

Grand Valley State University

12th Annual

Accountability Report

2018-2019



Principles of Accountability



Public institutions of higher education have been the source of individual and collective achievements since their inception. Grand Valley State University, founded in 1960, is relatively young but mature in its understanding of its obligations to the taxpayers of the state of Michigan. For a dozen years, this annual Accountability Report has provided proof of performance for policymakers, business and community leaders, and students so they have confidence in their investment in Grand Valley and the education it provides. The data in this report is clearly sourced and illustrates the proven results Michigan leaders and families demand of the state's universities.

The organization of this report correlates to seven core values within the university's strategic plan:

- **Excellence** • **Integrity** • **Inquiry** • **Inclusiveness**
- **Community** • **Sustainability** • **Innovation**

These values provide the framework that leads to graduates who are contributing to the economic vitality and social fabric of communities around the state and beyond. These talented graduates are positively affecting their communities no matter where in the world they live and work. Grand Valley campuses are teeming with students who are being educated in the liberal arts tradition, who will be the complex problem-solvers in a future with challenges not yet known. These 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
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 2017 Median Composite ACT Score		Fall 2016 & 2017 Mid-50% ACT Score		Fall 2016 & 2017 GPA 3.0 or Higher	
U of M - Ann Arbor	31	U of M - Ann Arbor	30-33	U of M - Ann Arbor	100%
Michigan Tech	27	Michigan Tech	25-30	Grand Valley	96%
Michigan State	26	Michigan State	23-28	Michigan State	96%
U of M - Dearborn	26	U of M - Dearborn	22-28	Michigan Tech	95%
Grand Valley	24	Grand Valley	21-26	U of M - Dearborn	94%
Wayne State	24	Oakland	21-27	Saginaw Valley	82%
Central	23	Wayne State	21-27	Central	78%
Saginaw Valley	23	Central	20-27	U of M - Flint	78%
U of M - Flint	23	Saginaw Valley	20-25	Oakland	77%
Western	23	U of M - Flint	20-26	Wayne State	76%
Eastern	22	Western	20-26	Eastern	74%
Ferris	22	Eastern	19-25	Lake Superior	74%
Northern	22	Ferris	19-25	Western	74%
Oakland	22	Northern	19-25 ²	Ferris	68%
Lake Superior	21	Lake Superior	19-24 ¹	Northern	53%

Source: [2019 Barron's College Profiles](#)

Source: [College Board Website as of 10/3/2018](#)

¹ LSSU – Fall 2015

² NMU – Fall 2013

Source: [College Board Website as of 10/3/2018](#)

Freshman to Sophomore Retention Rate

University of Michigan-Ann Arbor	97%
Michigan State University	91%
Michigan Technological University	83%
Grand Valley State University	83%
Wayne State University	81%
University of Michigan-Dearborn	81%
Ferris State University	79%
Western Michigan University	78%
Northern Michigan University	78%
University of Michigan-Flint	77%
Central Michigan University	77%
Oakland University	77%
Saginaw Valley State University	74%
Eastern Michigan University	72%
Lake Superior State University	67%



Source: IPEDS: Fall 2016 to Fall 2017

Graduation Rates



University of Michigan-Ann Arbor	92%
Michigan State University	80%
Michigan Technological University	67%
Grand Valley State University	65%
Central Michigan University	58%
University of Michigan-Dearborn	54%
Western Michigan University	51%
Northern Michigan University	50%
Ferris State University	50%
Wayne State University	47%
Oakland University	46%
Lake Superior State University	46%
University of Michigan-Flint	44%
Eastern Michigan University	40%
Saginaw Valley State University	40%

Source: IPEDS, 2011 Cohort

Pass Rates of Graduates on Licensure and Certification Exams

Program	Pass Rate	National Benchmark
Education *	100%	
Engineering *	100%	
Nursing **	100%	
Occupational Therapy	100%	
Physician Assistant	100%	97%
Speech and Language Pathology	100%	
Police Academy	98%	
Enterprise Resource Planning	97%	
Athletic Training	96%	83.6%
Physical Therapy	95%	92.3%
Therapeutic Recreation	95%	86.8%
Medical Laboratory Science	94%	

