



Grand Valley State University

Accountability Report 2015-2016

Principles of Accountability

Executive Summary:

Grand Valley State University serves the taxpayers of Michigan and the students who enroll. An educated workforce and community contribute to economic vitality, community engagement and solid societal structures. The bottom line is that Grand Valley's success pays back large dividends.

This Accountability Report offers proof each year that Grand Valley is indeed producing results. Testimony comes in raw numbers, external awards and positive tweets from students.

State lawmakers adopted a higher education funding plan that ties a small portion of state support to performance. In each year the metrics have been used, Grand Valley has been noted to perform at the top of the list in key areas, including retention, graduation rates and providing access to students who otherwise could not afford a college education.

The organization of this report reflects the strategic plan in effect during the 2014-2015 academic year. The university is moving forward in 2016 with a strategic plan that builds on seven core values:

Excellence Integrity Inquiry Inclusiveness
Community Sustainability Innovation

All seven lead to achieving the ultimate goal – student success.



For more information on Grand Valley's performance visit:

www.gvsu.edu/accountability

www.gvsu.edu/strategicplanning

www.blmperformancetracker.com/gvsu/



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

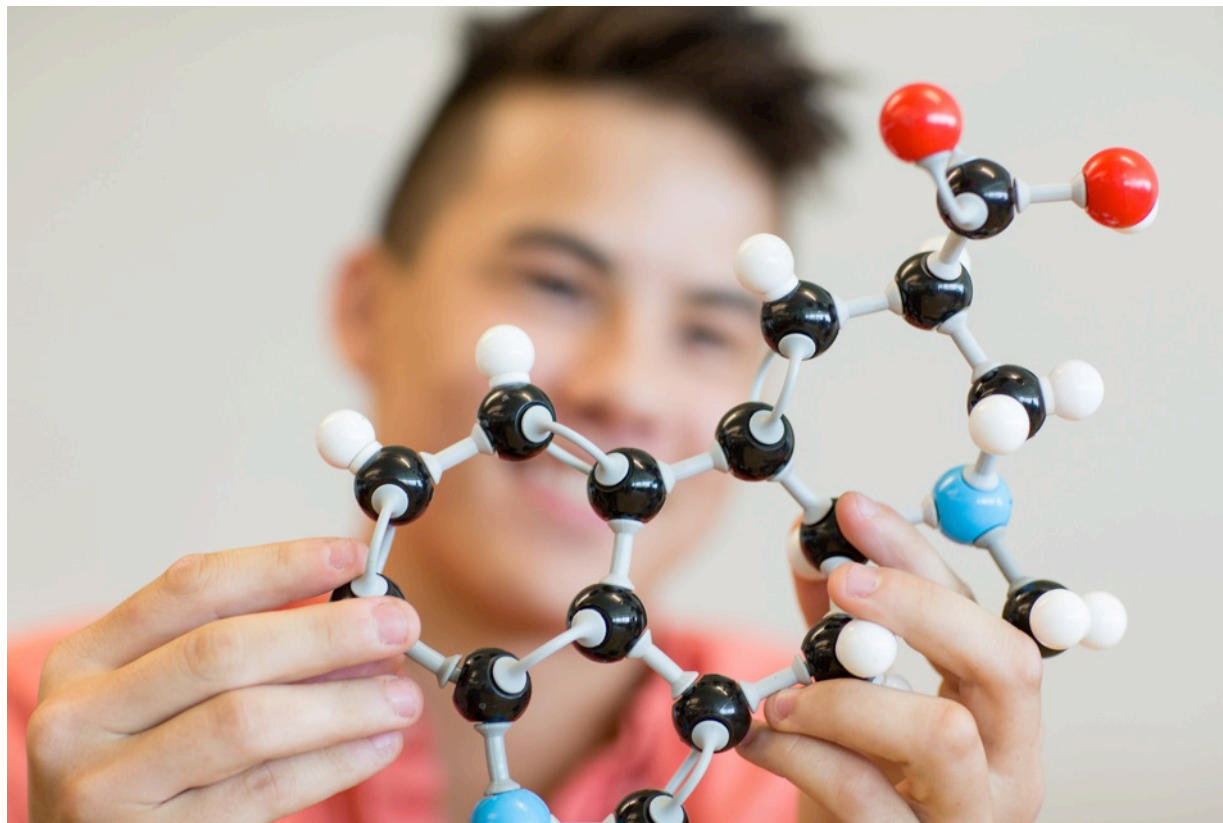
High Graduation Rates

Degrees Awarded in Critical Skills

Increase in Pell-eligible Students

Accessibility by Qualified Students

Measures of Student Success



Comparative Academic Statistics for New Students Entering Michigan Public Universities

| Fall 2014 Term | | |
|----------------------------|----|---|
| Median Composite ACT Score | | |
| 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 | |
| Northern | 22 | |
| Oakland | 22 | |
| Saginaw Valley | 22 | |
| Western | 22 | |
| Lake Superior | 21 | |
| U of M-Flint | 21 | |

