

Grand Valley State University Accountability Report 2016-2017



Principles of Accountability



For more information on Grand Valley's values, plans and performance please visit:

www.gvsu.edu/accountability
www.gvsu.edu/strategicplanning
www.blmperformancetracker.com/gvsu/

Grand Valley State University serves the entire state of Michigan. Every family, every taxpayer, every employer benefits from graduates who contribute positively to the state. Grand Valley changes lives and its graduates change communities. An educated workforce contributes to economic vitality, community engagement and societal strength.

This annual Accountability Report shows the degree and quality of Grand Valley's proven results and the desired outcomes identified in the university's strategic plan. Whether it's through data or tweets, the Laker Effect is being seen and felt. For the last several years, state lawmakers have adopted a higher education funding plan that ties a small portion of state support to performance. Grand Valley has proven to be a top performer in key areas, including providing access to students who might otherwise not be able to afford college and keeping students moving on the path to graduation.

The organization of this report correlates to seven core values that form the basis for Grand Valley's 2016-2021 strategic plan:

**Excellence Integrity Inquiry Inclusiveness
Community Sustainability Innovation**

All seven lead to the ultimate accountability – student success. Each measure we include in this report is tied directly to one or more of these core values as outlined in the university's strategic plan.



Measures of Student Success

Core University Values: Excellence and Inquiry



Comparative Academic Statistics for New Students Entering Michigan Public Universities

| Fall 2015 | |
|-----------------------------------|----|
| <u>Median Composite ACT Score</u> | |
| U of M-Ann Arbor | 30 |
| Michigan Tech | 27 |
| Michigan State | 26 |
| Grand Valley | 24 |
| U of M-Dearborn | 24 |
| Central | 23 |
| Wayne State | 23 |
| Eastern | 22 |
| Ferris | 22 |
| Lake Superior | 22 |
| Northern | 22 |
| Oakland | 22 |
| Saginaw Valley | 22 |
| Western | 22 |
| U of M-Flint | 21 |

Source: 2017 Barron's College Profiles

| Fall 2015 | |
|--------------------------|--------------------|
| <u>Mid-50% ACT Score</u> | |
| U of M-Ann Arbor | 29-33 |
| Michigan Tech | 24-29 |
| Michigan State | 23-28 |
| U of M-Dearborn | 21-27 |
| Grand Valley | 21-26 |
| Oakland | 20-26 |
| Wayne State | 20-26 |
| Central | 20-25 |
| Eastern | 19-25 |
| Northern | 19-25 ^x |
| Saginaw Valley | 19-25 |
| Western | 19-25 |
| Ferris | 19-24 |
| Lake Superior | 19-24 |
| U of M-Flint | 18-24 |

Source: College Board Handbook 2017

^x College Board Handbook 2015 - Fall 2013

| Fall 2015 | |
|--------------------------|------------------|
| <u>GPA 3.0 or Higher</u> | |
| U of M-Ann Arbor | 100% |
| Michigan State | 96% |
| Grand Valley | 94% |
| Michigan Tech | 94% |
| U of M-Dearborn | 90% |
| Central | 83% |
| Oakland | 77% |
| Saginaw Valley | 76% |
| Eastern | 72% |
| Wayne State | 71% |
| Western | 71% |
| U of M-Flint | 68% |
| Ferris | 65% |
| Lake Superior | 56% [*] |
| Northern | 53% |

Source: College Board Handbook 2017

^{*} Most recently published data was Fall 2004 Term



Freshman to Sophomore Retention Rate

| | |
|-----------------------------------|-----|
| University of Michigan-Ann Arbor | 97% |
| Michigan State University | 92% |
| Michigan Technological University | 87% |
| Grand Valley State University | 84% |
| University of Michigan-Dearborn | 80% |
| Ferris State University | 80% |
| Western Michigan University | 79% |
| Central Michigan University | 79% |
| Wayne State University | 77% |
| Oakland University | 76% |
| Eastern Michigan University | 74% |
| Northern Michigan University | 74% |
| University of Michigan-Flint | 72% |
| Saginaw Valley State University | 72% |
| Lake Superior State University | 70% |



Source: IPEDS
Fall 2014 to Fall 2015



Graduation Rates



| | |
|-----------------------------------|-----|
| University of Michigan-Ann Arbor | 90% |
| Michigan State University | 77% |
| Grand Valley State University | 67% |
| Michigan Technological University | 65% |
| Central Michigan University | 59% |
| Western Michigan University | 54% |
| University of Michigan-Dearborn | 53% |
| Northern Michigan University | 50% |
| Ferris State University | 49% |
| Oakland University | 44% |
| Eastern Michigan University | 40% |
| Saginaw Valley State University | 40% |
| Lake Superior State University | 40% |
| University of Michigan-Flint | 38% |
| Wayne State University | 35% |

