Economic Development

Building a Better Michigan... Together

David L. Eisler
March 22, 2012
- Woodbridge N. Ferris
- Vision, Values, and Mission
- 14,560 students
- $279 Million annual budget
- 1400 full-time, 500-600 part-time, 3,000+ student employees
Ferris is Statewide

- 10,000 students in Big Rapids
- 19 locations throughout Michigan
- On-line
More than 180 programs

Associate, Bachelor, Professional Master, and Doctoral degrees

Career oriented programs
  • Over 70% of students have internship experience
  • 90% job placement of graduates
Ferris Students

- 14,560 students
  - 93% from Michigan
  - Every county in Michigan
  - International students doubled in past year

- $279 Million annual budget
  - $179 education and general budget
  - $41.3 million state support

- Employees
  - 1400 full-time
  - 500-600 part-time
  - 3,000+ student employees
Economic Impact

Ferris State University

- Is responsible for over 1200 jobs in Michigan
- Alumni in Michigan earn $2.5 Billion annually
- Increases earnings of graduates, graduating class estimated to earn $235 million more as a result of FSU degree
- 91% of employed alumni are in occupations related to their field of study

Source: Anderson Economic Group Study
1. Education for in-demand occupations
2. Students value our career-oriented programs.
3. Programs provide technical skills as well as critical thinking and management abilities
4. Offer programs not found at other universities
5. Learning environment strongly aligns with hands on and visual learners, as opposed to large classes and lecture formats
6. Physical presence across Michigan, virtual presence on the web, enabling greater access

Source: Anderson Economic Group Study
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Source: Anderson Economic Group Study
Strong emphasis on diversity and economic hardship
Intensive English
Sponsored projects and applied research
Volunteerism and student engagement
Faculty with real world expertise
Academic nimbleness and responsiveness
Partnerships with businesses, industries
New approaches to K-12 education
75 West Michigan CEOs
Facilitators, not implementers
Goals
- Improve education attainment all levels
- Build the economy and create jobs
- Create a place where people want to live
- Develop policies that enable and promote this
Build the region
Power of collaboration
Thank you for considering how we can work together to help rebuild Michigan.

Together we will make a difference for our state and its citizens.

David L. Eisler, president