



Grand Valley State University

# Accountability Report 2014-2015



# Principles of Accountability

## Executive Summary:

Grand Valley State University understands the university's role in Michigan, and its accountability to stakeholders. Each year, Grand Valley releases this report so those who invest and count on results see the return on their investment.

The state Legislature adopted a higher educating funding plan that ties a small portion of state appropriation to university performance measures. Grand Valley was awarded for its performance in key areas by the state and by the Business Leaders for Michigan.

Grand Valley is getting it done with the lowest appropriation per student in the state. Lowest appropriation – best-in-class results.

The university is accessible to students and has quality programs and advising services that make Grand Valley a leader in retention and graduation rates.

This report is easy to read and uses data from outside, credible sources. Most importantly, it shows why Grand Valley State University is a noteworthy player in Michigan's future, and why it is Best in Class.



For more information on Grand Valley's performance and efficiencies visit:

[www.gvsu.edu/accountability](http://www.gvsu.edu/accountability)  
[www.gvsu.edu/strategicplanning](http://www.gvsu.edu/strategicplanning)  
[www.gvsu.edu/budgets/grand-valley-state-university-section-245-reporting-8.htm](http://www.gvsu.edu/budgets/grand-valley-state-university-section-245-reporting-8.htm)  
[www.blmperformancetracker.com/gvsu/](http://www.blmperformancetracker.com/gvsu/)



# Measures of Student Success



# Comparative Academic Statistics for New Students Entering Michigan Public Universities

Fall 2013	
Median Composite ACT Score	
U of M-Ann Arbor	30
Michigan Tech	25
Grand Valley	24
Michigan State	24
U of M-Dearborn	24 +
Northern	23
Central	22
Eastern	22
Ferris	22
Oakland	22
Saginaw Valley	22
Western	22
Lake Superior	21
U of M-Flint	21
Wayne State	21

Source: 2015 Barron's College Profiles

+ Midpoint of College Board Handbook 2015 Range

Fall 2013	
Mid-50% ACT Score	
U of M-Ann Arbor	28-32
Michigan Tech	24-29
Michigan State	23-28
U of M-Dearborn	22-27
Grand Valley	21-26
Oakland	20-26
Lake Superior	20-25
Central	20-24
Wayne State	19-26
Eastern	19-25
Northern	19-25
Western	19-25
Ferris	19-24
Saginaw Valley	19-24
U of M-Flint	18-24

Source: College Board Handbook 2015

Fall 2013	
GPA 3.0 or Higher	
U of M-Ann Arbor	99%
Michigan State	94%
Grand Valley	94%
Michigan Tech	94%
U of M-Dearborn	85%
Central	77%
Oakland	77%
Western	70%
U of M-Flint	69%
Eastern	68%
Ferris	65%
Wayne State	65%
Saginaw Valley	63%
Lake Superior	56% *
Northern	53%

Source: College Board Handbook 2015

\* Most recently published data was Fall 2004 Term

# Freshman to Sophomore Retention Rate

University of Michigan-Ann Arbor	97%
Michigan State University	91%
University of Michigan-Dearborn	84%
Grand Valley State University	82%
Michigan Technological University	82%
University of Michigan-Flint	80%
Oakland University	78%
Wayne State University	77%
Central Michigan University	77%
Ferris State University	77%
Lake Superior State University	75%
Eastern Michigan University	74%
Western Michigan University	74%
Northern Michigan University	72%
Saginaw Valley State University	70%



Source: IPEDS

# Graduation Rates

University of Michigan-Ann Arbor	90%
Michigan State University	78%
Grand Valley State University	70%
Michigan Technological University	66%
Central Michigan University	59%
Western Michigan University	55%
University of Michigan-Dearborn	52%
Ferris State University	49%
Northern Michigan University	48%
Oakland University	43%
Lake Superior State University	42%
Saginaw Valley State University	39%
Eastern Michigan University	38%
University of Michigan-Flint	38%
Wayne State University	32%