Source: GVSU Institutional Analysis

* Undergraduate

** Doctoral- Child/Adolescent NP, Adult/Older Adult NP

National Rankings and Recognition



ONE OF “AMERICA’S 100 BEST COLLEGE BUYS”

For 23 consecutive years
Institutional Research & Evaluation

BEST IN THE MIDWEST

Princeton Review

TOP REGIONAL UNIVERSITY IN MIDWEST

U.S. News & World Report

TOP SCHOOL FOR VETERANS

U.S. News & World Report

ONE OF “AMERICA’S TOP COLLEGES”

Forbes

Frederik Meijer Honors College

The Frederik 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 retention rate of nearly 94% from freshman to sophomore year.



First-year retention (2017 cohort)	93.5%
Four-year graduation (2014 cohort)	65.5%
Six-year graduation (2012 cohort)	87.4%

Student Satisfaction



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

Source: GVSU Survey of Graduates, 2017-18



Austin Marsman @AustinMarsman · May 1

I made it official a while back, but I truly can't wait to attend @GVSU!
#GVSUBound



Jenna Rossio @jenna_rossio · May 1

#GVSUBound I've been decided since I first step foot on their campus back in summer! Happy college decision day ❤️



carls ☆
@CarlsColyer

Follow

I definitely made the right choice when I chose Grand Valley. I am so happy here ❤️



han @HannahKulas · May 13

committed to grand valley a year ago today & so thankful for the group of girls that I've grown so close to in that time & my supportive coaches. the future is bright ❤️🙌

Employment and Placement After Graduation



Recent graduates first destination rate 95%

Employed in Michigan 86%

Source: First Destination
Career Center Annual Report
2016-2017

Access and Affordability Measures

Core University Value: Inclusiveness



Enrollment Records and Highlights



- First-year enrollment is one of the largest in history, up 4.4%.
- More than 4,000 first-year students have enrolled at Grand Valley for seven years in a row.
- Retention: One of the top retention rates in university history for first-year students at 84.5%.
- Most degrees awarded in university history during the 2017-2018 academic year: 5,730

Source: GVSU Institutional Analysis

2018 Fall Headcount

Michigan State	49,401
U of M-Ann Arbor	46,588
Wayne State	27,053
Grand Valley	24,677
Western	22,416
Central	21,348
Oakland	19,309
Eastern	18,720
Ferris	13,202
U of M-Dearborn	9,284
Saginaw Valley	8,535
Northern	7,595
U of M-Flint	7,420
Michigan Tech	7,199
Lake Superior	2,166

Source: HEIDI
WSU



Michigan Resident Undergraduate Headcount



Michigan State	31,775
Grand Valley	19,981
Wayne State	16,983
U of M-Ann Arbor	16,559
Central	16,060
Oakland	15,349
Western	15,167
Eastern	15,029
Ferris	11,685
Saginaw Valley	7,198
U of M-Dearborn	6,777
U of M-Flint	5,778
Northern	5,578
Michigan Tech	4,668
Lake Superior	2,150

Source: HEIDI
WSU

Equivalent Full-Time Enrollment



U of M-Ann Arbor	46,855
Michigan State	46,014
Wayne State	22,667
Grand Valley	22,490
Central	19,546
Western	19,352
Oakland	17,412
Eastern	16,113
Ferris	11,251
Saginaw Valley	7,438
U of M-Dearborn	7,046
Northern	6,713
Michigan Tech	6,629
U of M-Flint	6,248
Lake Superior	1,826