Source: 2016 Barron's College Profiles

+ Midpoint of College Board Handbook 2016 Range

| Fall 2014 | |
|-------------------|--------------------|
| Mid-50% ACT Score | |
| U of M-Ann Arbor | 29-33 |
| Michigan Tech | 25-30 |
| Michigan State | 23-28 |
| U of M-Dearborn | 22-27 ^x |
| Grand Valley | 21-26 |
| Oakland | 20-26 |
| Wayne State | 20-26 |
| Central | 20-25 |
| Eastern | 20-25 |
| Lake Superior | 20-25 ^x |
| Northern | 19-25 ^x |
| Saginaw Valley | 19-25 |
| Western | 19-25 |
| Ferris | 19-24 |
| U of M-Flint | 18-24 |

Source: College Board Handbook 2016

^x College Board Handbook 2015 – Fall 2013

| Fall 2014 | |
|-------------------|------------------|
| GPA 3.0 or Higher | |
| U of M-Ann Arbor | 99% |
| Grand Valley | 96% |
| Michigan State | 95% |
| Michigan Tech | 94% |
| U of M-Dearborn | 91% |
| Central | 79% |
| Oakland | 78% |
| Eastern | 73% |
| Western | 73% |
| Saginaw Valley | 72% |
| Wayne State | 70% |
| U of M-Flint | 67% |
| Ferris | 66% |
| Lake Superior | 56% [*] |
| Northern | 53% |

Source: College Board Handbook 2016

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



Freshman to Sophomore Retention Rate



| | |
|-----------------------------------|-------|
| University of Michigan-Ann Arbor | 97.2% |
| Michigan State University | 91.6% |
| Michigan Technological University | 85.1% |
| Grand Valley State University | 83.2% |
| University of Michigan-Dearborn | 80.1% |
| Oakland University | 78.2% |
| Western Michigan University | 77.5% |
| Central Michigan University | 76.4% |
| Wayne State University | 75.7% |
| Lake Superior State University | 74.6% |
| Northern Michigan University | 72.7% |
| Eastern Michigan University | 72.5% |
| Ferris State University | 71.9% |
| University of Michigan-Flint | 71.7% |
| Saginaw Valley State University | 70.7% |

Source: IPEDS

Graduation Rates

| | |
|-----------------------------------|-------|
| University of Michigan-Ann Arbor | 90.9% |
| Michigan State University | 79.1% |
| Grand Valley State University | 64.9% |
| Michigan Technological University | 64.3% |
| Central Michigan University | 55.5% |
| Western Michigan University | 54.0% |
| University of Michigan-Dearborn | 50.1% |
| Northern Michigan University | 49.4% |
| Ferris State University | 47.8% |
| Oakland University | 45.6% |
| Lake Superior State University | 42.9% |
| Saginaw Valley State University | 40.2% |
| Eastern Michigan University | 36.5% |
| Wayne State University | 34.3% |
| University of Michigan-Flint | 34.3% |

BEST GRADUATION RATE

Among Michigan's regional public universities
Michigan Higher Education Institutional Data Inventory



Source: IPEDS

Pass Rates of Graduates on Licensure and Certification Exams

| Program | Pass Rate | National Benchmark |
|--|-----------|--------------------|
| Athletic Training | 100% | 80.7% |
| Engineering * | 100% | 85% |
| Nursing ** | 100% | |
| Occupational Therapy | 100% | |
| Physician Assistant | 100% | 95% |
| Military Police Basic Training Program | 100% | |
| Police Academy | 100% | |
| Speech and Language Pathology | 100% | |
| Physical Therapy | 98% | 91% |
| Nursing * | 94% | 82% |
| Medical Laboratory Science | 90% | |

Source: GVSU Institutional Analysis

* Undergraduate

** Doctoral- Child/Adolescent NP



National Rankings and Recognition



**BEST COLLEGE
BEST VALUE**
Money Magazine

BEST PUBLIC REGIONAL UNIVERSITY
U.S. News & World Report

BEST IN THE MIDWEST
Princeton Review

BEST VALUE
U.S. News & World Report

ONE OF “AMERICA’S 100 BEST COLLEGE BUYS”
For 20 consecutive years
Institutional Research & Evaluation

VETERAN-FRIENDLY SCHOOL
Gold Rank
Michigan Veterans Affairs Agency

BEST UNDERGRADUATE ENGINEERING PROGRAM
U.S. News & World Report

MILITARY FRIENDLY SCHOOL
Victory Media

FIRST IN THE NATION FOR COMMUNITY SERVICE
Washington Monthly

Charter Schools Accreditation

Grand Valley's Charter Schools Office is the first authorizer in the nation to receive accreditation from AdvanceED.

AdvanceED is the largest accrediting body in the world, and its team extensively reviewed documents and interviewed 120 stakeholders at Grand Valley and its authorized schools.