Source: IPEDS
2009 Cohort

Pass Rates of Graduates on Licensure and Certification Exams

| Program | Pass Rate | National Benchmark |
|--|-----------|--------------------|
| Athletic Training | 100% | 82.7% |
| Engineering * | 100% | 85% |
| Nursing ** | 100% | |
| Occupational Therapy | 100% | |
| Physician Assistant | 100% | 96% |
| Military Police Basic Training Program | 100% | |
| Police Academy | 100% | |
| Speech and Language Pathology | 100% | |
| Therapeutic Recreation | 93.6% | 73.6% |
| Medical Laboratory Science | 93% | 72% |

Source: GVSU Institutional Analysis

* Undergraduate

** Doctoral- Child/Adolescent NP



National Rankings and Recognition

TOP PUBLIC REGIONAL UNIVERSITY

U.S News & World Report

BEST IN THE MIDWEST

Princeton Review

ONE OF “AMERICA’S 100 BEST COLLEGE BUYS”

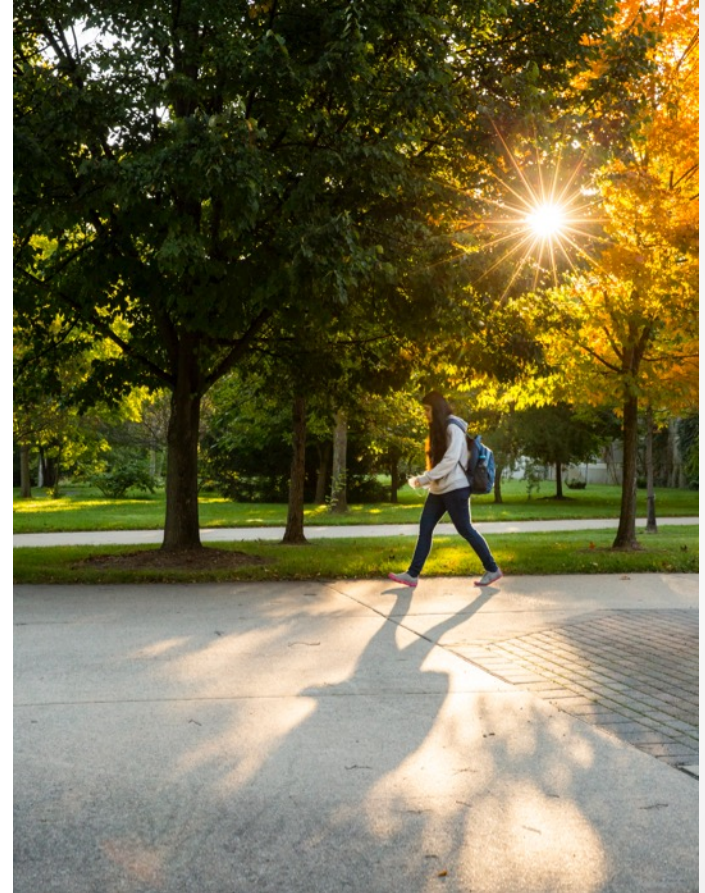
For 21 consecutive years
Institutional Research & Evaluation

VETERAN-FRIENDLY SCHOOL

Gold Rank
Michigan Veterans Affairs Agency

2016 LANDMARK LIBRARY

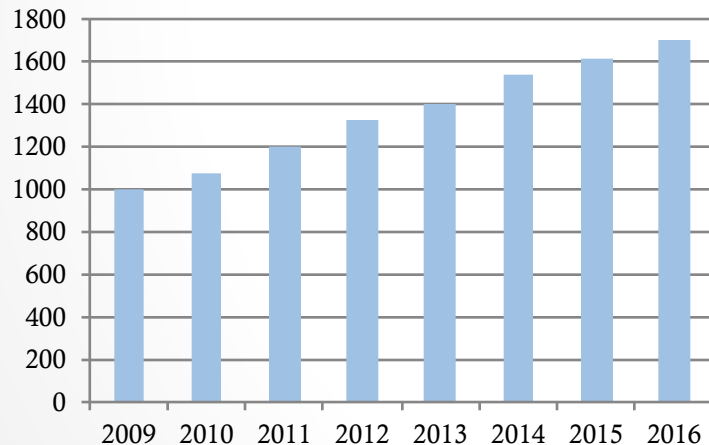
Mary Idema Pew Library Learning
and Information Commons
Library Journal



Meijer Honors College

The Meijer Honors College is growing in numbers and significance. With more than 1,700 students, the college is close to optimal enrollment. The Honors College boasts an impressive 95% retention rate from freshman to sophomore year.

Honors total enrollment



Student Satisfaction



Sydnee ✨ @sydnee_sefton 1h
Just finished my second week at @GVSU and I've never felt so excited to go to class and learn what the professors have to say. I'm inspired.

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

Source: MAP-Works 2015



Sean Shepard @seanshepard_ · Apr 8
I love this school so much, such great people, a phenomenal staff and awesome creative and educational opportunities.
@GVSU is the BEST!

