

# 11<sup>th</sup> Annual Accountability Report 2017-2018



Grand Valley State University

# Principles of Accountability



Grand Valley State University serves the people of the state of Michigan. It is accountable to every taxpayer and citizen for its performance in educating students to contribute to the state's well-being. Grand Valley's graduates are contributing to the economic vitality and social fabric of every community in the state and taking their talents well beyond its borders to enrich our world.

For the last several years, state lawmakers have utilized a higher education funding plan that ties a small portion of state support to performance. Grand Valley is again a top performer in key areas, including providing access to students who might not otherwise be able to afford a college degree and keeping students on a path to a timely graduation.

This annual Accountability Report clearly illustrates Grand Valley's proven results and outcomes as desired by state leaders and as identified in the university's strategic plan. All the data in the report is sourced and shows how Grand Valley delivers on the promise of a quality, public education for the people of Michigan. Employers, families and individuals benefit and that leads to societal strength in our communities.

The organization of this report correlates to seven core values within Grand Valley's 2016-2021 strategic plan:

**Excellence Integrity Inquiry Inclusiveness  
Community Sustainability Innovation**

All seven values lead to the ultimate accountability – student success. Our students and alumni are creating what is known as the Laker Effect.

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

[www.gvsu.edu/accountability](http://www.gvsu.edu/accountability)  
[www.gvsu.edu/strategicplanning](http://www.gvsu.edu/strategicplanning)



# Measures of Student Success

Core University Values: Excellence and Inquiry



# Comparative Academic Statistics for New Students Entering Michigan Public Universities

Fall 2016 <u>Median Composite ACT Score</u>	
U of M-Ann Arbor	31
Michigan Tech	27
Michigan State	26
U of M-Dearborn	25
Grand Valley	24
Wayne State	24
Central	23
Northern	23
Eastern	22
Ferris	22
Oakland	22
Saginaw Valley	22
Western	22
Lake Superior	21
U of M-Flint	21

Source: 2018 Barron's College Profiles

Fall 2016 <u>Mid-50% ACT Score</u>	
U of M-Ann Arbor	29-33
Michigan Tech	25-30
Michigan State	24-29
U of M-Dearborn	22-27
Grand Valley	21-26 <sup>1</sup>
Oakland	20-27
Wayne State	20-27
Central	20-25
Saginaw Valley	20-25
U of M-Flint	19-26
Eastern	19-25
Ferris	19-25
Northern	19-25 <sup>2</sup>
Western	19-25
Lake Superior	19-24 <sup>1</sup>

Source: College Board Handbook 2018

<sup>1</sup> GVSU & LSSU - Fall 2015

<sup>2</sup> NMU - Fall 2013

Fall 2016 <u>GPA 3.0 or Higher</u>	
U of M-Ann Arbor	99%
Michigan State	97%
Michigan Tech	96%
Grand Valley	94%
U of M-Dearborn	91%
Central	82%
Saginaw Valley	78%
Oakland	77%
Wayne State	76%
U of M-Flint	74%
Eastern	71%
Western	71%
Ferris	68%
Lake Superior	56% <sup>3</sup>
Northern	53%

Source: College Board Handbook 2018

<sup>3</sup> LSSU - Fall 2004

# Freshman to Sophomore Retention Rate

University of Michigan-Ann Arbor	97%
Michigan State University	92%
Grand Valley State University	84%
Michigan Technological University	83%
Wayne State University	82%
Western Michigan University	79%
Central Michigan University	78%
Northern Michigan University	75%
Oakland University	75%
Eastern Michigan University	75%
Ferris State University	75%
University of Michigan-Dearborn	74%
Lake Superior State University	72%
University of Michigan-Flint	68%
Saginaw Valley State University	67%



Source: IPEDS  
Fall 2015 to Fall 2016

# Graduation Rates



University of Michigan-Ann Arbor	91%
Michigan State University	79%
Michigan Technological University	67%
Grand Valley State University	66%
Central Michigan University	58%
University of Michigan-Dearborn	54%
Western Michigan University	53%
Oakland University	47%
Northern Michigan University	47%
Ferris State University	44%
Lake Superior State University	42%
Eastern Michigan University	41%
Wayne State University	39%
Saginaw Valley State University	38%
University of Michigan-Flint	37%

