



# Grand Valley State University

13<sup>th</sup> Annual  
Accountability Report  
2019-2020

# Principles of Accountability

Grand Valley State University is an institution that produces graduates who are making a difference in Michigan and around the world. As a public university, it is accountable to the taxpayers of Michigan and to students who pay tuition and seek a path to a more fulfilling life. This annual Accountability Report provides proof of the university's performance in an easy-to-digest format for policymakers, business and community leaders and students. The data is clearly sourced and provides assurance of the results people expect from a state institution. The report clearly shows Grand Valley is excelling in key areas: quality of students, retention and employment upon graduation. It also shows the university's efficiency in operations.



The report's organization correlates to seven core values of the university:

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

These values provide the framework for the work of the university within the communities it touches, and the work of the students and graduates who bring their talents into the businesses and organizations throughout the state and beyond. The positive impact they have is called the Laker Effect.

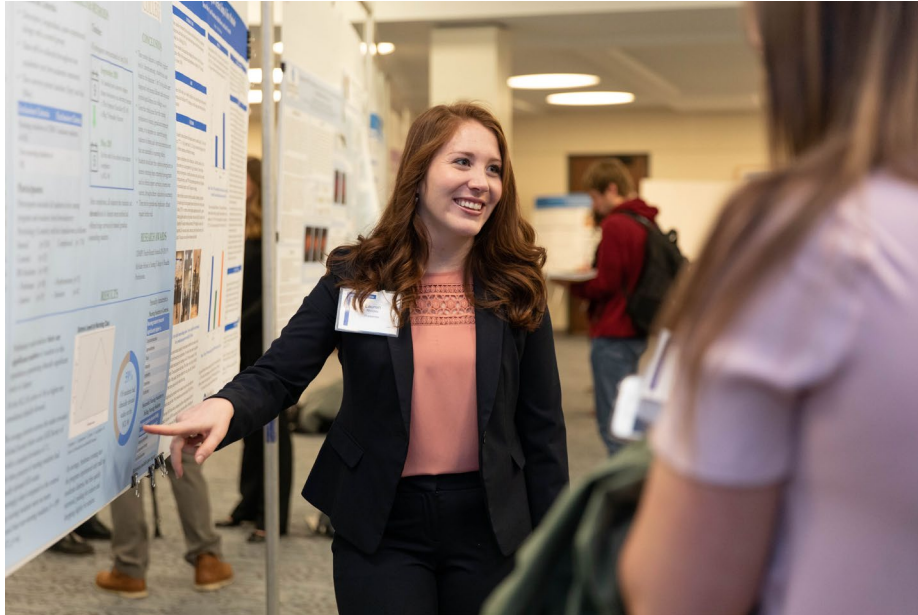
For more information on Grand Valley's values, plan and performance, visit:

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

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

# Measures of Student Success

---



# Comparative Academic Statistics for New Students Entering Michigan Public Universities

2017 – 2018  
GPA 3.0 or Higher



U of M – Ann Arbor	100%
Michigan State	97%
Michigan Tech	96%
Grand Valley	95%
U of M - Dearborn	93%
Oakland	84%
Central	82%
U of M – Flint	80%
Saginaw Valley	79%
Wayne State	76%
Western	76%
Eastern	74%
Lake Superior	73%
Ferris	67%
Northern	53%

*Source: College Board Website as of 9/11/19*

# Freshman to Sophomore Retention Rate



University of Michigan-Ann Arbor	97.3%
Michigan State University	91.9%
Grand Valley State University	84.7%
Michigan Technological University	83.7%
Western Michigan University	79.9%
Wayne State University	78.6%
University of Michigan-Dearborn	78.2%
Saginaw Valley State University	77.4%
Central Michigan University	77.3%
Lake Superior State University	76.6%
Oakland University	76.4%
Ferris State University	76.3%
Northern Michigan University	75.2%
University of Michigan-Flint	72.5%
Eastern Michigan University	71.5%