Source: IPEDS





# Frederik Meijer Honors College Profile

Total Number of GVSU Honors

College Students: 1,624

Average ACT Score: 29.2

Average High School GPA: 3.88



Honors College Students Graduation Rates

In 4 years: 65.4%

In 6 years: 86.8%

# Pass Rates of Graduates on Licensure and Certification Exams

Program	Pass Rate	National Benchmark
Athletic Training	100%	82.9%
Military Police Basic Training Program	100%	
Nursing **	100%	
Occupational Therapy	100%	85%
Physician Assistant	100%	93%
Police Academy	100%	
Speech and Language Pathology	100%	
Physical Therapy	98%	92% (MI) 90% (nat'l)
Nursing *	95%	87%
Medical Laboratory Science	94%	
Therapeutic Recreation	93.6%	73.6%

Source: GVSU Institutional Analysis

\* Undergraduate \*\* Graduate



# National Rankings and Recognition



## One of “America’s 100 Best College Buys”

Institutional Research and Evaluation, Inc., Sept. 2014

## Top 3 Public Regional Universities in the Midwest

*U.S. News & World Report*, Sept. 2014

## Best in the Midwest

*U.S. News & World Report*, Sept. 2014

## Named a “Green College” for 5<sup>th</sup> Year

Princeton Review, April 2014

## Military Friendly School

Victory Media, Sept. 2014

## Directors’ Cup for 9<sup>th</sup> Time

National Association of Collegiate Directors of Athletics, June 2014

# Student Satisfaction

“I would recommend this school.”  
97% agree “moderately”  
to “extremely”

Source: MAP-Works 2013



“Satisfied with academic life on campus.”  
93% agree “moderately”  
to “extremely”

Source: MAP-Works 2013

# Employment and Placement After Graduation



Recent graduates employed or in graduate school	89.9%
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Employed in Michigan	86.3%
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Source: 2012-2013 GVSU Postgraduate Employment Report



# Access and Affordability Measures





# Enrollment Records

**Grand Valley enrolled the largest number of freshmen, minority, out-of-state, and international students in its history.**



	2013	2014
First-Year Students	4,124	4,226
Minority Students	3,710	3,914
Out-of-State Students	1,260	1,384
International Students	378	401

# 2014 Fall Headcount

Michigan State	48,602
U of M-Ann Arbor	43,442
Wayne State	27,578
Grand Valley	25,094
Central	24,992
Western	23,783
Eastern	21,984
Oakland	20,519
Ferris	14,600
U of M-Dearborn	9,193
Saginaw Valley	9,021
Northern	8,660
U of M-Flint	8,436
Michigan Tech	7,092
Lake Superior	2,420

Source: HEIDI, Wayne State University Website



# Michigan Resident Undergraduate Headcount



Michigan State	30,391
Grand Valley	20,243
Central	20,120
Wayne State	17,311
Eastern	17,289
Western	17,145
U of M-Ann Arbor	16,629
Oakland	16,508
Ferris	12,364
Saginaw Valley	7,936
U of M-Dearborn	6,895
Northern	6,607
U of M-Flint	6,552
Michigan Tech	4,380
Lake Superior	2,281

Source: HEIDI, Wayne State University Website

# Changes in Enrollment

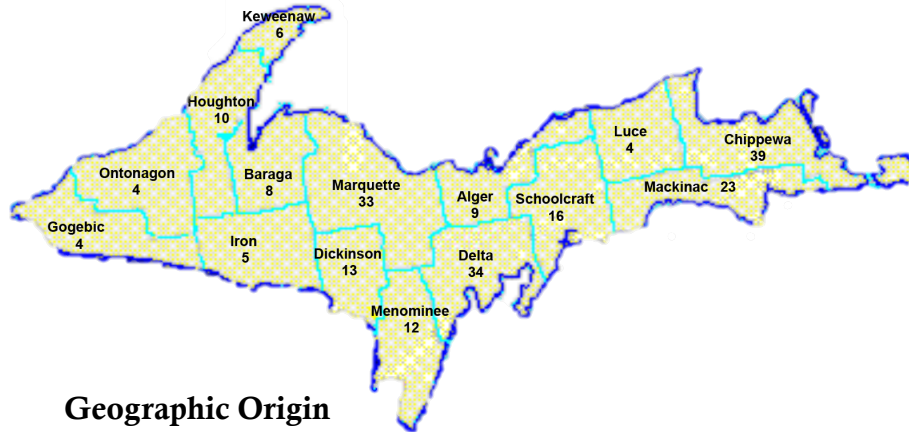


	15-year % Change
Grand Valley	62.5%
Oakland	56.2%
Saginaw Valley	50.0%
Ferris	42.6%
U of M-Ann Arbor	19.5%
U of M-Dearborn	17.7%
Michigan State	15.9%
Northern	14.7%
Central	11.0%
Michigan Tech	6.7%
U of M-Flint	3.2%
Eastern	1.8%
Wayne State	-2.6%
Western	-4.8%
Lake Superior	-23.0%