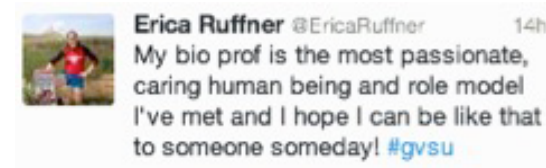
Grand Valley charters 71 schools and serves 34,000 students.



Student Satisfaction

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

Source: MAP-Works 2014



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

Source: MAP-Works 2014



Employment and Placement After Graduation



Recent graduates employed or in graduate school

90.1%

Employed in Michigan

83.8%

Source: 2013-2014 GVSU Postgraduate Employment Report

Access and Affordability Measures



Enrollment Records

Grand Valley breaks total enrollment record and enrolls largest number of students of color, out-of-state and international students in its history.



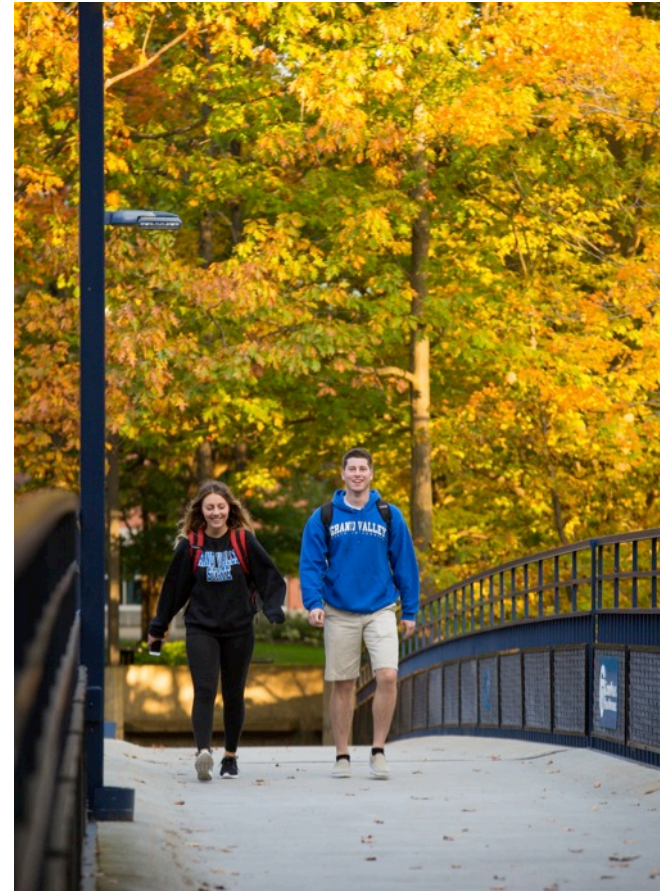
| | 2014 | 2015 |
|------------------------|-------------|-------------|
| Students of Color | 3,914 | 4,136 |
| Out-of-State Students | 1,384 | 1,492 |
| International Students | 401 | 434 |

Source: GVSU Institutional Analysis

2015 Fall Headcount

| | |
|------------------|---------|
| Michigan State | 49,517 |
| U of M-Ann Arbor | 43,455 |
| Wayne State | 27,222* |
| Grand Valley | 25,325 |
| Central | 24,826 |
| Western | 23,392 |
| Eastern | 21,416 |
| Oakland | 20,711 |
| Ferris | 14,715 |
| Saginaw Valley | 9,766 |
| U of M-Dearborn | 9,308 |
| U of M-Flint | 8,470 |
| Northern | 8,187 |
| Michigan Tech | 7,233 |
| Lake Superior | 2,187 |

Source: HEIDI, WSU Website



Michigan Resident Undergraduate Headcount



| | |
|------------------|----------|
| Michigan State | 30,542 |
| Grand Valley | 20,454 |
| Central | 19,703 |
| Western | 16,880 |
| Eastern | 16,859 |
| Wayne State | 16,758 * |
| Oakland | 16,734 |
| U of M-Ann Arbor | 16,493 |
| Ferris | 12,332 |
| Saginaw Valley | 8,026 |
| U of M-Dearborn | 6,843 |
| U of M-Flint | 6,356 |
| Northern | 6,265 |
| Michigan Tech | 4,452 |
| Lake Superior | 2,038 |