Source: IPEDS  
2010 Cohort



# Pass Rates of Graduates on Licensure and Certification Exams

Program	Pass Rate	National Benchmark
Finance	100%	64%
Nursing *	100%	
Physical Therapy	100%	
Police Academy	100%	
Military Police Basic Training Program	100%	
Speech and Language Pathology	100%	
Occupational Therapy	98%	
Physician Assistant	98%	
Athletic Training	96%	83.6%
Medical Laboratory Science	94%	

Source: GVSU Institutional Analysis

\* Doctoral- Child/Adolescent NP

# National Rankings and Recognition

## ONE OF “AMERICA’S 100 BEST COLLEGE BUYS”

For 22 consecutive years  
*Institutional Research & Evaluation*

## BEST IN THE MIDWEST

*Princeton Review*

## VETERAN-FRIENDLY SCHOOL

Gold Rank  
*Michigan Veterans Affairs Agency*

## ONE OF “AMERICA’S TOP COLLEGES”

*Forbes*



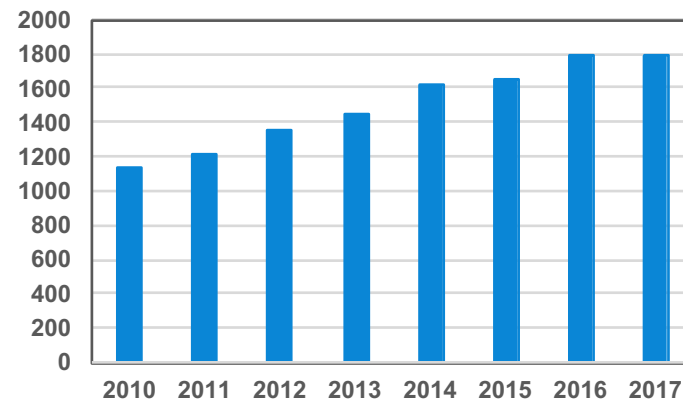


# Meijer Honors College

The Meijer Honors College is growing in numbers and significance. With nearly 1,800 students, the college is close to optimal enrollment. The Honors College boasts an impressive 92% retention rate from freshman to sophomore year.



**Honors total enrollment**




# Student Satisfaction


**“Overall Rating of Grand Valley.”**  
**97% respond “good”**  
**or “excellent”**

Source: GVSU Survey of Graduates, 2015-16 (Inst Analysis)



 **The Mandy** @Mandagrace1915 · 20h  
So blessed that @GVSU feels like home. I literally belong here.  
#LakerForALifetime ❄️💙⚓

 **Justin McPhail** @justinmcphai1 · 20m  
I love my discussion-based classes at @GVSU. There is no better way to challenge your thinking and understanding and acceptance of concepts

 **Childish Kiersteno** @Justkiersten08 · 5m  
@GVSU will forever be the best choice I made.

# Employment and Placement After Graduation



Recent graduates employed or in graduate school	93%
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Employed in Michigan	86%
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Source: 2015-2016 GVSU Postgraduate  
Employment Report



# Access and Affordability Measures

Core University Value: Inclusiveness



# Enrollment Records

- More than 4,000 freshmen have enrolled at the university for six years in a row.
- A record number of students of color is enrolled, 4,344 up from 4,315 last fall.
- 4<sup>th</sup> year of enrolling more than 25,000 students.



Source: GVSU Institutional Analysis

# 2017 Fall Headcount



Michigan State	49,042
U of M-Ann Arbor	45,846
Wayne State	27,089
Grand Valley	25,049
Western	22,757
Central	21,680
Eastern	20,157
Oakland	19,333
Ferris	13,770
U of M-Dearborn	9,148
Saginaw Valley	8,662
U of M-Flint	7,916
Northern	7,750
Michigan Tech	7,313
Lake Superior	2,237