Source: FYES enrollment per HEIDI – 2017-2018
WSU

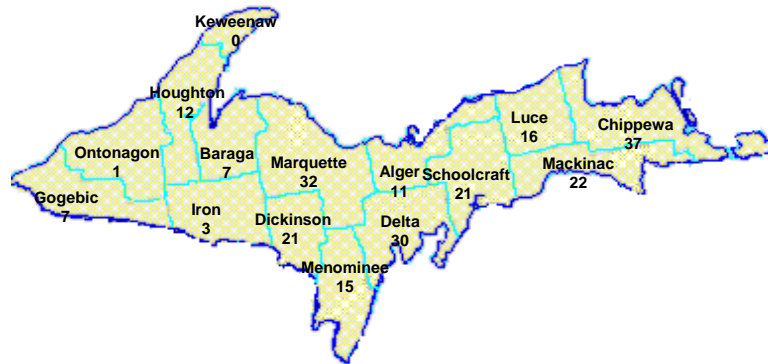
Changes in Enrollment



Grand Valley	75.8%
Oakland	62.8%
Saginaw Valley	34.7%
Ferris	32.3%
U of M-Flint	27.1%
U of M-Dearborn	25.7%
U of M-Ann Arbor	23.3%
Michigan State	15.2%
Michigan Tech	8.5%
Central	7.3%
Northern	-1.3%
Wayne State	-7.8%
Western	-8.8%
Eastern	-10.7%
Lake Superior	-36.4%

Source: HEIDI – FYES from 1998 to 2018
WSU

Geographic Origin



Geographic Origin Fall Semester 2017

Michigan Residents	22,498
Other States	1,783
Other Countries	396
Total	24,677

Top 6 Counties

Kent	Wayne
Oakland	Macomb
Ottawa	Muskegon



First-time Student Annual Tuition



Michigan Tech	\$15,646
U of M-Ann Arbor	\$15,262
Michigan State	\$14,523
Wayne State	\$13,347
Central	\$12,960
U of M-Dearborn	\$12,930
Oakland	\$12,893
Eastern	\$12,708
Ferris	\$12,630
Grand Valley	\$12,484
Western	\$12,483
Lake Superior	\$12,090
U of M-Flint	\$11,820
Northern	\$10,983
Saginaw Valley	\$10,308

Source: Michigan Association of State Universities 2018-2019

Financial Aid Available to GVSU Students

Institutional Financial Aid Commitment

	Amount	Increase
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%
2018-19	\$52,376,376	10.74%

Source: GVSU Office of Financial Aid & Scholarships

Types of Financial Aid Available 2017-2018

Need-Based Grants	\$54,123,497
Merit Scholarships	\$40,470,036
Loans	\$183,170,510
Work Study	\$1,584,375
TOTAL	\$279,348,418

Source: GVSU Office of Financial Aid & Scholarships



Net Cost of Tuition for Typical GVSU Student



Tuition (2018-2019)	\$12,484
Average Gift Aid	\$4,917
Average Net Cost	\$7,567

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 2,850 students received the Grand Finish Grant in 2017-2018. Students who are on track to finish their degree in four years receive up to \$1,000.

Of the 2018 graduates who earned a degree in four years or less, 36% had no debt.

Student Loan Default Rate

University of Michigan - Ann Arbor	1.5%
Michigan State University	2.9%
Michigan Technological University	3.3%
Grand Valley State University	3.9%
University of Michigan - Dearborn	4.5%
Oakland University	4.7%
Central Michigan University	5.1%
University of Michigan - Flint	5.6%
Lake Superior State University	6.1%
Western Michigan University	6.6%
Ferris State University	7.3%
Saginaw Valley State University	8.1%
Wayne State University	8.2%
Northern Michigan University	8.3%
Eastern Michigan University	9.5%



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

Public Investment in Grand Valley

Core University Value: Integrity



State Appropriation per Student

	2014-15	2015-16	2016-17	2017-18	2018-19
Wayne State	8,176	8,455	8,736	8,914	8,990
Michigan Tech	7,485	7,222	7,399	7,290	7,510
Lake Superior	5,712	6,075	6,421	6,971	7,247
U of M-Ann Arbor	6,745	6,844	7,044	7,200	7,014
Northern	5,362	5,617	5,998	6,385	6,965
Michigan State	5,819	5,848	5,979	6,076	6,231
Western	4,898	5,066	5,288	5,494	5,698
State Average	5,079	5,182	5,345	5,476	5,610
Ferris	4,022	4,149	4,307	4,420	4,722
Eastern	3,909	3,953	4,207	4,364	4,603
Central	3,647	3,883	3,944	4,117	4,327
Saginaw Valley	3,059	3,193	3,409	3,577	3,867
U of M-Dearborn	3,543	3,615	3,681	3,748	3,776
U of M-Flint	3,157	3,164	3,266	3,444	3,662
Grand Valley	2,835	2,943	3,040	3,087	3,151
Oakland	2,896	2,831	2,868	2,872	2,957