Source: HEIDI – FYES from 1998-99 to 2013-14  
Wayne State calculation estimate



# Geographic Origin



## Geographic Origin Fall Semester 2014

Michigan Residents	23,309
Other States	1,384
Other Countries	401

Total 25,094

## Top 6 Counties

Kent	Wayne
Ottawa	Macomb
Oakland	Muskegon



# First-time Student Annual Tuition



Michigan Tech	\$14,040
U of M-Ann Arbor	\$13,356
Michigan State	\$13,246
Central	\$11,550
Wayne State	\$11,448
U of M-Dearborn	\$11,200
Ferris	\$11,190
Western	\$10,985
Grand Valley	\$10,752
Oakland	\$10,613
Lake Superior	\$10,373
U of M-Flint	\$10,138
Eastern	\$9,973
Northern	\$9,559
Saginaw Valley	\$8,691

Source: HEIDI

# Financial Aid Available to GVSU Students



## Types of Financial Aid Available 2013-2014

Need-Based Grants	\$48,024,067
Merit Scholarships	\$27,712,476
Loans	\$180,571,620
Work Study	\$1,739,203
<b>TOTAL</b>	<b>\$258,047,366</b>

Source: GVSU Financial Aid Office

## Institutional Financial Aid Commitment

	Amount	Increase
2010-11	\$26,096,965	6.31%
2011-12	\$31,139,318	19.32%
2012-13	\$33,688,333	8.18%
2013-14	\$35,134,477	4.29%
2014-15	\$38,121,517	8.50%

Source: GVSU Financial Aid Office



# Net Cost of Tuition for Typical GVSU Student



Tuition (2014-2015)	\$10,752
Average Gift Aid	\$3,997
<b>Average Net Cost</b>	<b>\$6,755</b>

Source: GVSU Financial Aid Office Estimate



# The Grand Finish

**Grand Valley students are encouraged to graduate in four years.  
Qualifying seniors receive a 9% cut in annual tuition.**

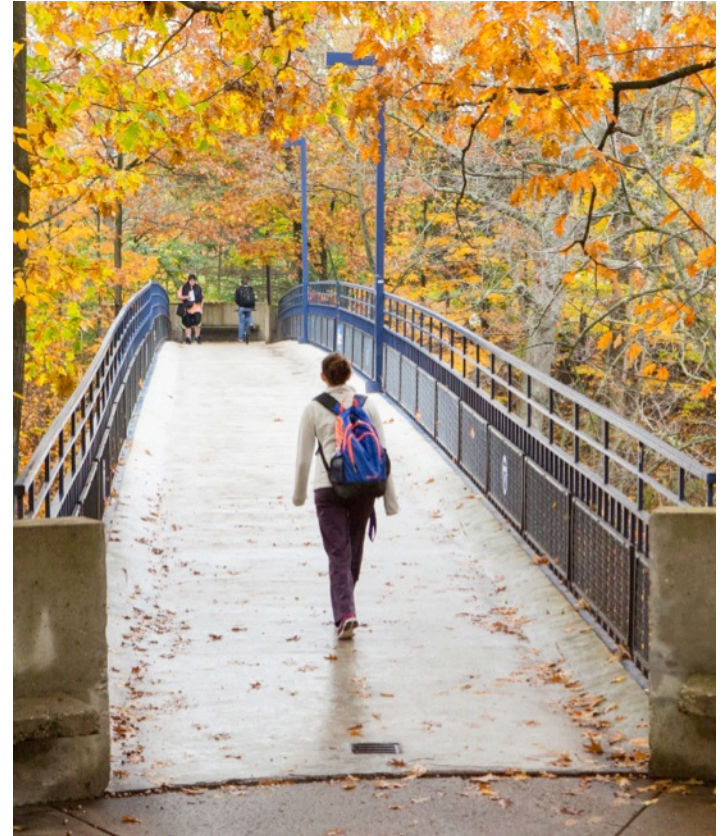
More than 2,500 students received the Grand Finish Grant in 2013. Students who are on track to finish their degree in four years receive up to \$1,000.

