition per Student



	2008-09	2009-10	2010-11	2011-12
U of M-Ann Arbor	\$19,137	\$19,577	\$19,491	\$19,034
Michigan Tech	\$19,003	\$19,229	\$19,295	\$18,978
Michigan State	\$17,208	\$17,671	\$17,908	\$17,716
Wayne State	\$16,792	\$17,526	\$18,033	\$17,033
Lake Superior	\$13,615	\$13,980	\$14,205	\$14,196
Western	\$13,309	\$13,809	\$14,233	\$14,175
Ferris	\$13,529	\$13,870	\$14,098	\$13,945
Central	\$13,595	\$14,069	\$14,102	\$13,852
U of M-Dearborn	\$12,613	\$13,146	\$13,379	\$13,330
Northern	\$12,740	\$13,189	\$13,452	\$13,107
Oakland	\$11,640	\$12,294	\$12,653	\$12,657
Eastern	\$12,656	\$13,023	\$13,000	\$12,504
Grand Valley	\$11,284	\$11,673	\$11,955	\$12,081
U of M-Flint	\$11,880	\$12,185	\$12,143	\$11,972
Saginaw Valley	\$10,130	\$10,463	\$10,674	\$10,480

State Appropriations Per Student (Two Year Lag) + FTIAC Resident Tuition
Source: HEIDI

Instructional Space

Square feet per student

	2006-07	2007-08	2008-09	2009-10
Lake Superior	342	341	341	356
U of M-Ann Arbor	349	342	352	347
Michigan State	320	320	314	316
Michigan Tech	362	319	310	308
Wayne State	266	271	278	276
Western	275	241	238	261
State Average	245	240	241	240
Northern	239	236	246	239
U of M-Dearborn	219	217	221	213
U of M-Flint	262	242	227	213
Eastern	168	173	177	178
Central	161	163	160	164
Saginaw Valley	171	168	163	154
Ferris	157	153	149	148
Grand Valley	113	115	126	123
Oakland	107	106	104	99