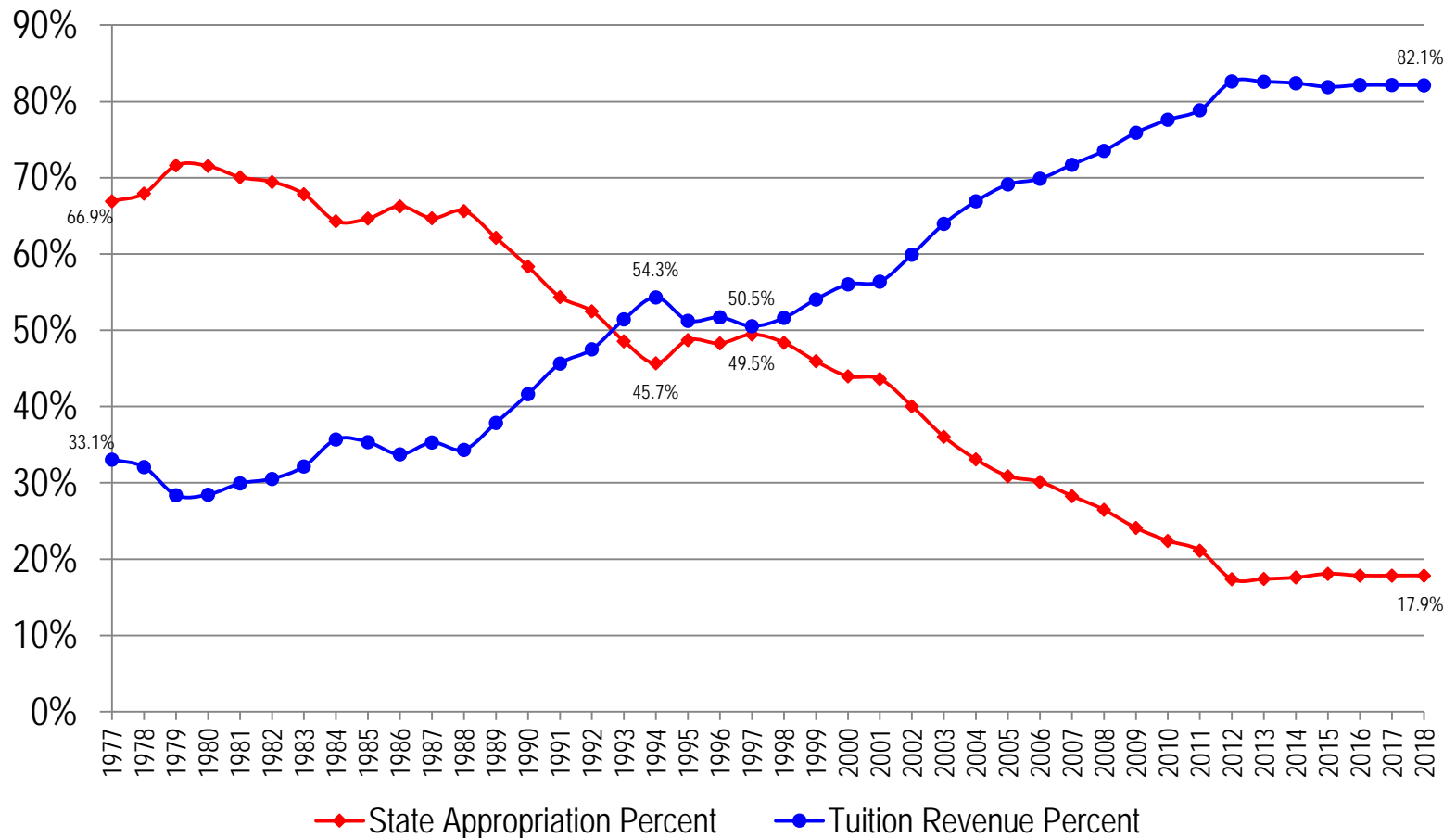
Source: HEIDI (two-year lag in FYES)