Source: IPEDS



## Graduation Rates

University of Michigan-Ann Arbor	91.9%
Michigan State University	80.1%
Michigan Technological University	68.4%
Grand Valley State University	66.1%
Central Michigan University	61.6%
Ferris State University	58.3%
University of Michigan-Dearborn	56.3%
Oakland University	55.3%
Lake Superior State University	52.7%
Western Michigan University	52.6%
Northern Michigan University	49.5%
Wayne State University	47.0%
University of Michigan-Flint	46.3%
Eastern Michigan University	45.1%
Saginaw Valley State University	43.0%

*Source: IPEDS, 2012 Cohort  
Six-year rate*



# 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%	96%
Speech Language Pathology	100%	
Police Academy	100%	
Enterprise Resource Planning	97%	
Athletic Training	96%	83.6%
Physical Therapy	97%	92.3%
Therapeutic Recreation	100%	86.5%
Medical Laboratory Science		

*Source: GVSU Institutional Analysis*

*\*Undergraduate*

*\*\* Adult Gerontology NP, Clinical Nurse Leader, NCLEX for RN Licensure*

# National Rankings and Recognition



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

For 24 consecutive years

*Institutional Research & Evaluation*

## **A Top Public University**

*U.S. News & World Report*

## **Top Performer for Social Mobility**

Enrolling and graduating large proportions of disadvantaged students  
awarded with Pell Grants

*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 1,600 students, the college is close to optimal enrollment. The Honors College boasts an impressive retention rate of 96% from freshman to sophomore year.

First-year retention (2018 Cohort)	96.0%
Four-year graduation (2014 cohort)	65.5%
Six-year graduation (2012 cohort)	87.4%
Median SAT Score	1310
Median GPA	4.0

*Source: GVSU Office of Institutional Analysis*



# Student Satisfaction



## “Overall Rating of Grand Valley.”

96.4% of 2018-19 graduates rated GVSU  
as “Excellent” or “Good”

Source: GVSU Survey of Graduates, 2018-19



**Ang Hollingsworth**  
@angywangyy

Follow

I had such great professors and classes that I really enjoyed this semester and I'm honestly so sad that it's almost over :( love you @GVSU ❤️

12:32 PM - 3 Dec 2018



**Sarra Watkins** @sarrasue7 · May 10

Extremely excited to announce I'll be furthering my education on a full tuition scholarship to GVSU!!! I'll be attending the honors college, and college of business, majoring in international business with a minor in Spanish! 🇺🇸💙  
[#gvsu2023](#) [#anchorup](#)



**Lauren** @LaurCorey · Dec 10

Taking my last final at @GVSU. It's a little bitter sweet. I've enjoyed my time at gvsu over the last 4 years and am so happy to graduate but part of me will miss it. Hopefully in a few years I'll be back for that masters degree!!!



2



**Tc** 🇺🇸 @Tonycastilla99 · Nov 19, 2018

Officially [#gvsu2023](#) greatest day of my life.



2



12



# Employment and Placement After Graduation



Recent graduates first destination rate	95%
---	-----

Employed in Michigan	93%
----------------------	-----

*Source: First Destination Career Center Annual Report 2017-2018*

# Access and Affordability Measures

---



## 2019 Fall Headcount

Michigan State	49,809
U of M – Ann Arbor	48,090
Wayne State	26,844
Grand Valley	24,033
Western	21,470
Central	19,243
Oakland	19,013
Eastern	17,814
Ferris	12,472
U of M – Dearborn	9,195
Saginaw Valley	8,265
Northern	7,732
U of M – Flint	7,297
Michigan Tech	7,041
Lake Superior	1,984

Source: HEIDI, WSU





# Equivalent Full-Time Enrollment

U of M - Ann Arbor	47,661
Michigan State	46,261
Wayne State	22,603
Grand Valley	22,442
Western	19,056
Central	18,706
Oakland	17,349
Eastern	15,163
Ferris	10,760
Saginaw Valley	7,422
U of M – Dearborn	7,164
Northern	6,768
Michigan Tech	6,654
U of M – Flint	6,088
Lake Superior	1,826