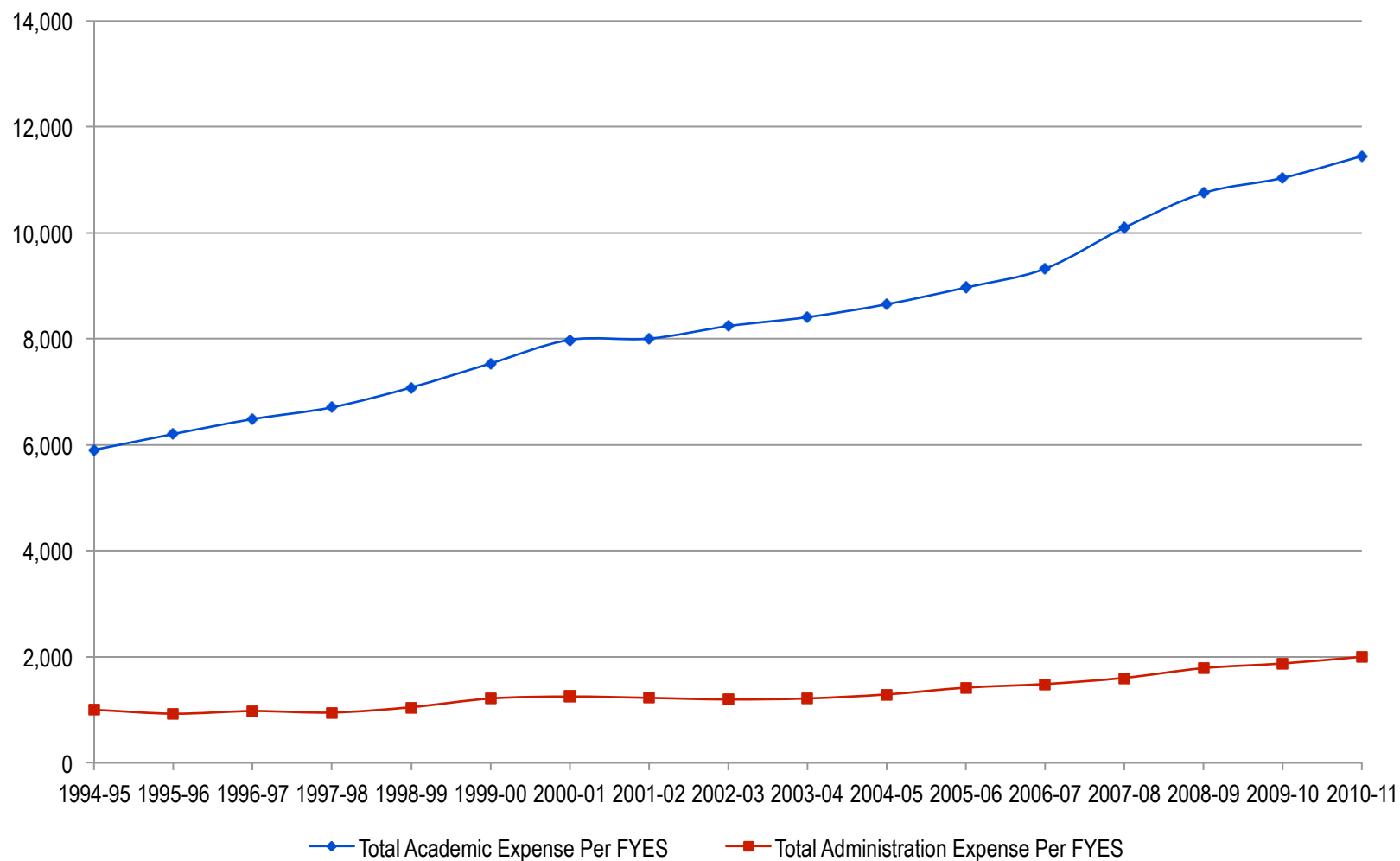
Source: HEIDI

Efficiency Measures

Grand Valley receives national recognition for efficiency, quality and sustainability.



Academic vs. Administrative Expenses per FYES



Source: 1994-2011 HEIDI

Average Number of Students per Faculty

Wayne State	11.6
U of M-Ann Arbor	12.9
Michigan Tech	13.0
Michigan State	13.1
Western	13.9
Lake Superior	14.4
Ferris	15.7
U of M-Dearborn	15.8
U of M-Flint	16.9
Central	17.0
Eastern	17.2
Grand Valley	18.7
Saginaw Valley	20.1
Oakland	20.1
Northern	20.6



Fall 2009
Source: HEIDI

Environmental Sustainability

Grand Valley is nationally recognized for its commitment to sustainability.

Grand Valley received silver status after completing STARS, an assessment to help gauge the progress of universities toward sustainability. Grand Valley is the first public university and second higher education institution in Michigan to complete the self assessment.

Grand Valley was named one of the country's most environmentally responsible colleges by The Princeton Review for the second year in a row.

Grand Valley was included in a list of the nation's top 52 leaders for sustainability efforts at higher education institutions issued by the Sustainable Endowment Institute.

Grand Valley provides educational, hands-on opportunities for students.

A hoophouse was installed at the Sustainable Agriculture Project. The structure will extend the growing season into the academic year and will allow more classes to learn about sustainable agriculture and organic farming.

In a first-ever partnership, Grand Valley and the City of Grand Rapids are working together to create long-lasting sustainable solutions for the city. A team of students comprise the Transformational Research and Analysis Team (TRAT) and conduct research and analysis in areas of interest vital to transforming city operations.

Six water bottle filling stations were installed at water fountains throughout the university to provide students with an alternative to disposable plastic water bottles. Each unit has averted 10,000 plastic bottles from the landfill.



Bus Partnership Saves Students \$27 Million Annually



Riders	2,825,960
Miles avoided	36,737,480
Avoided auto operating costs	\$21,307,738
Gallons of gas saved	1,836,874
Avoided fuel costs	\$5,749,416

Note: 2010-2011 data

Private-Public Partnership

Grand Valley uses grants and gifts to enrich the community, the region and the world.