Source: HEIDI  
LSSU Fall 2016



# Michigan Resident Undergraduate Headcount

Michigan State	30,737
Grand Valley	20,313
Central	17,214
Wayne State	16,673
U of M-Ann Arbor	16,380
Eastern	16,239
Western	16,031
Oakland	15,484
Ferris	11,703
Saginaw Valley	7,248
U of M-Dearborn	6,755
U of M-Flint	6,150
Northern	6,151
Michigan Tech	4,726
Lake Superior	2,214



Source: HEIDI  
LSSU Fall 2016

# Equivalent Full-Time Enrollment



Michigan State	45,947
U of M-Ann Arbor	45,735
Grand Valley	22,871
Wayne State	22,516
Central	20,804
Western	19,508
Oakland	17,864
Eastern	16,725
Ferris	11,636
Saginaw Valley	7,895
U of M-Dearborn	6,906
Northern	6,891
Michigan Tech	6,651
U of M-Flint	6,440
Lake Superior	1,930

Source: FYES enrollment per HEIDI – 2016-2017  
WSU calculation estimate, CMU 2015-2016

# Changes in Enrollment

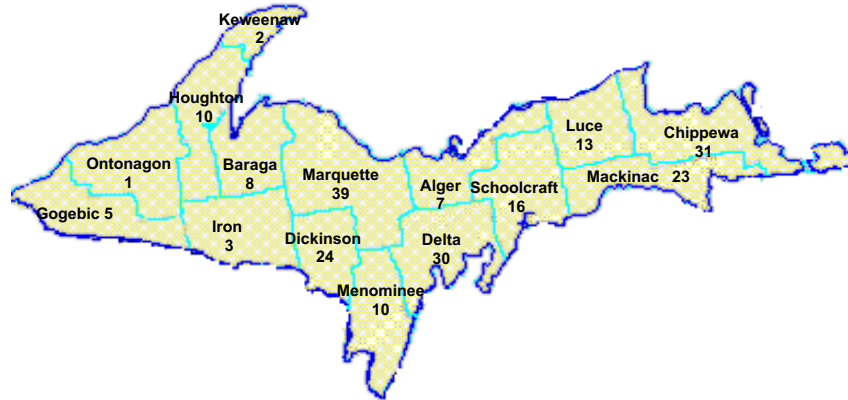


Grand Valley	93.2%
Oakland	71.9%
Saginaw Valley	46.9%
Ferris	35.7%
U of M-Flint	30.8%
U of M-Dearborn	23.1%
U of M-Ann Arbor	22.9%
Michigan State	18.9%
Central	17.4%
Michigan Tech	10.7%
Northern	4.1%
Western	-6.4%
Eastern	-6.7%
Wayne State	-7.3%
Lake Superior	-33.6%

Source: HEIDI – FYES from 1997 to 2017  
WSU calculation estimate, CMU 1997-2016



# Geographic Origin

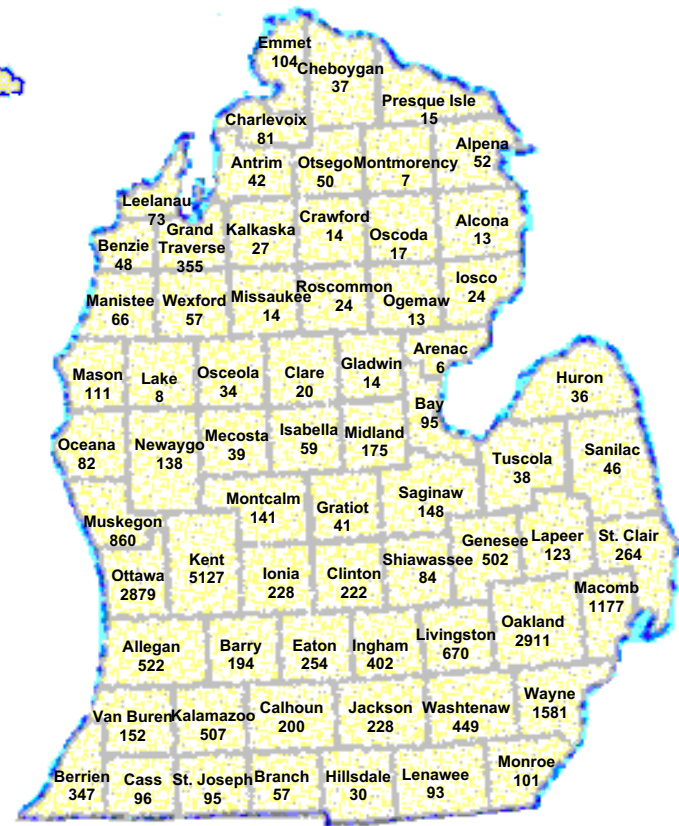


## Geographic Origin Fall Semester 2017

Michigan Residents	22,941
Other States	1,680
Other Countries	428
<b>Total</b>	<b>25,049</b>