Of the 2014 graduates who earned a degree in four years or less, 33% had no debt.



# Student Loan Default Rate

University Of Michigan - Ann Arbor	2.1%
Grand Valley State University	5.1%
Michigan State University	5.7%
Michigan Technological University	6.0%
Central Michigan University	6.2%
Oakland University	6.2%
Western Michigan University	7.7%
University Of Michigan - Dearborn	8.1%
University Of Michigan - Flint	8.9%
Ferris State University	9.5%
Saginaw Valley State University	9.5%
Northern Michigan University	12.1%
Lake Superior State University	12.4%
Wayne State University	12.5%
Eastern Michigan University	12.9%



Source: Office of Federal Student Aid, US Department of Education

# Grand Valley and the State of Michigan



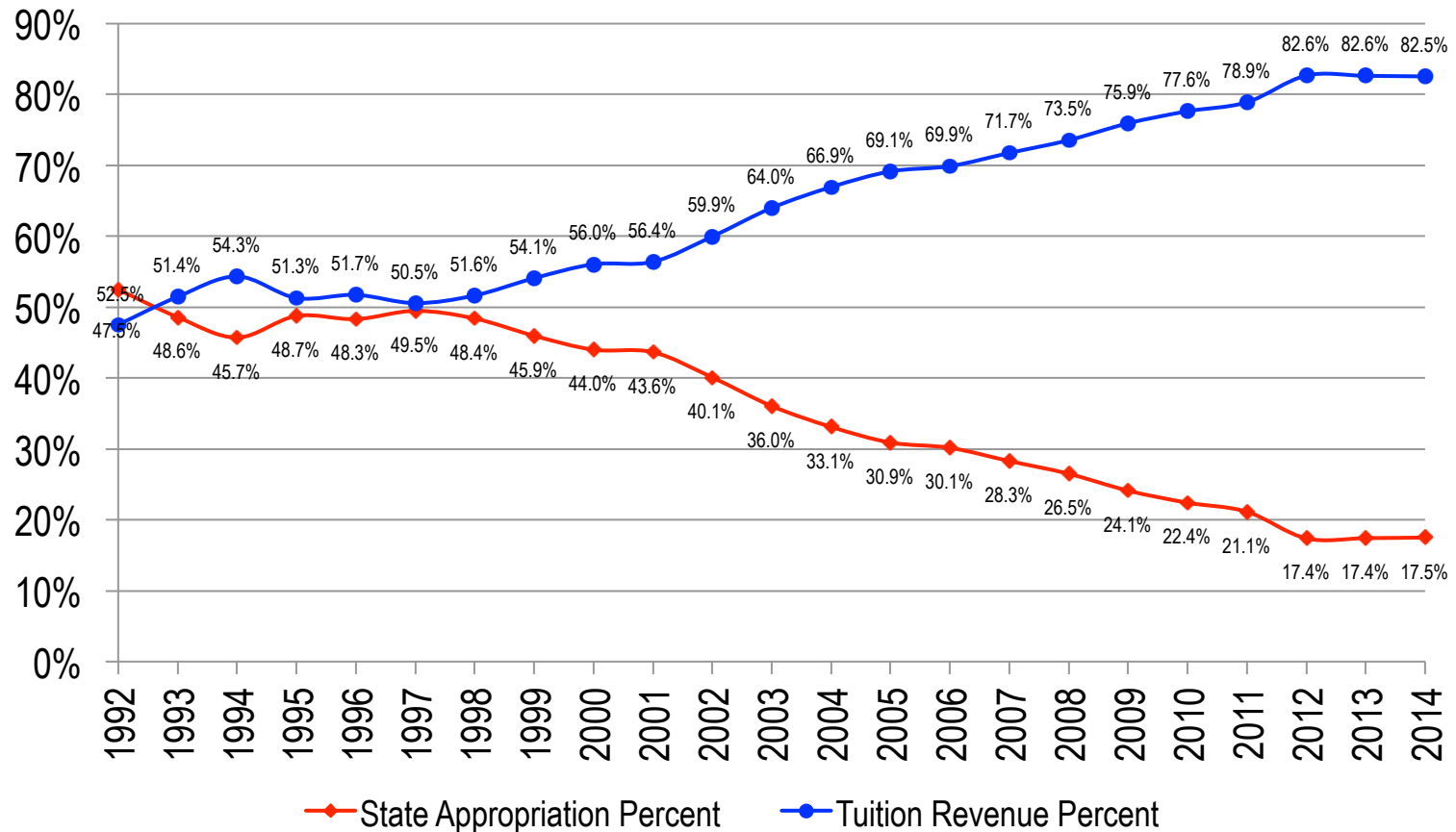
# Appropriation per Student

	2010-11	2011-12	2012-13	2013-14	2014-15