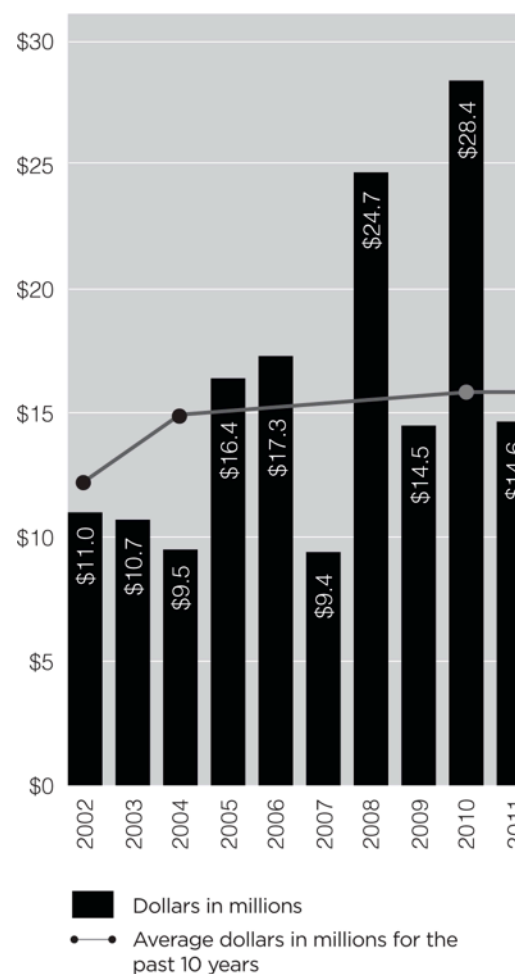
The GVSU WindSentinel research buoy will collect data for the offshore wind assessment study conducted in Muskegon by Grand Valley, the University of Michigan and Michigan State University.

Private Giving to Grand Valley

Overall Private Giving for Fiscal Year 2011

This fiscal year was another successful one for private gifts to Grand Valley State University. As the *Shaping Our Future* campaign completed its final year, the university's overall goals were met, positioning Grand Valley with a solid base and much momentum as the university begins its next half-century. The number of donors continued to increase, broadening our base of support and strengthening our financial future. This year a record 9,177 donors including alumni, community friends, corporations, foundations, faculty and staff, and students and their families supported Grand Valley. This was a 3 percent increase over last year and the second year of record donor participation. Gifts and pledges received by Grand Valley State University and the Grand Valley University Foundation totaled \$14.6 million, meeting our goal for the final year of the comprehensive campaign and contributing to the total success of *Shaping Our Future*.

Overall Private Giving



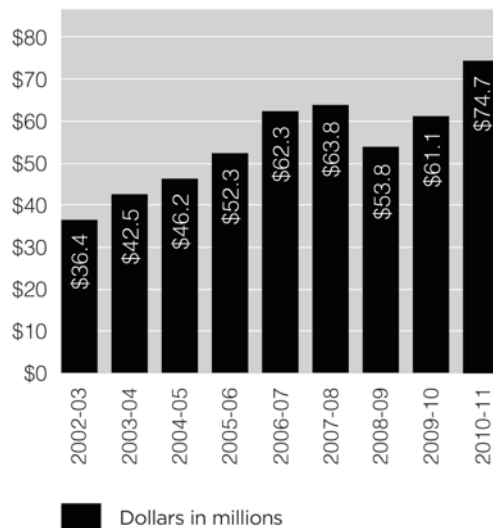
Source: University Development (FRR), which includes outright gifts, pledges, bequests, gifts in kind, and commitments to WGVU and to Grand Valley State University.

Giving Highlights

Endowment Performance

This year Grand Valley's endowment fund continued to rebound reaching \$74.7 million exceeding its 2007–2008 historical peak.

Endowment Fund Growth



Grand Valley Fund

The Grand Valley Fund is the largest pool of unrestricted private gifts available to the university. This year, the fund continued a three-year growth trend with an increase of 5.8 percent, with gifts and pledges totaling \$429,473. The fund continues to provide annual support for university priorities that directly serve students.