Source: HEIDI, WSU Website

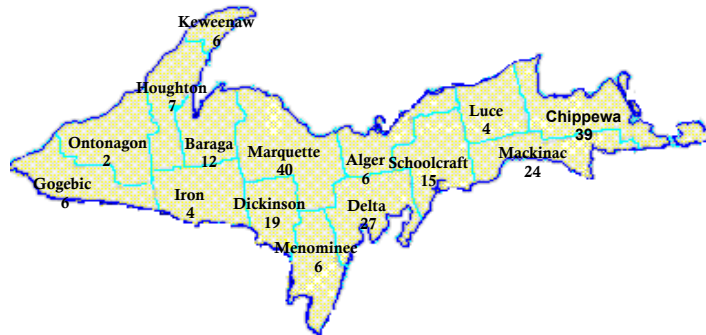
Changes in Enrollment

| | 15-year % Change |
|------------------|---------------------|
| Grand Valley | 55.0% |
| Oakland | 53.3% |
| Ferris | 42.3% |
| U of M-Flint | 36.7% |
| Saginaw Valley | 36.2% |
| U of M-Ann Arbor | 18.0% |
| Michigan State | 16.9% |
| U of M-Dearborn | 16.7% |
| Central | 9.5% |
| Northern | 8.2% |
| Michigan Tech | 6.4% |
| Wayne State | -3.1% * |
| Eastern | -5.6% |
| Western | -11.0% |
| Lake Superior | -23.8% |



Source: HEIDI – FYES from 1999-00 to 2014-15
WSU calculation estimate

Geographic Origin

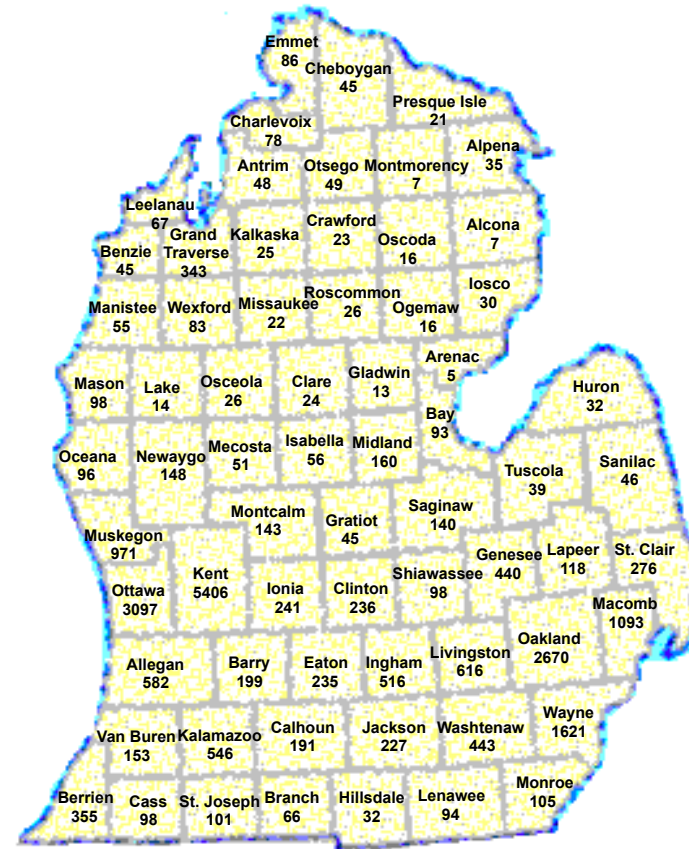


Geographic Origin Fall Semester 2015

| | |
|--------------------|---------------|
| Michigan Residents | 23,399 |
| Other States | 1,492 |
| Other Countries | 434 |
| Total | 25,325 |

Top 6 Counties

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



First-time Student Annual Tuition



| | |
|------------------|----------|
| Michigan Tech | \$14,286 |
| U of M-Ann Arbor | \$13,726 |
| Michigan State | \$13,606 |
| Central | \$11,850 |
| Wayne State | \$11,814 |
| U of M-Dearborn | \$11,562 |
| Oakland | \$11,513 |
| Ferris | \$11,460 |
| Western | \$11,329 |
| Grand Valley | \$11,078 |
| Eastern | \$10,767 |
| Lake Superior | \$10,637 |
| U of M-Flint | \$10,458 |
| Northern | \$9,860 |
| Saginaw Valley | \$8,969 |

Source: HEIDI



Financial Aid Available to GVSU Students

BEST BANG FOR THE BUCK BEST FINANCIAL AID SUPPORT

Washington Monthly



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% |

Source: GVSU Financial Aid Office

Types of Financial Aid Available 2014-2015

| | |
|--------------------|----------------------|
| Need-Based Grants | \$47,874,941 |
| Merit Scholarships | \$30,655,212 |
| Loans | \$179,630,633 |
| Work Study | \$1,381,052 |
| TOTAL | \$259,541,838 |

Source: GVSU Financial Aid Office

Net Cost of Tuition for Typical GVSU Student



| | |
|-------------------------|----------------|
| Tuition (2015-2016) | \$11,078 |
| Average Gift Aid | \$4,095 |
| Average Net Cost | \$6,983 |

Source: Financial Aid Office Estimate



The Grand Finish

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



More than 2,300 students received the Grand Finish Grant in 2014. Students who are on track to finish their degree in four years receive up to \$1,000.

Of the 2015 graduates who earned a degree in four years or less, 31% had no debt.