Source: FYES enrollment per HEIDI 2018-2019  
WSU

# Michigan Resident Undergraduate Headcount



Michigan State	31,698
Grand Valley	19,351
Wayne State	16,893
U of M – Ann Arbor	16,653
Oakland	15,106
Central	14,371
Eastern	14,038
Western	13,849
Ferris	11,028
Saginaw Valley	7,038
U of M – Dearborn	6,478
U of M – Flint	5,589
Northern	5,482
Michigan Tech	4,677
Lake Superior	1,969

Source: HEIDI, WSU

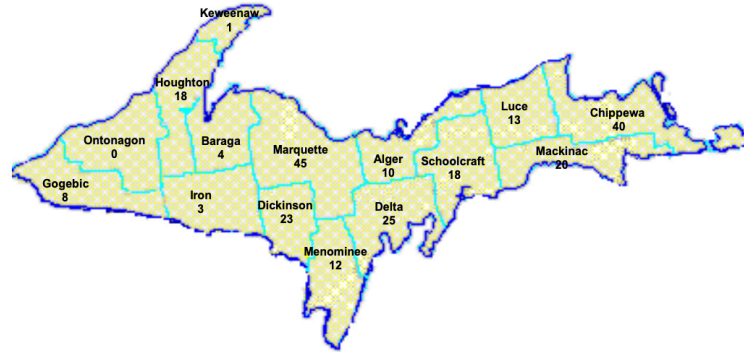
# Changes in Enrollment



Grand Valley	64.4%
Oakland	58.6%
U of M – Ann Arbor	30.0%
U of M – Dearborn	26.8%
Ferris	26.4%
Saginaw Valley	26.2%
U of M – Flint	19.7%
Michigan State	16.6%
Michigan Tech	9.7%
Central	-0.6%
Wayne State	-2.7%
Northern	-3.3%
Western	-11.9%
Eastern	-15.9%
Lake Superior	-35.3%

*Source: HEIDI – FYES from 1999 – 2019  
WSU*

# Geographic Origin



SOUTHWESTERN 11010  
 SOUTHEASTERN 9270  
 NORTHERN LOWER 1276  
 UPPER PENINSULA 240

MICHIGAN RESIDENTS 21796  
 OTHER STATES 1863  
 OTHER COUNTRIES 374

**TOTAL 24033**



# First-time Student Annual Tuition

Michigan Tech	\$15,960
U of M – Ann Arbor	\$15,558
Michigan State	\$14,460
Wayne State	\$13,766
Oakland	\$13,463
Eastern	\$13,433
U of M – Dearborn	\$13,304
Western	\$13,017
Central	\$12,960
Ferris	\$12,930
Grand Valley	\$12,860
Lake Superior	\$12,450
U of M – Flint	\$12,406
Northern	\$11,520
Saginaw Valley	\$10,814

*Source: University Budget Office Analysis*





# Financial Aid Available to GVSU Students

## GVSU Financial Aid Commitment

	Amount	Increase
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%
2019-20	\$59,744,452	14.07%

Source: GVSU Office of Financial Aid & Scholarships



## Types of Financial Aid Available 2018-2019

Need-Based Grants	\$53,351,163
Merit Scholarships	\$46,806,806
Loans	\$183,175,567
Work Study	\$2,047,777
<b>TOTAL</b>	<b>\$285,381,313</b>

Source: GVSU Office of Financial Aid & Scholarships

# Net Cost of Tuition for Typical GVSU Student



## Net Cost of Tuition for Typical GVSU Student

Tuition (2019-2020)	\$12,860
Average Gift Aid	\$6,454
Average Net Cost	\$6,406

*Source: Estimate from GVSU Office of Financial Aid & Scholarships*

# Student Loan Default Rate



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

University of Michigan – Ann Arbor	1.1%
Michigan Technological University	2.8%
Michigan State University	3.4%
Grand Valley State University	3.8%
Oakland University	4.4%
Central Michigan University	4.9%
Lake Superior State University	5.2%
University of Michigan – Dearborn	5.9%
University of Michigan – Flint	6.0%
Ferris State University	7.0%
Western Michigan University	7.0%
Wayne State University	7.2%
Saginaw Valley State University	8.1%
Northern Michigan University	8.5%
Eastern Michigan University	9.1%