State Appropriation per Michigan Student

	FY19 Appropriation	MI Resident Headcount Fall 2017	\$ per Resident Student
U of M-Ann Arbor	\$320,782,400	16,380	\$19,584
Wayne State	\$202,363,200	16,673	\$12,137
Michigan Tech	\$49,949,600	4,726	\$10,569
Michigan State	\$286,274,200	30,737	\$9,314
Northern	\$47,998,400	6,151	\$7,803
Western	\$111,151,000	16,031	\$6,934
Lake Superior	\$13,987,000	2,214	\$6,318
Central	\$87,415,000	17,285	\$5,057
Eastern	\$76,979,300	16,239	\$4,740
Ferris	\$54,950,700	11,703	\$4,695
Saginaw Valley	\$30,528,000	7,248	\$4,212
U of M-Flint	\$23,585,400	6,075	\$3,882
U of M-Dearborn	\$26,071,800	6,755	\$3,860
Grand Valley	\$72,056,600	20,313	\$3,547
Oakland	\$52,819,200	15,484	\$3,411

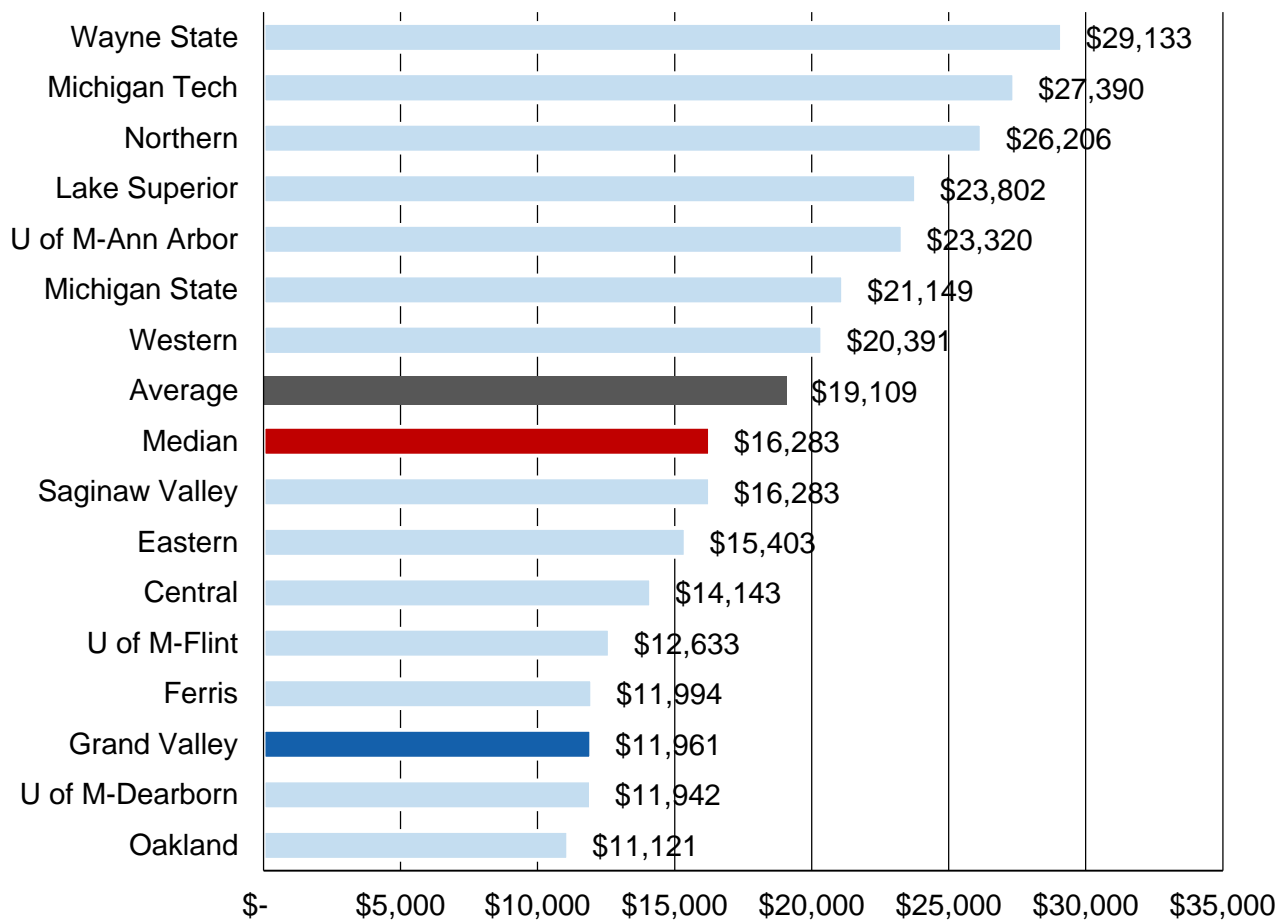
Source: Appropriation- MI P.A. 265 of 2018
Enrollment- HEIDI 2017
LSSU 2016