Wayne State	8,850	7,225	7,396	7,682	8,176
Michigan Tech	7,278	6,125	6,468	6,816	7,485
U of M-Ann Arbor	7,654	6,399	6,492	6,506	6,745
Michigan State	6,436	5,461	5,564	5,579	5,819
Lake Superior	5,316	4,707	5,028	5,058	5,712
Northern	5,363	4,468	4,747	4,872	5,362
<b>State Average</b>	<b>5,523</b>	<b>4,597</b>	<b>4,694</b>	<b>4,776</b>	<b>5,079</b>
Western	4,927	4,269	4,342	4,503	4,898
Ferris	4,168	3,505	3,664	3,735	4,022
Eastern	4,323	3,521	3,551	3,650	3,909
Central	3,722	3,112	3,168	3,267	3,647
U of M-Dearborn	3,924	3,223	3,372	3,375	3,543
U of M-Flint	3,542	2,788	2,917	2,962	3,157
Saginaw Valley	3,366	2,665	2,841	2,828	3,059
Oakland	3,368	2,719	2,773	2,797	2,896
Grand Valley	2,867	2,365	2,474	2,588	2,835

Source: HEIDI



# Ratio of State Aid vs. Tuition at Grand Valley



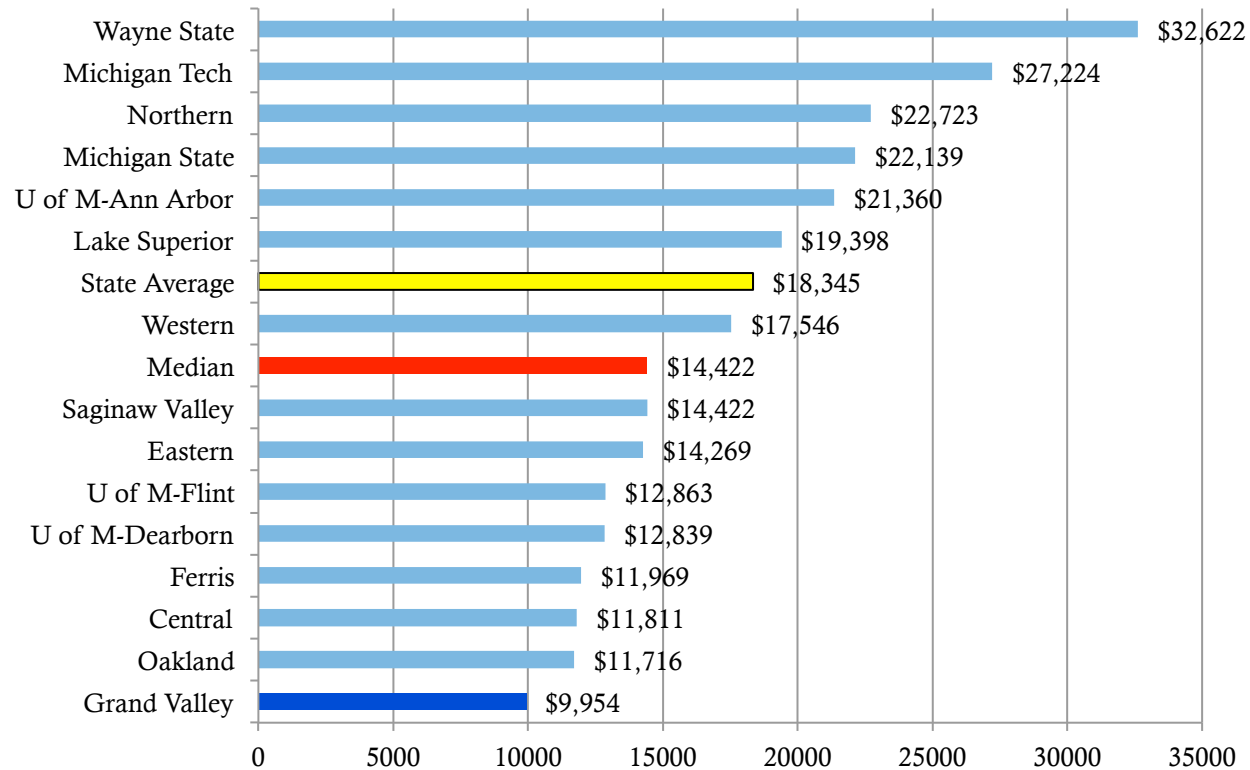
Source: HEIDI --1992-2014 Actual.