# Public Investment in Grand Valley

---



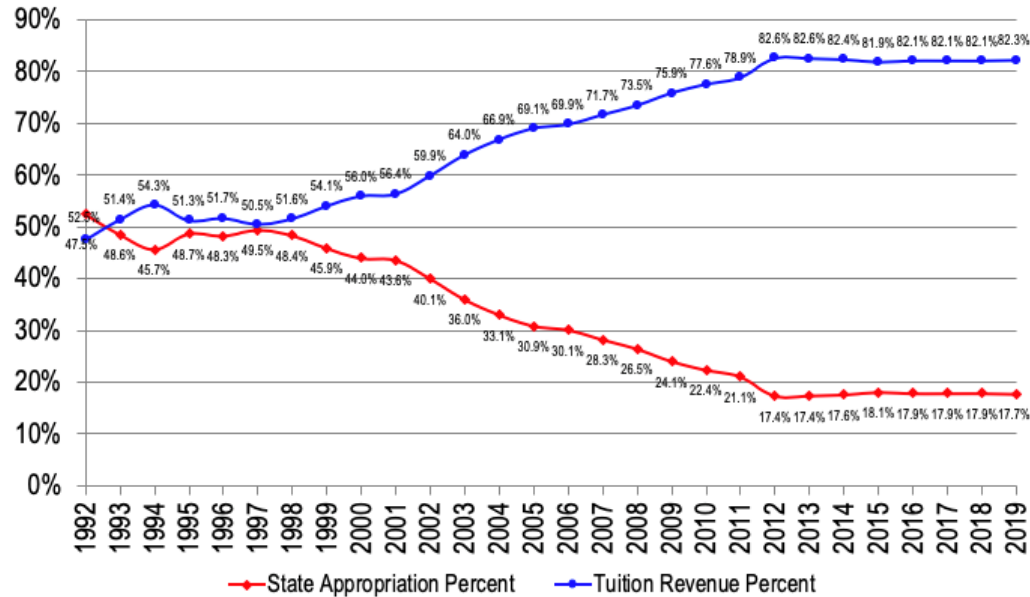
# State Appropriation per Student

	2015-16	2016-17	2017-18	2018-19	2019-20
Wayne State	8,455	8,736	8,914	8,990	8,999
Lake Superior	6,075	6,421	6,971	7,247	7,865
Michigan Tech	7,222	7,399	7,290	7,510	7,629
Northern	5,617	5,998	6,385	6,965	7,286
U of M – Ann Arbor	6,844	7,044	7,200	7,014	6,889
Michigan State	5,848	5,979	6,076	6,231	6,276
Western	5,066	5,288	5,494	5,698	5,802
Ferris	4,149	4,307	4,420	4,722	4,980
Eastern	3,953	4,207	4,364	4,603	4,813
Central	3,883	3,944	4,117	4,327	4,565
Saginaw Valley	3,193	3,409	3,577	3,867	4,142
U of M – Flint	3,223	3,327	3,493	3,716	3,875
U of M – Dearborn	3,615	3,681	3,748	3,776	3,737
Grand Valley	2,943	3,040	3,087	3,151	3,263
Oakland	2,831	2,868	2,872	2,957	3,069