Ratio of State Aid vs. Tuition at Grand Valley



Source: HEIDI --1977-2018 Actual

State Investment per Degree



Source: HEIDI – FY 2017 appropriation
HEIDI – 2016-17 degrees

Efficiency Measures

Core University Value: Sustainability



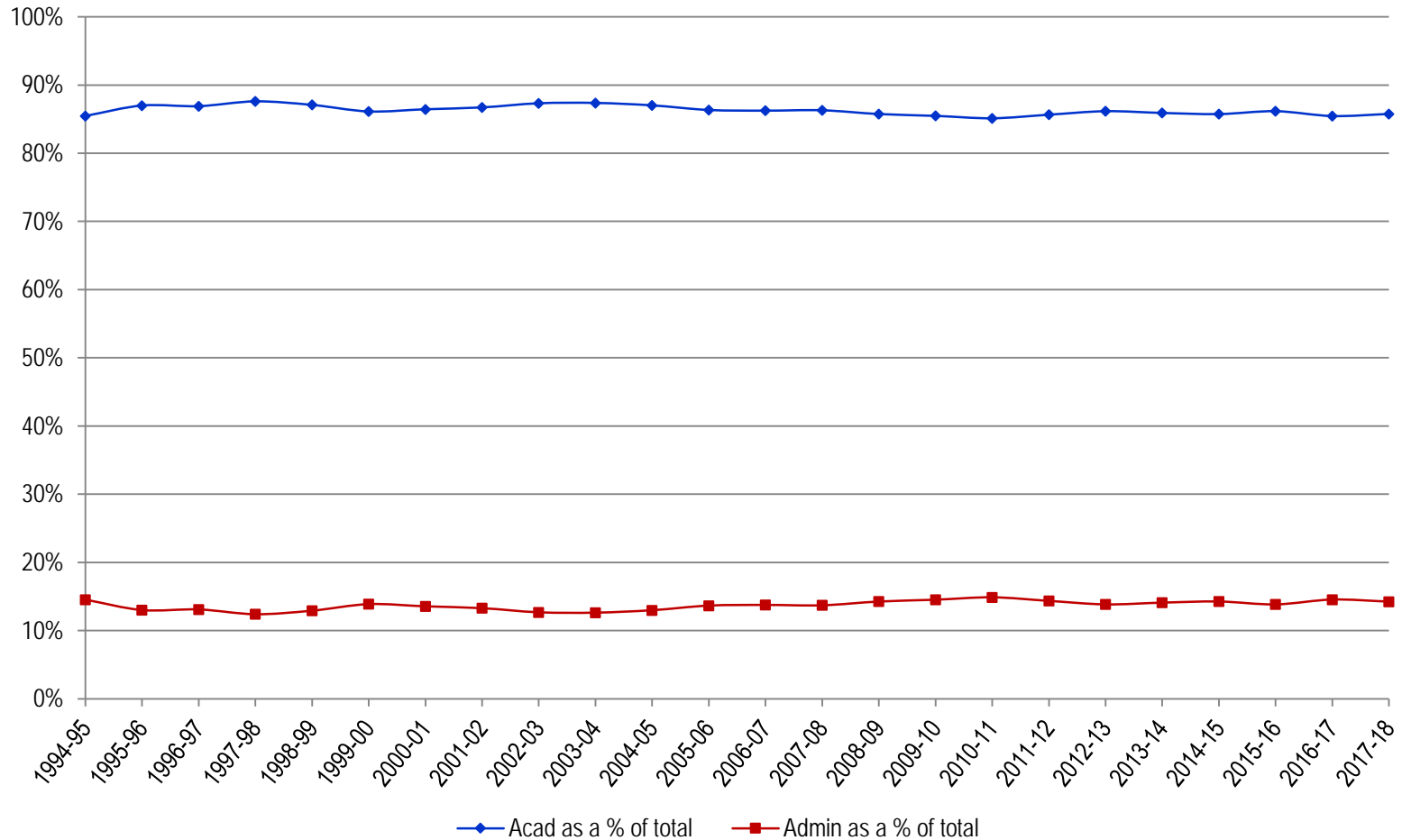
Average Number of Students per Faculty



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

Source: HEIDI
Fall 2017

Academic vs. Administrative Expenses



Source: 1994-2018 HEIDI

Environmental Sustainability

ONE OF AMERICA'S "COOLEST SCHOOLS" FOR 2018

Sierra Club



ONE OF AMERICA'S ENVIRONMENTALLY RESPONSIBLE COLLEGES

For 9 consecutive years
Princeton Review

Recyclemania:

Grand Valley named among the top 10 universities in the country.

More than 1 million pounds of material were recycled during the two-month competition.

The Green Team:

This student-led sustainability initiative focuses on educating the campus community about proper waste disposal and diversion.

Grand Valley has decreased consumption in the last 15 years:

Water on a square foot basis by nearly 40%

Natural gas by 34%

Electricity by 28%

Bus Partnership



GVSU Investment with The Rapid: \$2,521,598

GVSU Community Saves: 2,170,907 Rides

14,602,180 Vehicle Miles Avoided

\$7,958,188 Vehicle Operating Costs Avoided

Note: Calculations based on average trip distance and 2018 IRS Standard Mileage Rates

Private-Public Partnership

Core University Value: Community



Private Giving to Grand Valley

The Laker Effect Campaign is underway - Goal \$85 million