## Top 6 Counties

Kent	Wayne
Oakland	Macomb
Ottawa	Muskegon



# First-time Student Annual Tuition



Michigan Tech	\$15,074
U of M-Ann Arbor	\$14,826
Michigan State	\$14,460
Wayne State	\$12,729
Central	\$12,510
U of M-Dearborn	\$12,472
Oakland	\$12,420
Western	\$12,243
Eastern	\$12,219
Ferris	\$12,180
Grand Valley	\$11,994
Lake Superior	\$11,622
U of M-Flint	\$11,334
Northern	\$10,490
Saginaw Valley	\$9,819

Source: University Budget Office

# Financial Aid Available To GVSU Students

## Institutional Financial Aid Commitment

	Amount	Increase
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%
2017-18	\$47,295,651	7.45%

Source: GVSU Office of Financial Aid & Scholarships

## Types of Financial Aid Available 2016-2017

Need-Based Grants	\$48,837,029
Merit Scholarships	\$34,451,585
Loans	\$181,077,212
Work Study	\$1,403,913
<b>TOTAL</b>	<b>\$265,769,739</b>

Source: GVSU Office of Financial Aid & Scholarships





# Net Cost of Tuition for Typical GVSU Student



Tuition (2017-2018)	\$11,994
Average Gift Aid	\$4,542
<b>Average Net Cost</b>	<b>\$7,452</b>

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 2,650 students received the Grand Finish Grant in 2016-2017. Students who are on track to finish their degree in four years receive up to \$1,000.

Of the 2017 graduates who earned a degree in four years or less, 35% had no debt.

# Student Loan Default Rate



University of Michigan - Ann Arbor	1.3%
Michigan Technological University	2.0%
Michigan State University	3.5%
Grand Valley State University	4.0%
Oakland University	4.8%
Central Michigan University	4.9%
University of Michigan - Dearborn	5.6%
Western Michigan University	6.2%
University of Michigan - Flint	6.3%
Lake Superior State University	6.8%
Ferris State University	7.3%
Saginaw Valley State University	7.5%
Wayne State University	7.7%
Eastern Michigan University	9.9%
Northern Michigan University	11.0%