For the full audited financial statement for Grand Valley State University, go to www.gvsu.edu/busfin under "Financial Reports." Additional information about the Grand Valley University Foundation is available at www.gvuf.org/.

Giving Highlights

Other Giving Highlights

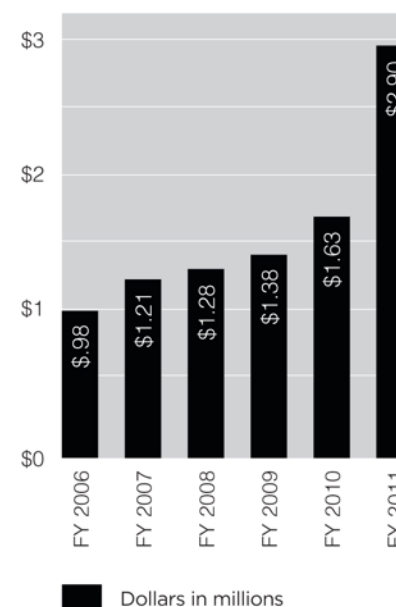
Overall annual giving to the university from all constituents once again exceeded the fiscal year goal and continues to climb. This year's historically high level of \$2.9 million in annual giving, when combined with one-time gifts to the *Shaping Our Future* campaign from our alumni, brought the total level of annual gifts to a first-ever \$4.47 million.

The amount of new gifts and pledges from alumni increased significantly this year and exceeded fiscal year goals. Annual giving from alumni totaled more than \$1.4 million in new gifts and pledges, an 84 percent increase. Corporate giving nearly tripled this fiscal year and exceeded goals.

Faculty and staff giving continued to increase in both the number of donors and the amount of cash gifts and pledges. This year 51 percent of faculty and staff gave \$962,814 in cash gifts and pledges, continuing Grand Valley's tradition as the most generous university community in Michigan.

Gifts from parents and families of students nearly doubled this year, continuing a multi-year positive trend in private giving from families.

Annual Giving



Looking Ahead

As the *Shaping Our Future* campaign comes to a close, there is significant momentum in private giving to Grand Valley. Sustaining this momentum is critical to maintaining Grand Valley's culture of excellence and increasing the university's value as a talent and economic engine for the region and the state. The university is committed to providing an exceptional return on investment and to delivering on our promises to all those we serve through excellent financial management and stewardship.

Comprehensive Campaign

Shaping Our Future

By any measure, the *Shaping Our Future* comprehensive campaign for Grand Valley State University was a tremendous success. The campaign, which launched in 2007 and concluded in 2011, was a historic first for the university. The campaign supported scholarships, endowed chairs, centers of excellence, academic programs and capital projects. It also helped build the university endowment.



\$96.4 million raised
17,000 donors

Sponsored Projects and Research

Inject \$21.6 Million into Michigan Economy

- The **National Science Foundation** awarded \$1,105,406 for Target Inquiry to scale and further tests the Target Inquiry (TI) professional development model.
- The **U. S. Department of Defense** continued its support of the GVSU Wounded Warrior project in the amount of \$1,020,969.
- The **Great Lakes Fishery Trust's Great Lakes Stewardship Initiative** awarded \$200,000 to the College of Education to continue watershed education in the local schools and community for an additional two years.
- **The U.S. Department of Health & Human Services, Health Resources & Services Administration** awarded \$292,881 to the Kirkhof College of Nursing for year two of the Nursing Workforce Diversity program.
- The **U.S. Department of Labor and Michigan Strategic Fund** awarded \$53,000 to the Kirkhof College of Nursing for the Integration of Psychiatric-Mental Health Clinical Learning Experiences within a Nursing Education Curriculum.
- The **U.S. Department of Education** awarded the College of Education \$387,627 for year four of the TRiO Upward Bound program.
- The **U.S. Department of Health & Human Services, Health Resources & Services Administration** awarded \$1,791,720 to the College of Health Professions for their Expansion of Physician Assistant Training program, and also issued a \$300,000 award for preparing primary care physician assistants.
- **Michigan Commission on Law Enforcement Standards** awarded a \$92,665 grant to give law enforcement personnel additional professional training in emergency precision driving.
- **Michigan Department of Education** awarded a \$1,400,000 grant in support of the Statewide Autism Resources and Training Project (START).
- **U.S. Small Business Administration** awarded to the Michigan Small Business and Technology Development Center \$3,737,019 for small business counseling, training, and market research, and \$1,622,560 to provide assistance in market diversification, strategic planning, and export expertise.
- **National Aeronautics and Space Administration** awarded \$25,104 for GVSU participation in the Michigan Space Grant Consortium program.
- **Michigan Initiative for Innovation & Entrepreneurship** awarded \$61,000 in support of the GVSU Michigan Green Technology Entrepreneurship Academy (Green TEA).
- **U.S. Housing and Urban Development** awarded \$500,000 for the renovation of the Annis Water Resources Institute Field Station; and the Michigan Department of Natural Resources awarded \$128,037 for research on the survival of juvenile steelhead salmon in the Muskegon River.
- **Microsoft** awarded a \$75,000 grant to GVSU to investigate the possibility of establishing Grand Valley State University as the institutional base for International Big History Association.