“Satisfied with academic life on campus.”
94% agree “moderately”
to “extremely”

Source: MAP-Works 2015



Bryce Muller @bryce_muller23 · Aug 27
Convinced that GVSU is the best school in the country 🙌

Employment and Placement After Graduation



| | |
|---|-------|
| Recent graduates employed or in graduate school | 93.8% |
|---|-------|

| | |
|----------------------|-------|
| Employed in Michigan | 84.9% |
|----------------------|-------|

Source: 2014-2015 GVSU Postgraduate
Employment Report



Access and Affordability Measures

Core University Value: Inclusiveness



Enrollment Records



More students have enrolled in Grand Valley State University than ever before. Records were broken in total enrollment, first-year students, students of color and students living on campus.

| | 2015 | 2016 |
|---------------------------|--------|--------|
| Students of Color | 4,136 | 4,315 |
| First-time Students | 4,155 | 4,380 |
| Students Living on Campus | 6,223 | 6,241 |
| Total Enrollment | 25,325 | 25,460 |

Source: GVSU Institutional Analysis

2016 Fall Headcount

| | | |
|------------------|--------|---|
| Michigan State | 49,317 | ↓ |
| U of M-Ann Arbor | 44,639 | ↑ |
| Wayne State | 27,326 | ↑ |
| Grand Valley | 25,460 | ↑ |
| Central | 24,119 | ↓ |
| Western | 23,109 | ↓ |
| Eastern | 20,923 | ↓ |
| Oakland | 20,012 | ↓ |
| Ferris | 14,159 | ↓ |
| U of M-Dearborn | 9,308 | |
| Saginaw Valley | 9,165 | ↓ |
| U of M-Flint | 7,916 | ↓ |
| Northern | 7,792 | ↓ |
| Michigan Tech | 7,265 | ↑ |
| Lake Superior | 2,237 | ↓ |



Source: HEIDI, WSU website, UM-D Fall 2015 numbers

↑↓ Denote One-Year Enrollment Increase/Decrease



Michigan Resident Undergraduate Headcount



| | | |
|------------------|--------|---|
| Michigan State | 30,501 | ↓ |
| Grand Valley | 20,664 | ↑ |
| Central | 19,221 | ↓ |
| Eastern | 16,838 | ↓ |
| Wayne State | 16,611 | ↓ |
| Western | 16,591 | ↓ |
| U of M-Ann Arbor | 16,312 | ↓ |
| Oakland | 16,147 | ↓ |
| Ferris | 11,984 | ↓ |
| Saginaw Valley | 7,674 | ↓ |
| U of M-Dearborn | 6,843 | |
| U of M-Flint | 6,150 | ↓ |
| Northern | 6,089 | ↓ |
| Michigan Tech | 4,599 | ↑ |
| Lake Superior | 2,214 | ↑ |

Source: HEIDI, WSU website, UM-D Fall 2015 Numbers

↑↓ Denote One-Year Enrollment Increase/Decrease

Equivalent Full-Time Enrollment

| | | |
|------------------|--------|---|
| Michigan State | 46,284 | ↑ |
| U of M-Ann Arbor | 43,692 | ↓ |
| Grand Valley | 22,705 | ↑ |
| Wayne State | 21,554 | ↓ |
| Central | 20,804 | ↓ |
| Western | 19,907 | ↓ |
| Oakland | 17,841 | ↑ |
| Eastern | 17,226 | ↓ |
| Ferris | 11,414 | ↓ |
| Saginaw Valley | 8,321 | ↓ |
| Northern | 7,383 | ↓ |
| U of M-Dearborn | 6,782 | ↑ |
| Michigan Tech | 6,728 | ↑ |
| U of M-Flint | 6,696 | ↓ |
| Lake Superior | 1,973 | ↓ |



Source: FYES enrollment per HEIDI – 2015-2016
WSU & FSU calculation estimate

↑ ↓ Denote One-Year Enrollment
Increase/Decrease



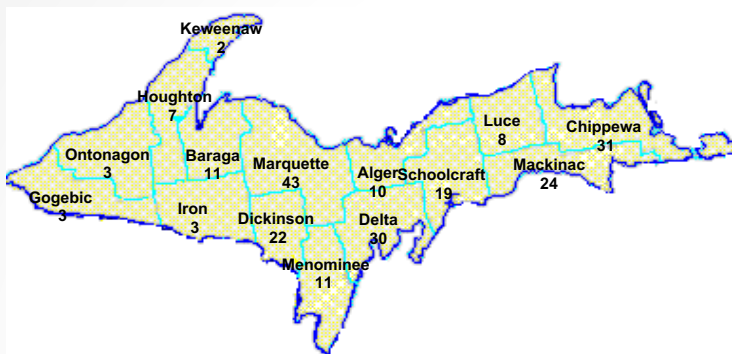
Changes in Enrollment

| | 20-year % Change |
|------------------|-----------------------------|
| Grand Valley | 104.3% |
| Oakland | 76.6% |
| Saginaw Valley | 55.3% |
| U of M-Flint | 41.9% |
| Ferris | 30.0% |
| U of M-Dearborn | 22.8% |
| Michigan State | 22.7% |
| Central | 21.2% |
| U of M-Ann Arbor | 16.6% |
| Northern | 14.7% |
| Michigan Tech | 7.1% |
| Eastern | -3.9% |
| Western | -5.0% |
| Wayne State | -13.0% |
| Lake Superior | -33.5% |



