



Grand Valley State, with nearly 25,000 students is the fourth largest of Michigan's 15 public universities, exceeded only by the University of Michigan, Michigan State, and Wayne State universities. Grand Valley enrolls more Michigan resident undergraduates than all but one university and has students or alumni in all of Michigan's 83 counties. The counties with the largest enrollment presence are Kent, Ottawa, Oakland, Wayne, Macomb, and Muskegon. GVSU is also the state's second largest authorizer of public school academies (charter schools.)

Grand Valley offers more than 200 academic degree programs -- bachelors, masters, and doctoral degrees -- from its campuses in Allendale, Grand Rapids, Holland, and from continuing education centers in Muskegon, Traverse City and Detroit. Selected academic programs are available online in whole or in part. GVSU operates water research and business outreach centers in Grand Rapids and Muskegon as part of the university's commitment to public service and economic development. Grand Valley's economic impact in Kent, Ottawa and Muskegon counties exceeds \$800 million annually and supports 11,000 jobs in private sector businesses that provide goods and services to the university.

Grand Valley's academic program is based upon its founding commitment to the liberal arts, and enhanced with professional degree programs. Nearly half the university's students pursue degrees in business, engineering, nursing, the health professions, criminal justice, public administration, computer information systems, and related math and science programs. Grand Valley's graduates are exceptionally well prepared and in high demand. Those requiring licensure examination have pass rates substantially above state and national averages and in many cases at or near 100%. Grand Valley's retention and graduation rates are in the top four of Michigan's universities.

What makes Grand Valley unique? Despite its size, Grand Valley is known for small classes, personal attention from talented faculty and staff, safe well-maintained campuses, and an unwavering commitment to student success. The world into which our graduates enter is diverse and so is our student body with thousands enrolled from other states and countries. Nearly 40% of our students are first in their family to attend college, and overall, one third of our students are Pell-grant eligible. The university's financial aid programs are robust -- \$280 million annually -- and help reduce the cost of attendance for those in need. The average recipient of gift aid receives a tuition reduction of nearly one-third. Known for its administrative efficiency, Grand Valley's tuition rate is in the lower third of state universities. Students and their families have responded to Grand Valley's combination of quality and affordability: over the past twenty years, Grand Valley's total enrollment has grown by 75%. US News & World Report ranks Grand Valley "Best in the Midwest" and first in Michigan among regional public universities. For 23 consecutive years, Grand Valley has been named one of "America's 100 Best College Buys."

For the past seven years the State of Michigan has used performance criteria in the appropriations process and for each of those years, Grand Valley has been judged first or second in overall performance. Grand Valley supports the continued use of performance criteria but believes that more of the appropriation should be performance-tested (today, just a fraction of the funding is subjected to that analysis.) The model could be improved by refinements based on enrollment growth, enrollment of Michigan-resident students, and degrees awarded.

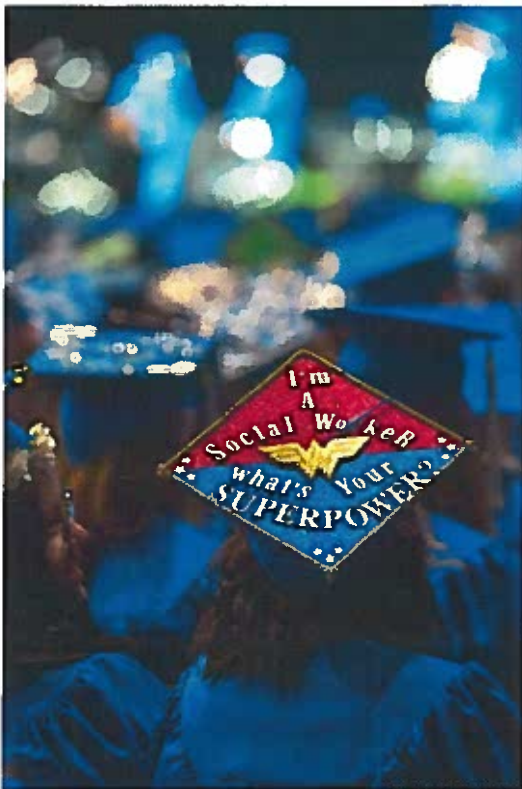
## Freshman to Sophomore Retention Rate

University of Michigan-Ann Arbor	97%
Michigan State University	91%
Michigan Technological University	83%
<b>Grand Valley State University</b>	<b>83%</b>
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



Source: IPEDS, 2011 Cohort

University of Michigan-Ann Arbor	92%
Michigan State University	80%
Michigan Technological University	67%
<b>Grand Valley State University</b>	<b>65%</b>
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%

## 2018 Fall Headcount

Michigan State	49,401
U of M-Ann Arbor	46,588
Wayne State	27,053
<b>Grand Valley</b>	<b>24,677</b>
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



## Changes in Enrollment



<b>Grand Valley</b>	<b>75.8%</b>
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
<b>Total</b>	<b>24,677</b>

### Top 6 Counties

Kent	Wayne
Oakland	Macomb
Ottawa	Muskegon



## State Appropriation per Student

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	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
<b>State Average</b>	<b>5,079</b>	<b>5,182</b>	<b>5,345</b>	<b>5,476</b>	<b>5,610</b>
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
<b>Grand Valley</b>	<b>2,835</b>	<b>2,943</b>	<b>3,040</b>	<b>3,087</b>	<b>3,151</b>
Oakland	2,896	2,831	2,868	2,872	2,957

Source: HEIDI (two-year lag in FYES)