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



# Public Investment in Grand Valley

Core University Value: Integrity



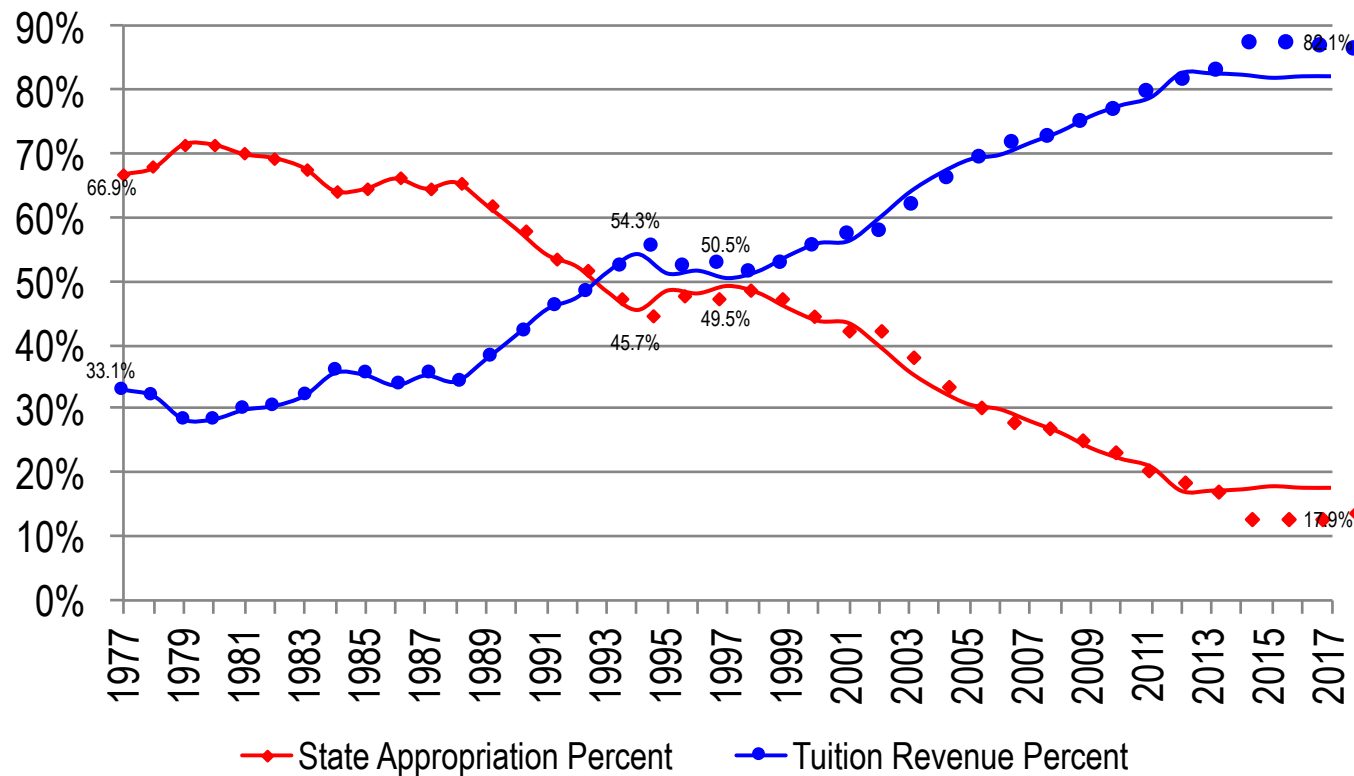


# State Appropriation per Student

	2013-14	2014-15	2015-16	2016-17	2017-18
Wayne State	7,682	8,176	8,455	8,736	8,914
Michigan Tech	6,816	7,485	7,222	7,399	7,290
U of M-Ann Arbor	6,506	6,745	6,844	7,044	7,200
Lake Superior	5,058	5,712	6,075	6,421	6,971
Northern	4,872	5,362	5,617	5,998	6,385
Michigan State	5,579	5,819	5,848	5,979	6,076
Western	4,503	4,898	5,066	5,288	5,494
<b>State Average</b>	<b>4,776</b>	<b>5,079</b>	<b>5,182</b>	<b>5,345</b>	<b>5,476</b>
Ferris	3,735	4,022	4,149	4,307	4,420
Eastern	3,650	3,909	3,953	4,207	4,364
Central	3,267	3,647	3,883	3,944	4,117
U of M-Dearborn	3,375	3,543	3,615	3,681	3,748
Saginaw Valley	2,828	3,059	3,193	3,409	3,577
U of M-Flint	2,962	3,157	3,164	3,266	3,444
Grand Valley	2,588	2,835	2,943	3,040	3,087
Oakland	2,797	2,896	2,831	2,868	2,872