Source: HEIDI – FYES from 1996 to 2016
WSU & FSU calculation estimate

Geographic Origin

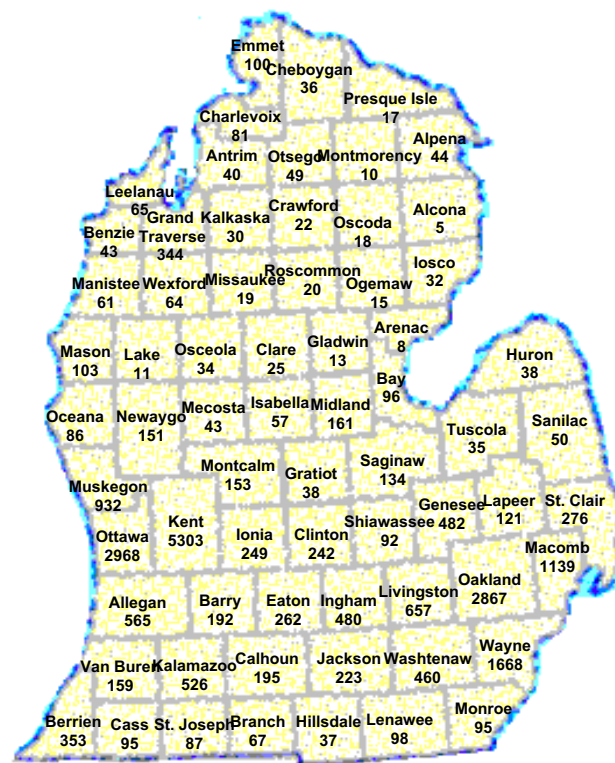


Geographic Origin Fall Semester 2016

| | |
|--------------------|---------------|
| Michigan Residents | 23,468 |
| Other States | 1,562 |
| Other Countries | 430 |
| Total | 25,460 |

Top 6 Counties

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



First-time Student Annual Tuition



| | |
|------------------|----------|
| Michigan Tech | \$14,634 |
| U of M-Ann Arbor | \$14,402 |
| Michigan State | \$14,109 |
| Wayne State | \$12,269 |
| Central | \$12,150 |
| U of M-Dearborn | \$12,032 |
| Oakland | \$11,970 |
| Western | \$11,793 |
| Ferris | \$11,760 |
| Eastern | \$11,559 |
| Grand Valley | \$11,520 |
| Lake Superior | \$11,089 |
| U of M-Flint | \$10,884 |
| Northern | \$10,012 |
| Saginaw Valley | \$9,345 |

Source: University Budget Office

Financial Aid Available to GVSU Students



Institutional Financial Aid Commitment

| | Amount | Increase |
|---------|---------------|-----------------|
| 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% |
| 2015-16 | \$40,429,303 | 6.05% |
| 2016-17 | \$44,015,287 | 8.86% |

Source: GVSU Office of Financial Aid & Scholarships

Types of Financial Aid Available 2015-2016

| | |
|--------------------|----------------------|
| Need-Based Grants | \$48,581,727 |
| Merit Scholarships | \$32,468,000 |
| Loans | \$179,004,744 |
| Work Study | \$1,422,132 |
| TOTAL | \$261,476,603 |

Source: GVSU Office of Financial Aid & Scholarships

Net Cost of Tuition for Typical GVSU Student



| | |
|-------------------------|----------------|
| Tuition (2016-2017) | \$11,520 |
| Average Gift Aid | \$4,228 |
| Average Net Cost | \$7,292 |

Source: Estimate from GVSU Office
of Financial Aid & Scholarship



The Grand Finish

**Grand Valley students are encouraged to graduate in four years.
Qualifying seniors receive a tuition discount.**

More than 2,500 students received the Grand Finish Grant in 2015-2016. Students who are on track to finish their degree in four years receive up to \$1,000.

Of the 2016 graduates who earned a degree in four years or less, 36% had no debt.