Student Loan Default Rate

| | |
|------------------------------------|-------|
| University of Michigan - Ann Arbor | 1.6% |
| Michigan Technological University | 3.8% |
| Grand Valley State University | 3.9% |
| Michigan State University | 4.0% |
| Oakland University | 4.9% |
| Central Michigan University | 5.5% |
| University of Michigan - Dearborn | 5.7% |
| Western Michigan University | 6.1% |
| Saginaw Valley State University | 7.1% |
| Ferris State University | 7.6% |
| University of Michigan - Flint | 7.8% |
| Wayne State University | 9.0% |
| Northern Michigan University | 9.6% |
| Lake Superior State University | 10.0% |
| Eastern Michigan University | 10.2% |



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



Public Investment in Grand Valley



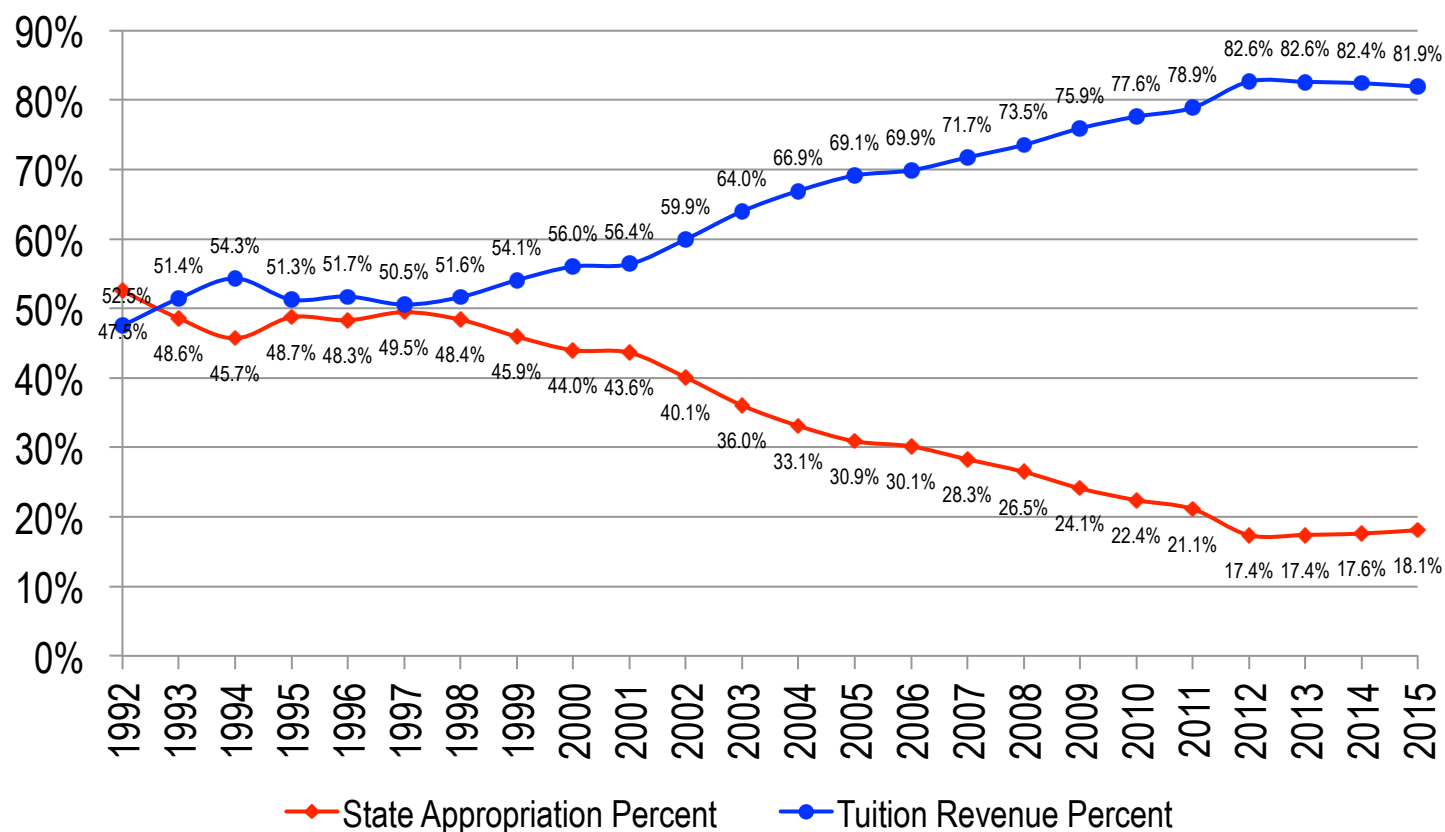
Appropriation per Student

| | 2011-12 | 2012-13 | 2013-14 | 2014-15 | 2015-16 |
|----------------------|--------------|--------------|--------------|--------------|--------------|
| Wayne State | 7,225 | 7,396 | 7,682 | 8,176 | 8,450 |