# Change in Degrees Awarded in Last 10 Years

	Degrees Granted		10-year Change		Share of Statewide Change
	2002-03	2012-13	#	%	
University of Michigan-Ann Arbor	10,630	12,669	2,039	19.2%	25%
Grand Valley State University	3,515	5,524	2,009	57.2%	24%
Ferris State University	2,352	3,445	1,093	46.5%	13%
Oakland University	2,740	3,755	1,015	37.0%	12%
Michigan State University	10,140	10,944	804	7.9%	10%
University of Michigan-Flint	1,097	1,517	420	38.3%	5%
Eastern Michigan University	4,052	4,435	383	9.5%	5%
Northern Michigan University	1,301	1,675	374	28.7%	5%
Saginaw Valley State University	1,506	1,760	254	16.9%	3%
Michigan Technological University	1,214	1,461	247	20.3%	3%
Wayne State University	5,334	5,390	56	1.0%	1%
University of Michigan-Dearborn	1,680	1,732	52	3.1%	1%
Lake Superior State University	639	592	-47	-7.4%	-1%
Central Michigan University	6,029	5,873	-156	-2.6%	-2%
Western Michigan University	5,696	5,403	-293	-5.1%	-4%
<b>Total</b>	<b>57,925</b>	<b>66,175</b>	<b>8,250</b>	<b>14.2%</b>	<b>100%</b>