Student Loan Default Rate



| | |
|------------------------------------|------|
| University of Michigan - Ann Arbor | 1.2% |
| Michigan Technological University | 2.0% |
| Grand Valley State University | 3.3% |
| Michigan State University | 3.6% |
| Oakland University | 4.2% |
| Central Michigan University | 4.4% |
| University of Michigan - Dearborn | 4.6% |
| University of Michigan - Flint | 5.6% |
| Western Michigan University | 5.9% |
| Saginaw Valley State University | 6.2% |
| Ferris State University | 6.3% |
| Wayne State University | 6.3% |
| Lake Superior State University | 8.6% |
| Eastern Michigan University | 8.6% |
| Northern Michigan University | 9.9% |

Source: Office of Federal Student Aid,
U.S. Department of Education



Public Investment in Grand Valley

Core University Value: Integrity



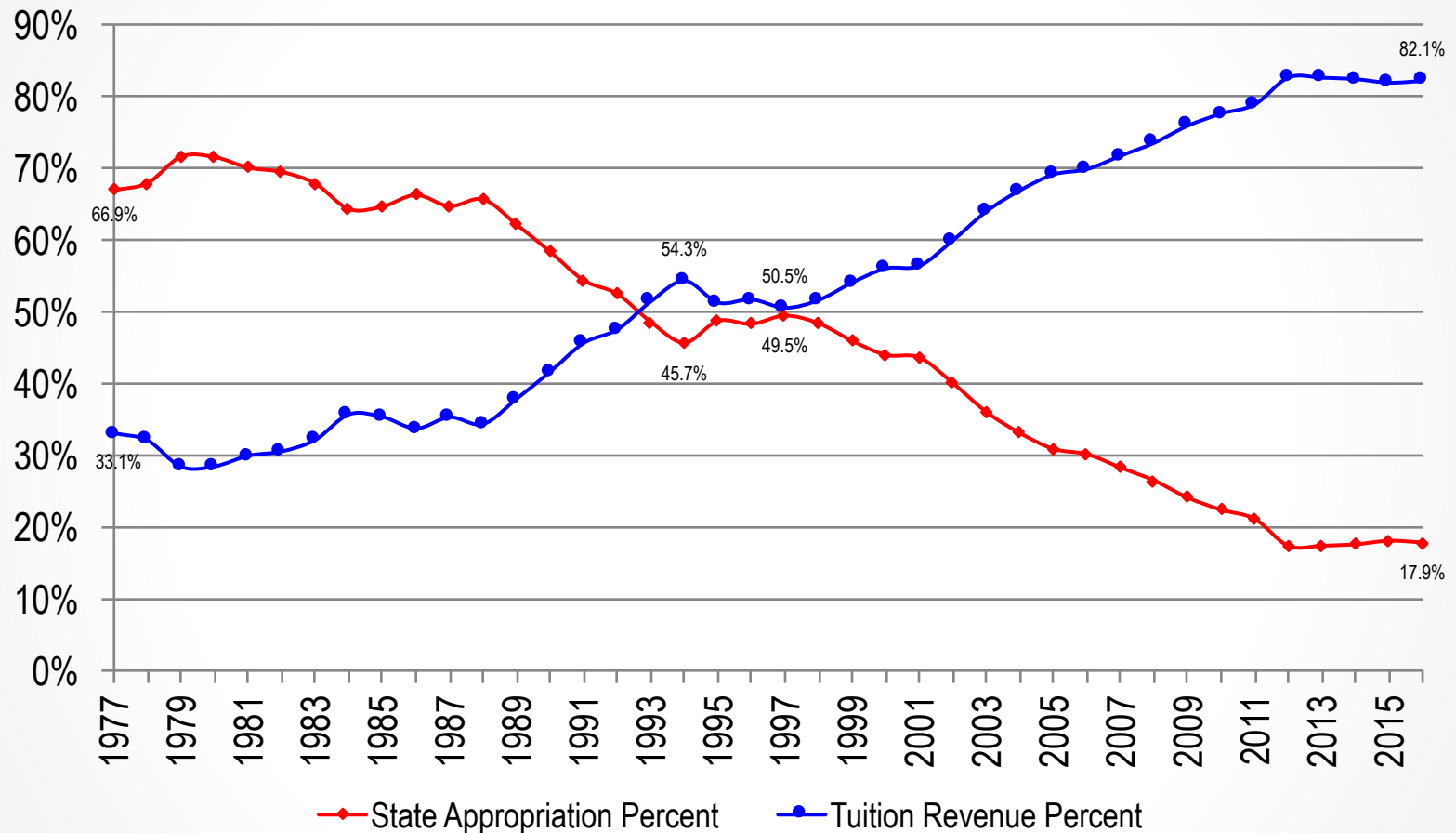
Appropriation per Student

| | 2012-13 | 2013-14 | 2014-15 | 2015-16 | 2016-17 |
|----------------------|--------------|--------------|--------------|--------------|--------------|