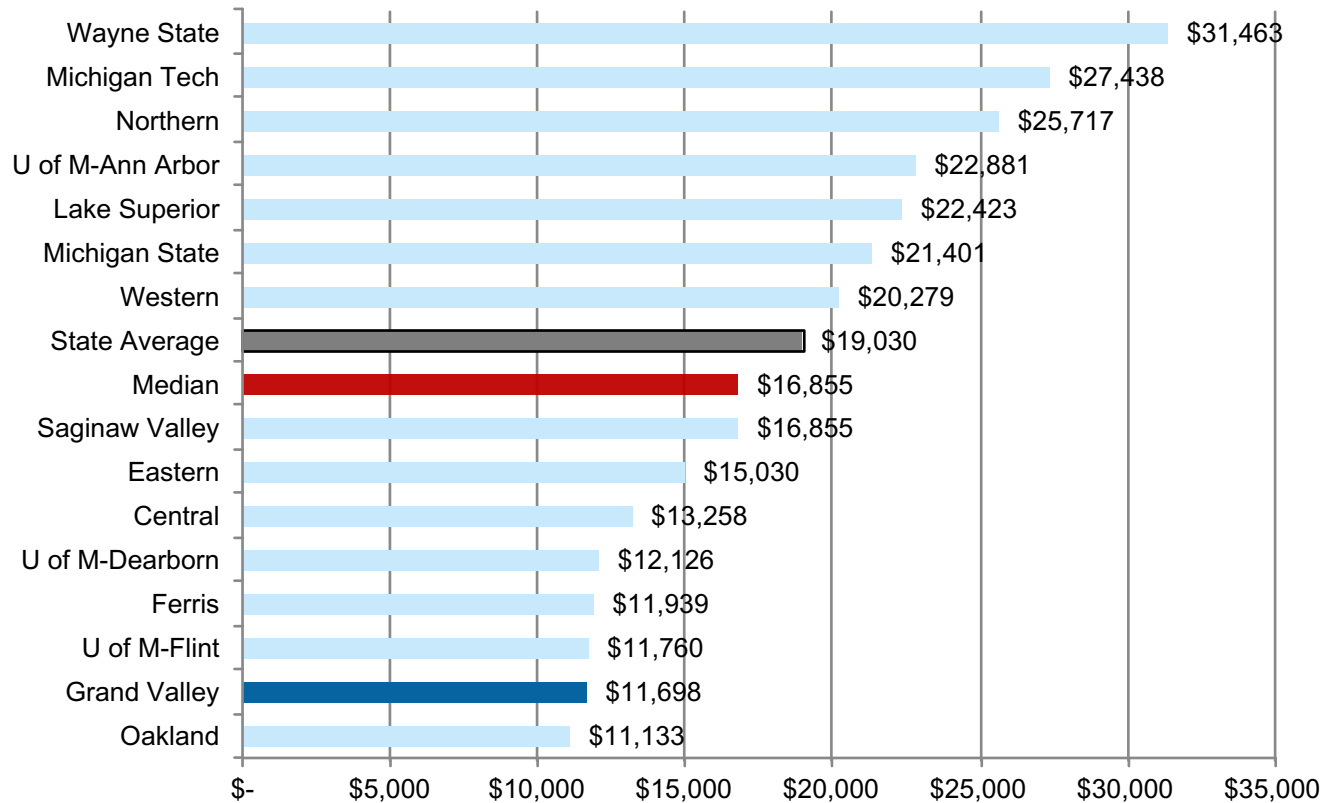
Source: HEIDI

# Ratio of State Aid vs. Tuition at Grand Valley



Source: HEIDI —1977-2017 Actual

# State Investment per Degree



Source: HEIDI - FY 2016 appropriations  
HEIDI - FY 2015-16 degrees  
Based on appropriations over 4 years