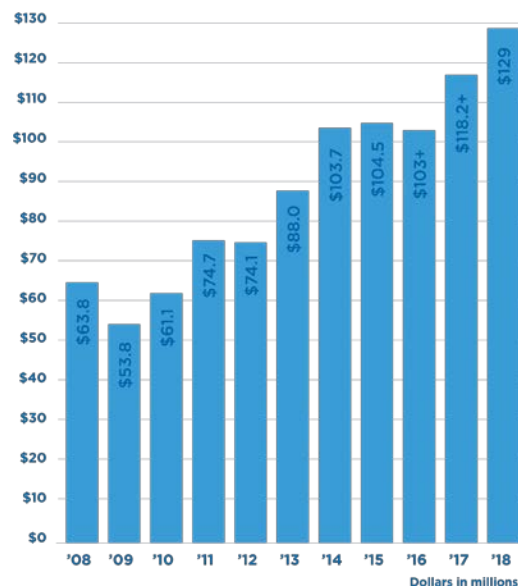
More than 14,000 donors gave a record \$26 million to the university and the Grand Valley University Foundation.

87% increase in annual giving

36 new scholarships

For more information about giving at Grand Valley visit: 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 \$26 million this fiscal year.

Economic Development

Core University Value: Innovation



Grand Valley Construction in 2018



2018 Projects

Kent County:	\$62,623,347
Muskegon County:	\$70,000
Ottawa County:	\$18,918,480
Wayne County:	\$32,700
Total:	\$81,644,527

Total construction jobs supported: 1,621

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	JR Automation Technologies
Auto-Owners Insurance	Kellogg Company
Deloitte LLC	Meijer, Inc.
Farmers Insurance Group	Mercantile Bank of Michigan
Fiat Chrysler Automobiles	Mercy Health
General Motors	Pine Rest Christian Mental Health Services
Gentex Corporation	Rocket Mortgage by Quicken Loans
Grand Rapids Public Schools	Spectrum Health System
Herman Miller, Inc.	State of Michigan
Hope Network	Steelcase, Inc.

Source: GVSU Career Center

Economic Impact in Region



\$849 million

Economic impact of GVSU's 28,667 students, faculty, and staff in Kent, Ottawa, and Muskegon counties in fiscal year 2016-2017

52,106

Alumni in Kent, Ottawa and Muskegon counties

11,970

Total estimated regional employment attributed to GVSU

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

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.