| Wayne State | 7,396 | 7,682 | 8,176 | 8,455 | 8,736 |
| Michigan Tech | 6,468 | 6,816 | 7,485 | 7,222 | 7,399 |
| U of M-Ann Arbor | 6,492 | 6,506 | 6,745 | 6,844 | 7,044 |
| Lake Superior | 5,028 | 5,058 | 5,712 | 6,075 | 6,421 |
| Northern | 4,747 | 4,872 | 5,362 | 5,617 | 5,998 |
| Michigan State | 5,564 | 5,579 | 5,819 | 5,848 | 5,979 |
| State Average | 4,694 | 4,776 | 5,079 | 5,182 | 5,345 |
| Western | 4,342 | 4,503 | 4,898 | 5,066 | 5,288 |
| Ferris | 3,664 | 3,735 | 4,022 | 4,149 | 4,307 |
| Eastern | 3,551 | 3,650 | 3,909 | 3,953 | 4,207 |
| Central | 3,168 | 3,267 | 3,647 | 3,883 | 3,944 |
| U of M-Dearborn | 3,372 | 3,375 | 3,543 | 3,615 | 3,681 |
| Saginaw Valley | 2,841 | 2,828 | 3,059 | 3,193 | 3,409 |
| U of M-Flint | 2,917 | 2,962 | 3,157 | 3,164 | 3,266 |
| Grand Valley | 2,474 | 2,588 | 2,835 | 2,943 | 3,040 |
| Oakland | 2,773 | 2,797 | 2,896 | 2,831 | 2,868 |

Source: HEIDI



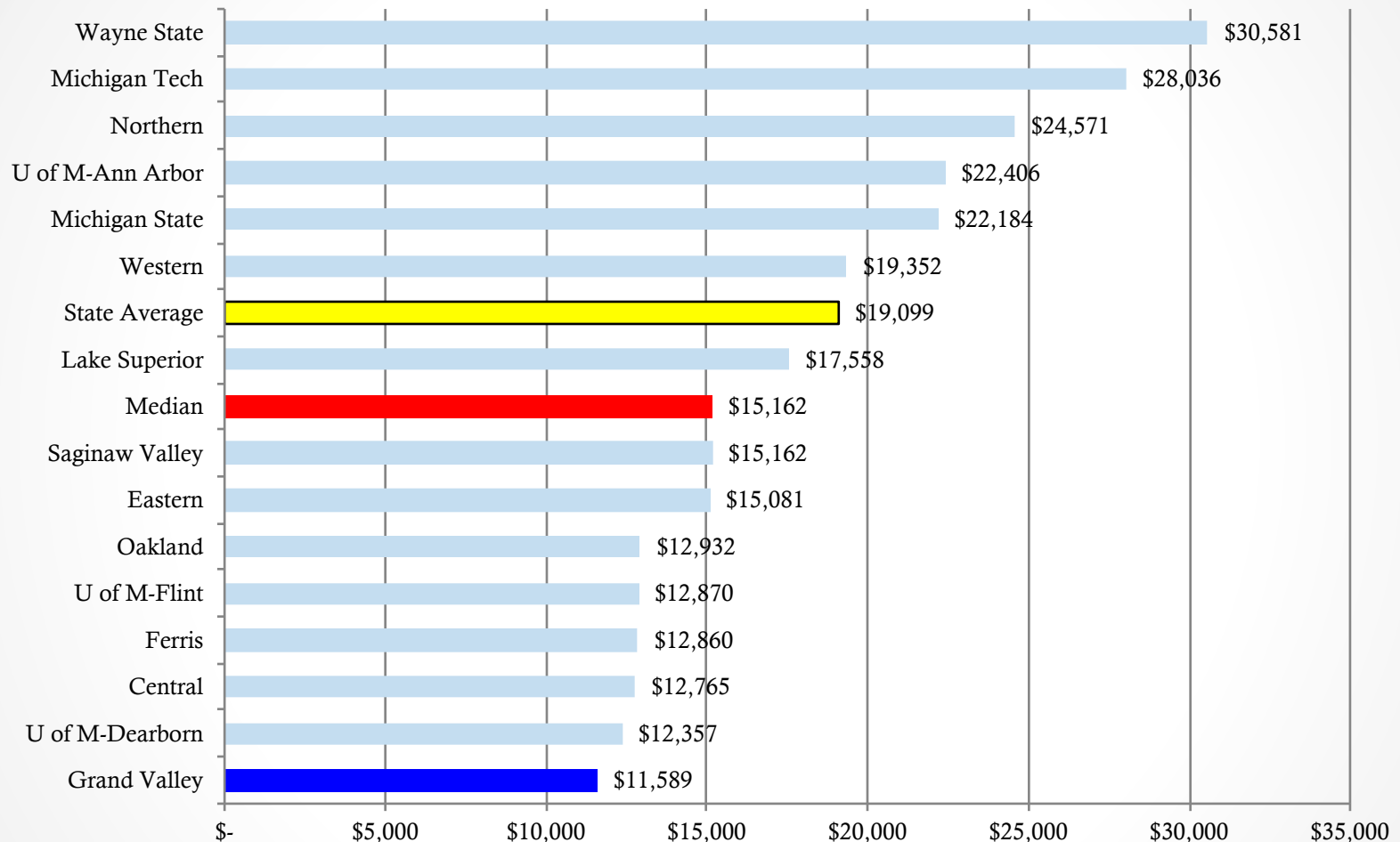
Ratio of State Aid vs. Tuition at Grand Valley