| Michigan Tech | 6,125 | 6,468 | 6,816 | 7,485 | 7,208 |
| U of M-Ann Arbor | 6,399 | 6,492 | 6,506 | 6,745 | 6,831 |
| Lake Superior | 4,707 | 5,028 | 5,058 | 5,712 | 6,064 |
| Michigan State | 5,461 | 5,564 | 5,579 | 5,819 | 5,837 |
| Northern | 4,468 | 4,747 | 4,872 | 5,362 | 5,606 |
| State Average | 4,597 | 4,694 | 4,776 | 5,079 | 5,182 |
| Western | 4,269 | 4,342 | 4,503 | 4,898 | 5,058 |
| Ferris | 3,505 | 3,664 | 3,735 | 4,022 | 4,137 |
| Eastern | 3,521 | 3,551 | 3,650 | 3,909 | 4,011 |
| Central | 3,112 | 3,168 | 3,267 | 3,647 | 3,873 |
| U of M-Dearborn | 3,223 | 3,372 | 3,375 | 3,543 | 3,609 |
| Saginaw Valley | 2,665 | 2,841 | 2,828 | 3,059 | 3,186 |
| U of M-Flint | 2,788 | 2,917 | 2,962 | 3,157 | 3,156 |
| Grand Valley | 2,365 | 2,474 | 2,588 | 2,835 | 2,932 |
| Oakland | 2,719 | 2,773 | 2,797 | 2,896 | 2,903 |

Source: HEIDI



Ratio of State Aid vs. Tuition at Grand Valley



Source: HEIDI --1992-2014 Actual



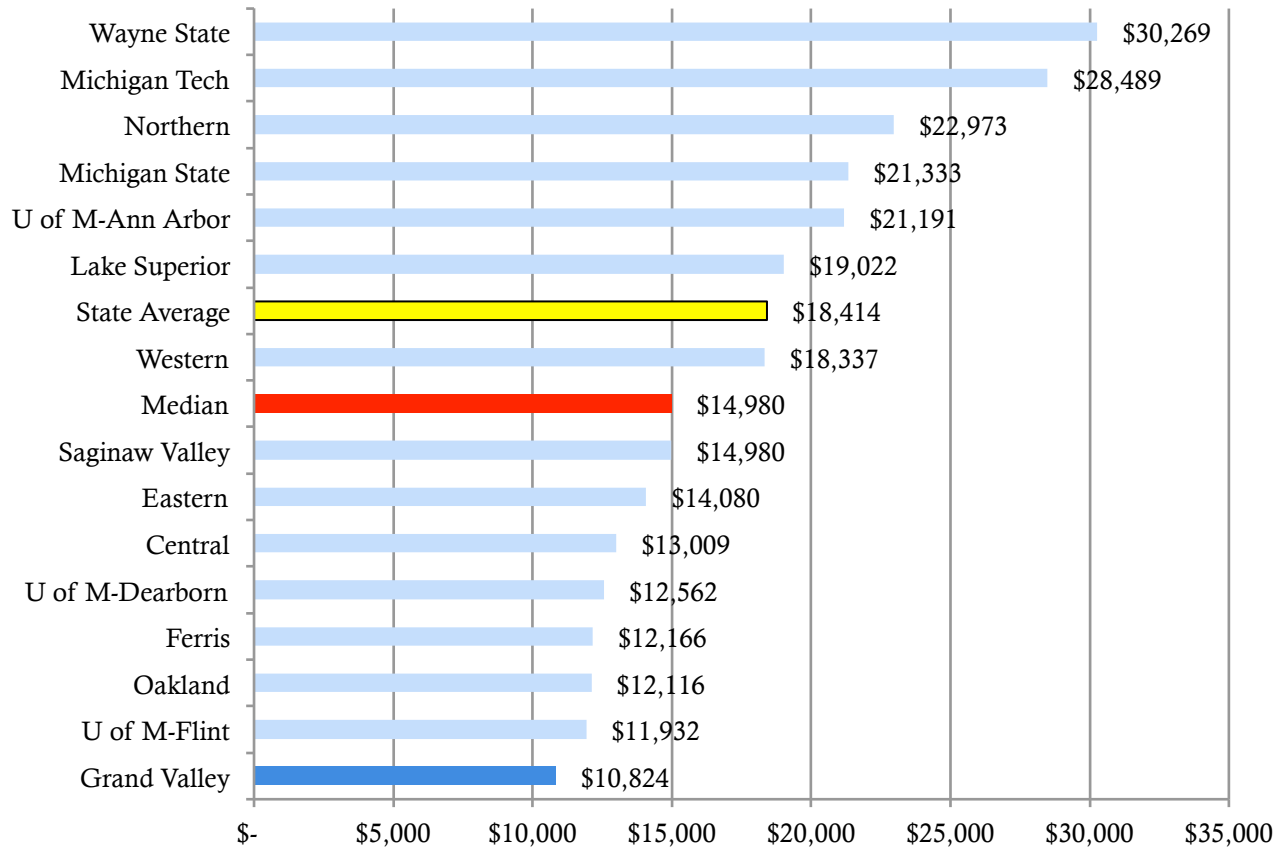
Change in Degrees Awarded in Last 10 Years