Source: HEIDI

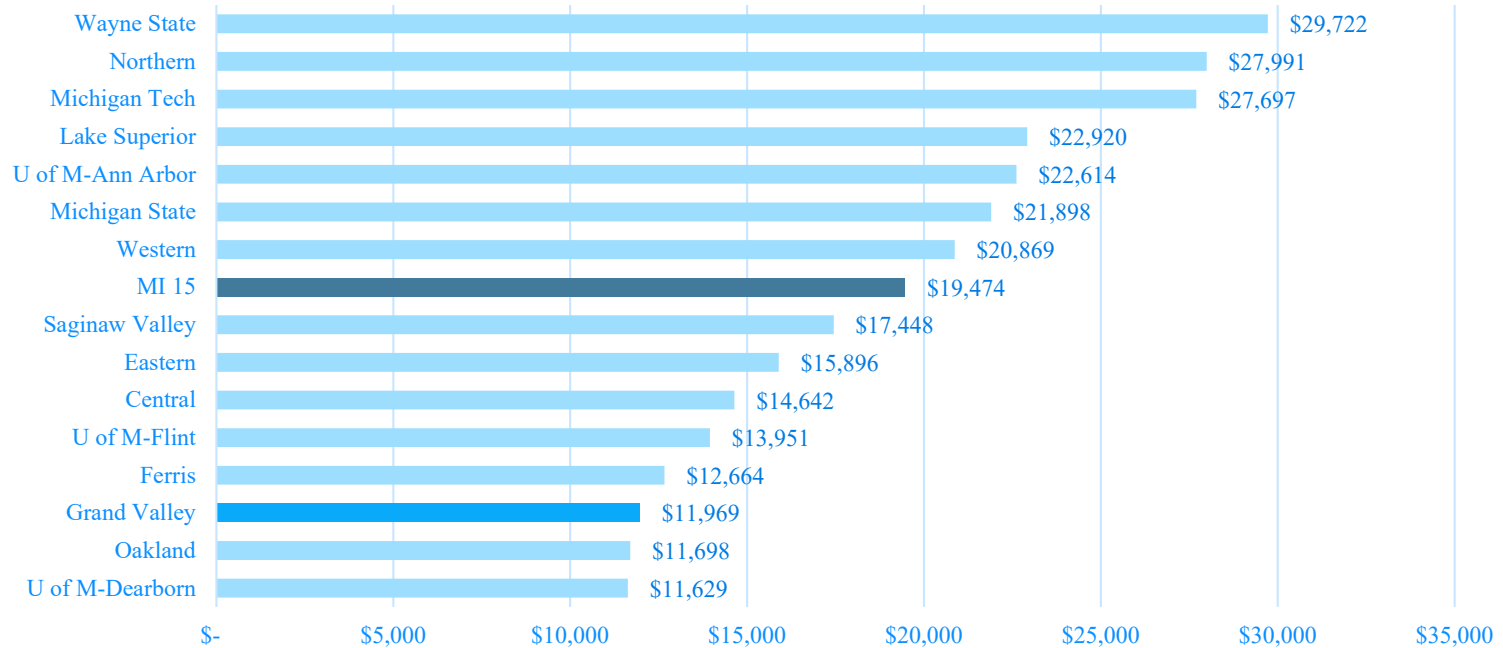


# Ratio of State Aid vs. Tuition at Grand Valley



Source: HEIDI 1992-2019 Actual

# State Investment per Degree



Source: HEIDI – FY 2018 Appropriation  
HEIDI – FY 2017-18 Degrees

# Efficiency Measures



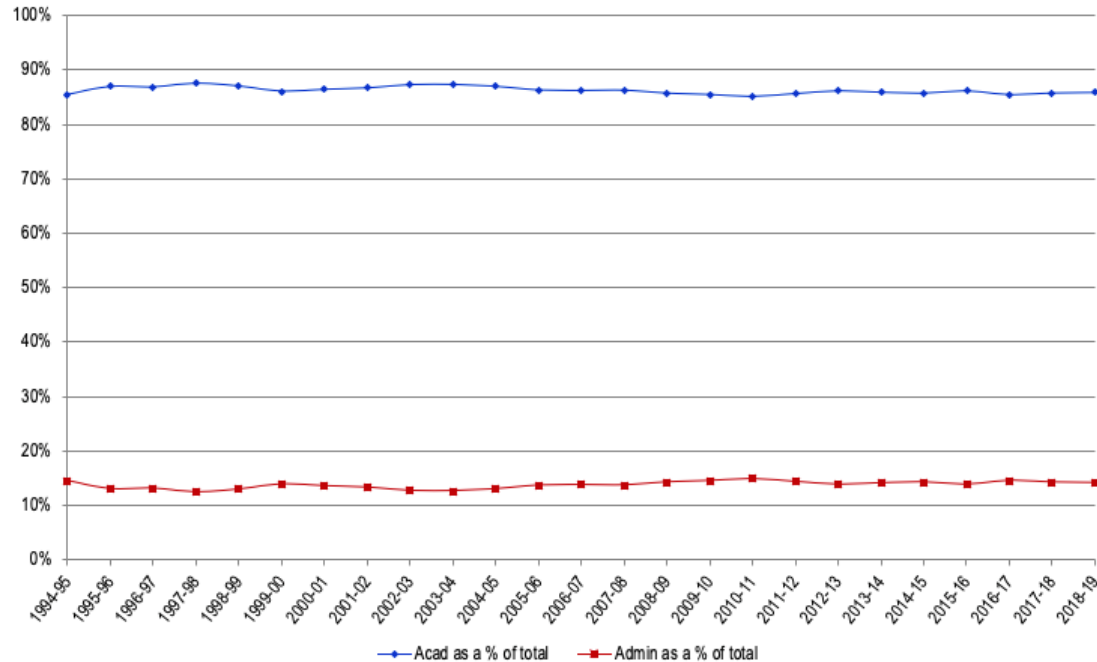
## Average Number of Students per Faculty