Source: HEIDI - 1977-2016 Actual



State Investment per Degree



Source: HEIDI - FY 2015 appropriations
 HEIDI - FY 2014-15 degrees
 Based on Appropriations over 4 years



Efficiency Measures

Core University Value: Sustainability



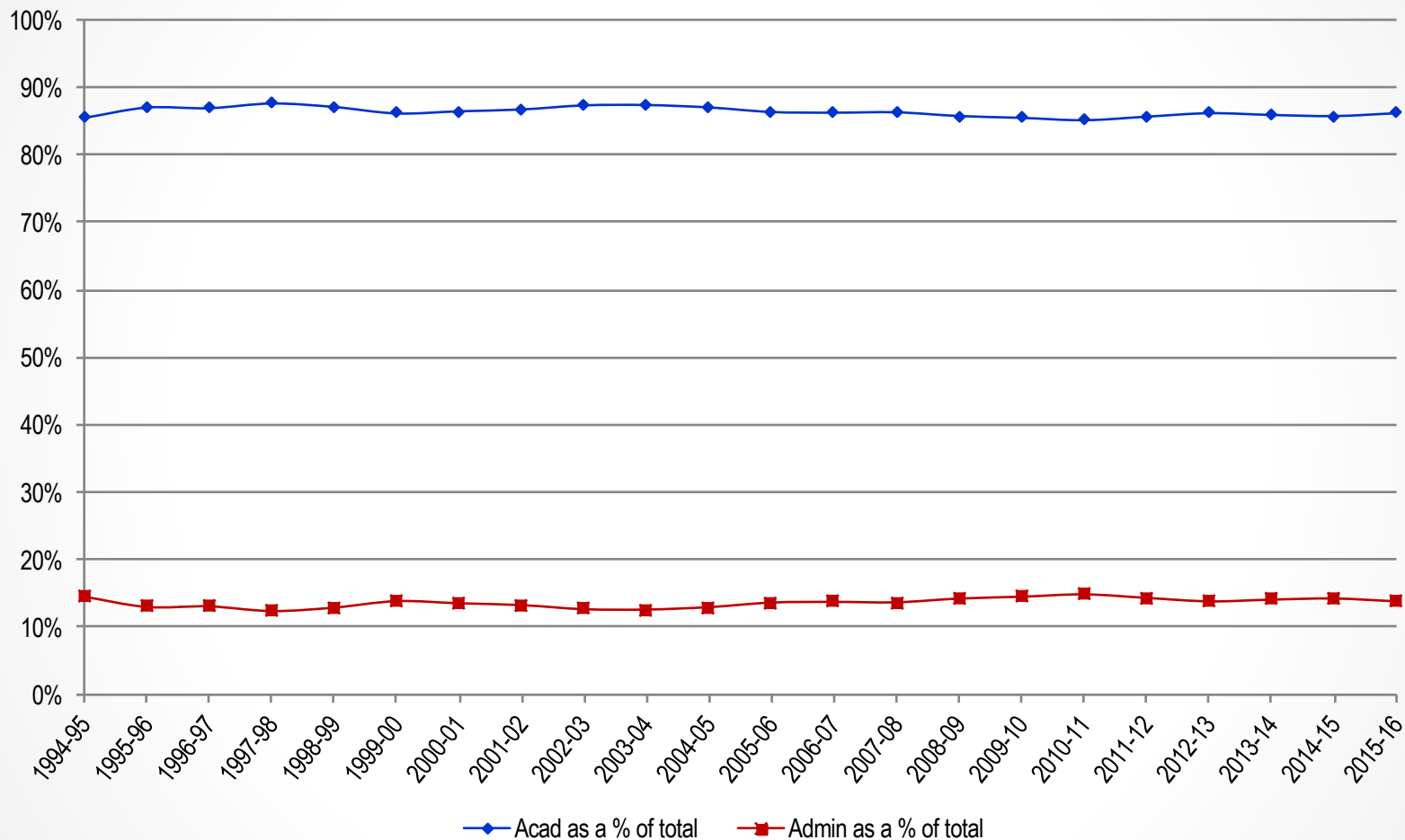
Average Number of Students per Faculty

| | |
|------------------|----|
| U of M-Ann Arbor | 11 |
| Wayne State | 12 |
| Michigan Tech | 12 |
| Lake Superior | 13 |
| U of M-Dearborn | 14 |
| Western | 15 |
| Eastern | 15 |
| Central | 15 |
| U of M-Flint | 15 |
| Ferris | 16 |
| Michigan State | 16 |
| Grand Valley | 17 |
| Oakland | 18 |
| Northern | 18 |
| Saginaw Valley | 21 |



Source: HEIDI
Fall 2015

Academic vs. Administrative Expenses



Source: 1994-2016 HEIDI

Environmental Sustainability

Grand Valley:

- Ranked first in the state and in the top 15 in the country in the composting category of the nationwide contest Recyclemania.
- Became a founding member of 2030 District, with a goal to reduce energy use 50 percent by 2030 in downtown Grand Rapids.
- Partnered with Consumers Energy on the state's largest community solar garden on the Allendale Campus.
- Will avoid utility costs of at least \$2.3 million annually through the use of energy-efficient practices and procedures.
- Decreased use of water on a square-foot basis by 44.6%, natural gas by 34.3% and electricity by 29.8% in 15 years.