Source: IPEDS

# State Investment per Degree



Source: HEIDI - FY 2013 appropriations  
IPEDS - FY 2013 degrees

# Efficiency Measures





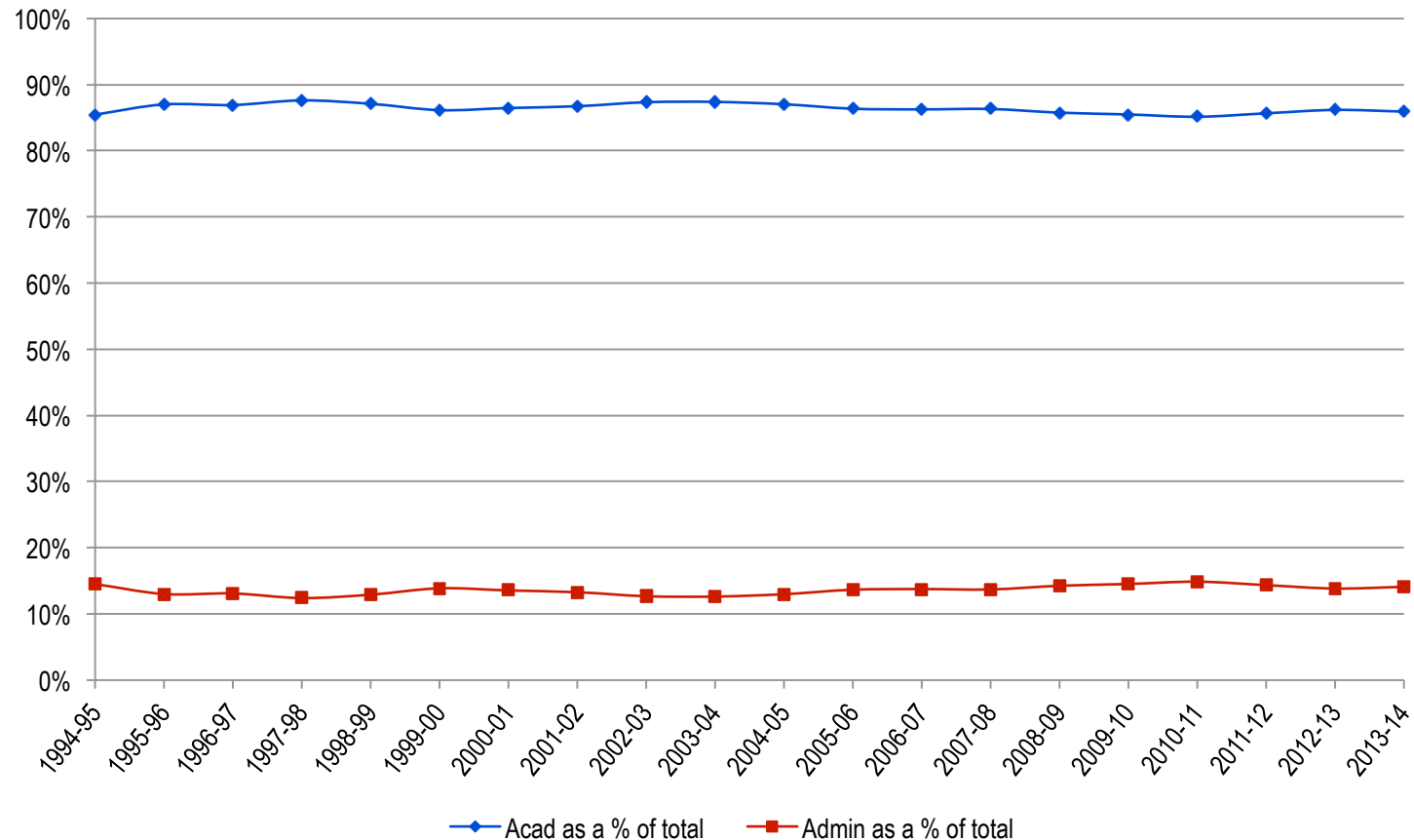
# Average Number of Students per Faculty



Michigan Tech	12
U of M-Ann Arbor	12
Wayne State	12
Lake Superior	13
Western	14
U of M-Dearborn	15
Central	15
Ferris	16
U of M-Flint	16
Michigan State	17
Eastern	17
Grand Valley	18
Northern	19
Oakland	19
Saginaw Valley	20

Fall 2012  
Source: HEIDI

# Academic vs. Administrative Expenses per FYES



Source: 1994-2014 HEIDI

# Environmental Sustainability

## As Grand Valley grows, its energy use shrinks

By the end of 2014, Grand Valley will avoid energy costs of at least \$2 million annually through the use of energy-efficient practices and procedures.

During the past 11 years, Grand Valley has decreased use of water on a square foot basis by 39%, gas by 29% and electricity by 29%.

In 2014, the Mary Idema Pew Library was awarded LEED Platinum status by the U.S. Green Building Council. James H. Zumberge Hall was awarded LEED Silver status, bringing the total number of LEED certified buildings to 19 at Grand Valley.

Grand Valley was selected to participate in Chevrolet's Campus Clean Energy Efficiency Campaign, a national program to increase clean energy efforts and decrease carbon emissions.



# Bus Partnership



**GVSU Investment with The Rapid:** \$2,774,822

**GVSU Community Saves:** 2,916,942 Rides

20,530,216 Vehicle Miles Avoided

\$11,496,921 Vehicle Operating Costs Avoided

Note: Calculations based on average trip distance and 2014 IRS Standard Mileage Rates