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

*Source: HEIDI Fall 2018*

# Academic vs. Administrative Expenses



Source: 1994-2019 HEIDI



# Environmental Sustainability

One of America's  
"Coolest Schools" for 2019  
Sierra Club



## **Recyclemania:**

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

More than 1 million pounds of material was 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 on a square foot basis:

Water over 42%

Natural Gas nearly 14%

Electricity over 22%

# Bus Partnership

**GVSU Investment with the Rapid: \$2,411,358**

**GVSU Community Saves:**

2,007,806	Rides
13,425,403	Vehicle Miles Avoided
\$7,182,590	Vehicle Operating Costs Avoided



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

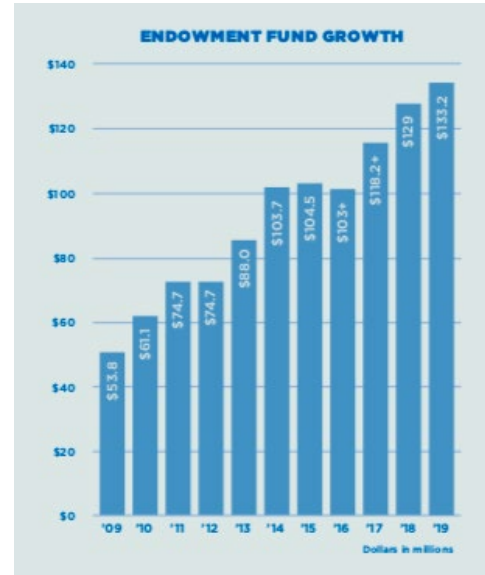
# Private-Public Partnership



# Private Giving to Grand Valley

The Laker Effect Campaign is underway – Goal \$85 Million

- More than 14,000 donors gave a record \$23.8 million to the university and the Grand Valley University Foundation.
- 534 Donor-Funded Scholarships
- 2<sup>nd</sup> Year record number of alumni giving



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

*Gifts and pledges received by Grand Valley State University Foundation totaled \$23.8 Million this fiscal year.*

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

# Economic Development

---





# Grand Valley Construction in 2019

Kent County:	\$44,382,357
Ottawa County:	\$20,394,225
Wayne County:	\$100,000
<b>Total:</b>	<b>\$64,876,582</b>

**Total construction  
jobs supported:** 1,250

*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

Auto-Owners Insurance

BDO USA

Deloitte LLC

Dow Chemical Company

Farmers Insurance Group

Fiat Chrysler Automobiles

General Motors

Grand Rapids Public Schools

Haworth

Herman Miller, Inc.

Mary Free Bed Rehabilitation Hospital

JR Automation Technologies

Kellogg Company

Meijer, Inc.

Mercy Health

Pine Rest Christian Mental Health Services

Rocket Mortgage by Quicken Loans

Spectrum Health System

State of Michigan

Steelcase, Inc.

*Source: GVSU Career Center*

# The Future of Grand Valley

## 2016-2021 Strategic Plan

### **Key Outcomes:**

- Learning environment is personal, challenging, 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.