ONE OF AMERICA'S ENVIRONMENTALLY RESPONSIBLE COLLEGES

Princeton Review



Bus Partnership



GVSU Investment with The Rapid: \$2,699,188

GVSU Community Saves: 2,614,071 Rides

17,683,050 Vehicle Miles Avoided

\$9,548,847 Vehicle Operating Costs Avoided

Note: Calculations based on average trip distance and 2016 IRS Standard Mileage Rates



Private-Public Partnership

Core University Value: Community



Private Giving to Grand Valley

More than 15,200 donors helped the Grand Valley University Foundation raise \$13.3 million. This included a record number of alumni donors and gifts. The newly formed Alumni Champions led the way for alumni leadership level gifts.

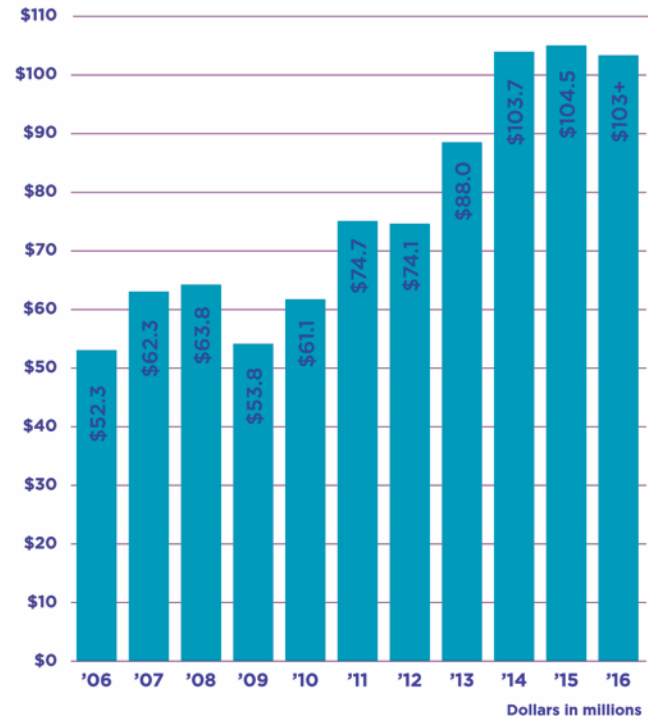
13.7% OVERALL INCREASE IN
ALUMNI LEADERSHIP GIVING

22% OVERALL INCREASE IN ANNUAL GIVING

54.2% FACULTY/STAFF GIVING

For more information about giving at
Grand Valley visit: www.gvsu.edu/giving/

ENDOWMENT FUND GROWTH



Gifts to the University Endowment continue to reach our goals, and the fund at the end of the fiscal year was more than \$103 million.

Economic Development

Core University Value: Innovation



Grand Valley Construction in 2016



2016 Projects

| | |
|------------------|---------------------|
| Kent County: | \$7,678,054 |
| Muskegon County: | \$74,000 |
| Ottawa County: | \$75,794,342 |
| Wayne County: | \$300,000 |
| Total: | \$83,846,396 |

Total construction jobs supported: 1,764

Source: GVSU Facilities Planning



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.

Source: GVSU Career Center

Top Employers of Grand Valley Alumni:

Amway
BDO USA, LLP
Deloitte
Farmers Insurance Group
Fiat Chrysler Automobiles
General Motors
Gentex
Gordon Food Service
Grand Rapids Public Schools
Haworth, Inc.
Herman Miller, Inc.
Kellogg Company
Meijer, Inc.
Mercy Health
Pine Rest Christian Mental Health Services
Quicken Loans
Spectrum Health System
State of Michigan
Steelcase, Inc.
Stryker

Economic Impact in Region



\$780 million

Economic impact of GVSU's 28,700 students, faculty and staff in Kent, Ottawa and Muskegon counties in fiscal year 2014-2015

48,373

Alumni in Kent, Ottawa and Muskegon counties

11,418

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

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

The Future of Grand Valley

2016-2021 Strategic Plan



Key outcomes:

- Learning environment is personal, challenging and transformational. Supports excellent academic programs and co-curricular opportunities.

Grand Valley:

- Is diverse and inclusive.
- Has mutually beneficial relationships, partnerships, collaborations and connections in Michigan and around the world.
- Supports innovation, integrative scholarly and creative activity, and the use of new technologies.
- Strategically allocates its fiscal, human and other institutional resources.