# Efficiency Measures

Core University Value: Sustainability





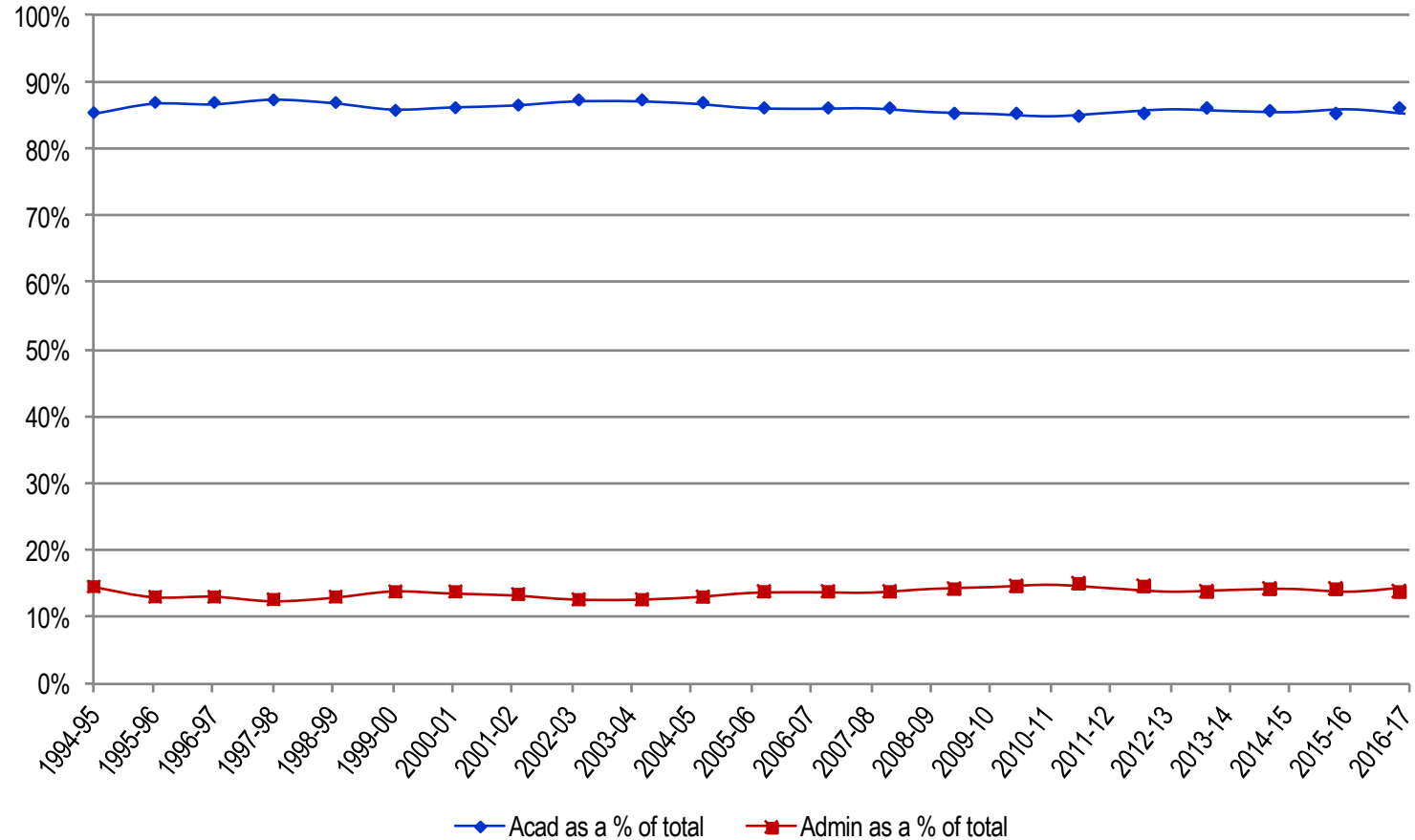
# Average Number of Students per Faculty



U of M-Ann Arbor	11
Wayne State	12
Michigan Tech	12
Lake Superior	13
Western	14
Central	15
U of M-Dearborn	15
Eastern	15
U of M-Flint	15
Ferris	16
Michigan State	16
Grand Valley	17
Oakland	18
Northern	19
Saginaw Valley	20

Source: HEIDI  
Fall 2016

# Academic vs. Administrative Expenses



Source: 1994-2017 HEIDI

# Environmental Sustainability

**RANKED 39<sup>TH</sup> OUT OF 227  
INSTITUTIONS AS ONE OF THE  
COUNTRY'S GREENEST UNIVERSITIES**

*Sierra Club*



**ONE OF AMERICA'S ENVIRONMENTALLY  
RESPONSIBLE COLLEGES**

*Princeton Review*

- There are more than 250 sustainability-related courses offered at Grand Valley (economic, social, environmental).
- During the past 15 years, Grand Valley has decreased use of water on a square-foot basis by 48.6%, natural gas by 35.0% and electricity by 28.7%.
- Grand Valley was named a Bicycle Friendly University by the League of American Bicyclists, a national organization that encourages the use of bicycles for health and well-being.
- Grand Valley received the 2017 APPA Effective and Innovative Practices Award for its partnership with Consumers Energy on the solar-panel project on the Allendale Campus.