| | Degrees Granted | | 10-year Change | | Share of Statewide Change |
|-----------------------------------|-----------------|---------------|----------------|--------------|---------------------------|
| | 2003-04 | 2013-14 | # | % | |
| University of Michigan-Ann Arbor | 10,849 | 13,009 | 2,160 | 19.9% | 28% |
| Grand Valley State University | 3,858 | 5,271 | 1,413 | 36.6% | 19% |
| Michigan State University | 10,511 | 11,484 | 973 | 9.3% | 13% |
| Ferris State University | 2,563 | 3,461 | 898 | 35.0% | 12% |
| Oakland University | 2,918 | 3,684 | 766 | 26.3% | 10% |
| University of Michigan-Flint | 1,113 | 1,666 | 553 | 49.7% | 7% |
| Wayne State University | 5,322 | 5,854 | 532 | 10.0% | 7% |
| Eastern Michigan University | 4,070 | 4,558 | 488 | 12.0% | 6% |
| Northern Michigan University | 1,491 | 1,678 | 187 | 12.5% | 2% |
| Michigan Technological University | 1,305 | 1,434 | 129 | 9.9% | 2% |
| Saginaw Valley State University | 1,587 | 1,710 | 123 | 7.8% | 2% |
| Lake Superior State University | 573 | 623 | 50 | 8.7% | 1% |
| University of Michigan-Dearborn | 1,774 | 1,792 | 18 | 1.0% | 0% |
| Central Michigan University | 6,175 | 6,068 | -107 | -1.7% | -1% |
| Western Michigan University | 5,810 | 5,262 | -548 | -9.4% | -7% |
| Total | 59,919 | 67,554 | 7,635 | 12.7% | |