Economic Development

Grand Valley is one of Michigan's most powerful economic engines. The university creates jobs and vitality in the communities that host our campuses.



Economic Impact in Region



\$680.4 million

Economic impact of GVSU's 27,400 students, faculty and staff in Kent, Ottawa, and Muskegon counties in fiscal year 2009-2010.

10,265

Total estimated employment attributed to GVSU

Source: University Budget Office using model provided by
W.E. Upjohn Institute for Employment Research

Grand Valley Construction in 2011



2011 Projects

Ottawa County:	\$58,903,660
Kent County:	\$10,142,005
Muskegon County:	\$227,000
Total:	\$69,272,665

Source: Facilities Planning

Economic Impact of Grand Valley Alumni

Grand Valley alumni now number more than 81,000, with the majority living and working in Michigan

Top Employers of Grand Valley Alumni:

Amway Corporation

BDO Seidman

Steelcase Corporation

Spectrum Health

Metro Health

Crowe Howath LLP

Gentex Corporation

Auto Owners Insurance

Wolverine World Wide

Target Corporation

Family Futures

Gordon Food Service

Bethany Christian Services

Rockford Public Schools

Allendale Public Schools



SmartZones

Partners in Job Creation



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

MAREC operates an active business incubator with an emphasis on advanced technology and renewable energy. The MAREC incubator houses businesses with interests in renewable energy and storage.

MAREC led the deployment of a research buoy in Lake Michigan that will make possible state-of-the-art offshore wind assessment studies. The buoy, one of only two in the world, will provide real time data advancing a greater understanding of wind resources over the Great Lakes.

MAREC is the site of the first electric vehicle charging station on the West Michigan lakeshore. MAREC was selected as a Michigan Energy Demonstration Center based on its ability to promote energy efficiency, renewable energy, green building, and sustainable living solutions.

WMSTI has served more than 450 entrepreneurs working to commercialize products in the life sciences, as well as other high-tech, high-growth areas. It has helped entrepreneurs secure more than \$2.5 million in start-up capital.

WMSTI operates two incubators/accelerators focused on the life sciences. Incubator member companies and research organizations continue to support the efforts of talent/student retention by hiring GVSU students and graduates for their life-science and engineering work.

WMSTI has developed a student retention program called, “Graduate Acceleration Program,” hiring recent graduates and providing them an opportunity to put their skills to work.

WMSTI, using a \$100,000 State of Michigan MEDC grant, launched its mini-lab option affording maximum access at minimum cost and filled eight mini-laboratories. This allows start-up companies the opportunity to develop and refine their production process.

Income Tax Remittances by GVSU Employees



Year	Grand Rapids	Muskegon	Walker	Michigan
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
2009	\$631,297	\$13,256	\$52,020	\$5,712,956
2010	\$743,468	\$15,184	\$56,654	\$6,026,448

Source: GVSU Payroll Office