# Bus Partnership



**GVSU Investment with The Rapid:** \$2,657,320

**GVSU Community Saves:**

2,490,337	Rides
16,579,222	Vehicle Miles Avoided
\$8,869,884	Vehicle Operating Costs Avoided

Note: Calculations based on average trip distance and 2017 IRS Standard Mileage Rates



# Private-Public Partnership

Core University Value: Community



# Private Giving to Grand Valley

Nearly 14,000 donors helped Grand Valley University Foundation raise \$12.6 million. This included another record giving level for alumni.

**18%** INCREASE IN ANNUAL GIVING

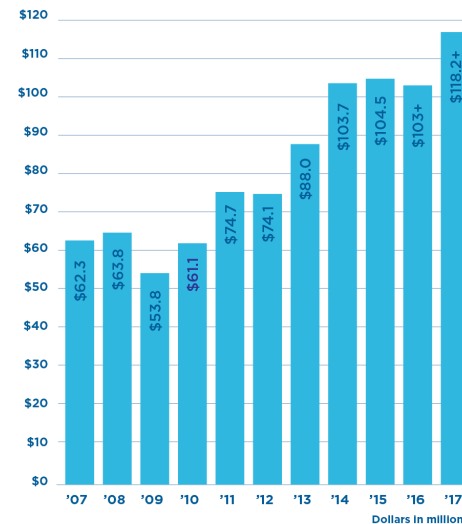
**31** NEW SCHOLARSHIPS

**54%** FACULTY/STAFF GIVING

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



## ENDOWMENT FUND GROWTH



### Source:

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

Gifts and pledges received by Grand Valley State University and the Grand Valley University Foundation totaled \$12.6 million this fiscal year.

Gifts to the University Endowment exceeded goals for this year. The fund at the end of the fiscal year was more than \$118 million.



# Economic Development

Core University Value: Innovation



# Grand Valley Construction in 2017



## 2017 Projects

Kent County:	\$55,518,160
Muskegon County:	\$74,000
Ottawa County:	\$53,109,708
Wayne County:	\$355,000
<b>Total:</b>	<b>\$109,056,868</b>

**Total construction jobs supported: 2,295**

Source: GVSU Facilities Planning



# Community Impact of Grand Valley Alumni

## The Laker Effect

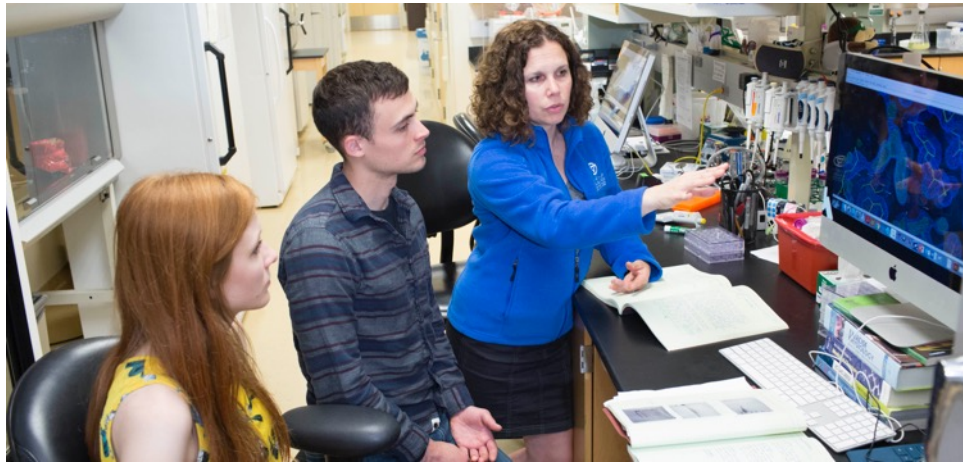
While Lakers live throughout the world, their impact is greatest in Kent, Ottawa and Muskegon counties, where nearly half of all graduates live or work.

### Top Employers of Grand Valley Alumni:

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

Source: GVSU Career Center

# Economic Impact in Region



**\$816 million**

Economic impact of GVSU's 29,000 students, faculty and staff in Kent, Ottawa and Muskegon counties in fiscal year 2015-2016

**50,195**

Alumni in Kent, Ottawa and Muskegon counties

**11,810**

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 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.