Source: IPEDS



State Investment per Degree



Source: HEIDI - FY 2014 appropriations
IPEDS - FY 2014 degrees



Efficiency Measures



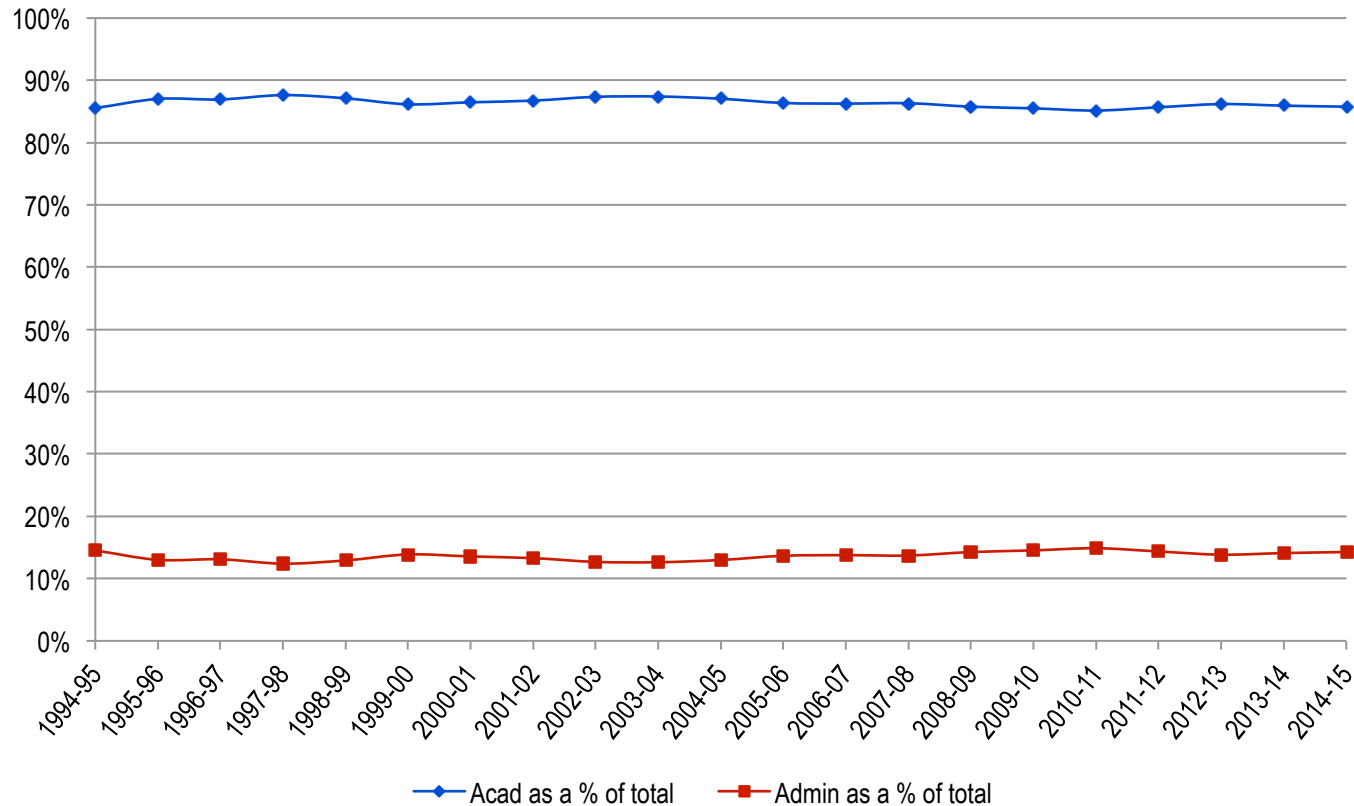
Average Number of Students per Faculty

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



Fall 2014
Source: HEIDI

Academic vs. Administrative Expenses



Source: 1994-2014 HEIDI



Environmental Sustainability

ONE OF AMERICA'S GREENEST COLLEGES

Association for the Advancement of Sustainability in Higher Education

ONE OF AMERICA'S ENVIRONMENTALLY RESPONSIBLE COLLEGES

Princeton Review



Four bicycle repair stations were installed on campus this year to encourage bike riding and serve riders.

Produce grown on campus is now being incorporated into meals served on campus. Herbs and vegetables grown at Grand Valley's Sustainable Agriculture Project are served in campus restaurants.

By the end of 2015, Grand Valley will avoid utility costs of at least \$2.2 million annually through the use of energy-efficient practices and procedures.

During the past 15 years, Grand Valley has decreased use of water on a square-foot basis by nearly 43%.

Bus Partnership



GVSU Investment with The Rapid: \$2,660,319

GVSU Community Saves: 2,681,780 Rides

18,477,503 Vehicle Miles Avoided

\$10,624,564 Vehicle Operating Costs Avoided

Note: Calculations based on average trip distance and 2015 IRS Standard Mileage Rates



Private-Public Partnership



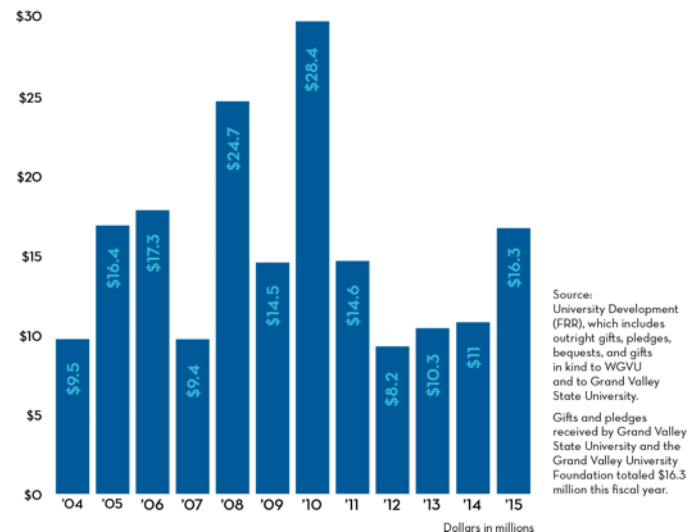
Private Giving to Grand Valley

More than 16,000 donors helped the Grand Valley University Foundation have the most successful year since 2010, raising more than \$16 million for scholarships, programs and specific projects. The university endowment continues to grow and has exceeded \$104 million.

Highlights

- Record amount of new gifts and pledges. Overall annual giving increased 27%. Alumni giving increased 16%.
- 43 new scholarships created, bringing the total number of private scholarships to 400, helping thousands of students each year.
- Gillett Society now includes 335 members who have made provisions in their estate plans to benefit the university.

OVERALL PRIVATE GIVING



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



Economic Development



Grand Valley Construction in 2015



2015 Projects

| | |
|------------------|---------------------|
| Kent County: | \$3,585,527 |
| Muskegon County: | \$57,797 |
| Ottawa County: | \$71,413,343 |
| Total: | \$75,056,667 |

Total construction jobs created: 1,579

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
Auto-Owners Insurance
BDO USA, LLP
Farmers Insurance Group
Fiat Chrysler Automobiles
General Motors
Gentex Corporation
Gordon Food Service
Haworth, Inc.
Herman Miller, Inc.
Meijer, Inc.
Mercy Health
Spectrum Health System/Priority Health
State of Michigan
Steelcase, Inc.
Whirlpool Corporation

Economic Impact in Region



\$730 million

Economic impact of GVSU's 28,300 students, faculty, and staff in Kent, Ottawa, and Muskegon counties in fiscal year 2013-2014

Nearly 40,000

Alumni in Kent, Ottawa, and Muskegon counties

10,772

Total estimated regional employment attributed to GVSU

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