# Private-Public Partnership



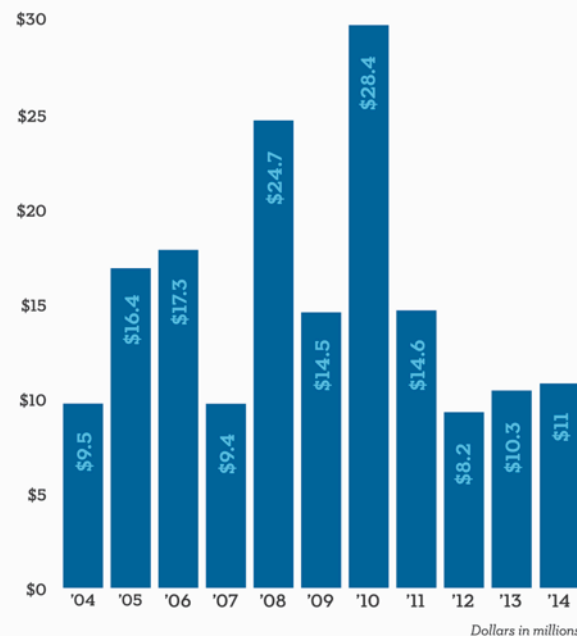
# Private Giving to Grand Valley

Grand Valley's endowment passed the \$100 million mark for the first time in university history. More than 15,000 donors helped the Grand Valley University Foundation raise more than \$11 million for designated scholarships, programs, and specific projects.

## Highlights

- Record amount of new gifts and pledges from alumni, faculty and staff, and corporations. Overall annual giving increased 17%.
- 21 new scholarships created, bringing the total number of private scholarships to 361, helping thousands of students each year.
- Gillett Society now includes 314 members who have made provisions in their estate plans to benefit the university.

## OVERALL PRIVATE GIVING



Source: University Development (FRR), which includes outright gifts, pledges, bequests, and gifts in kind to WGVSU and to Grand Valley State University. Gifts and pledges received by Grand Valley State University and the Grand Valley University Foundation totaled \$11 million this fiscal year.

For more information about giving at Grand Valley visit: [www.gvsu.edu/giving/](http://www.gvsu.edu/giving/)

# Economic Development





# Grand Valley Construction in 2014



## 2014 Projects

Kent County:	\$36,748,242
Muskegon County:	\$586,401
Ottawa County:	\$96,201,051
<b>Total:</b>	<b>\$133,535,694</b>

Source: GVSU Facilities Planning

**Total construction jobs created: 2,919**



# Community Impact of Grand Valley Alumni

## Lakers are Leaders

Grand Valley alumni leaders shape their professions and communities. While Lakers live throughout the world, their impact is greatest in Kent, Ottawa and Muskegon counties, where nearly half of all graduates live or work.



## Top Employers of Grand Valley Alumni:

Amway Corporation  
Auto-Owners Insurance  
BDO USA, LLP  
Chrysler Group LLC  
Gentex Corporation  
Gordon Food Service, Inc.  
Haworth, Inc.  
Herman Miller  
Meijer, Inc.  
Perrigo Company  
Quicken Loans  
Spectrum Health/Priority Health  
State of Michigan  
Steelcase, Inc.  
Whirlpool Corporation  
Wolverine World Wide, Inc.

# Income Tax Remittances by GVSU Employees



<b>Year</b>	<b>Grand Rapids</b>	<b>Muskegon</b>	<b>Walker</b>	<b>Michigan</b>
2009	\$631,297	\$13,256	\$52,020	\$5,712,956
2010	\$743,468	\$15,184	\$56,654	\$6,026,448
2011	\$824,378	\$17,009	\$60,185	\$6,250,887
2012	\$872,271	\$18,729	\$63,081	\$6,526,209
2013	\$912,770	\$18,288	\$63,547	\$6,647,689

Source: GVSU Payroll Office

# Economic Impact in Region



**\$730 million**

Economic impact of GVSU's 27,700 students, faculty and staff in Kent, Ottawa and Muskegon counties in fiscal year 2012-2013

**Nearly 40,000**

Alumni in Kent, Ottawa, and Muskegon counties

**10,707**

Total estimated regional employment attributed to GVSU

Source: GVSU- using model provided by W.E. Upjohn Institute for Employment Research





# Grand Valley Ranks Best in Class

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## **Best in Class Performance from Business Leaders for Michigan**

High Retention Rates

High Graduation Rates

Degrees Awarded in Critical Skills

Low Administrative Costs

High Economic Impact

## **Best in Class Performance from State of Michigan**

High Retention Rates

High Graduation Rates

Degrees Awarded in Critical Skills

Increase in Pell-eligible Students

Accessibility by Qualified Students