Economic Development: Ferris State University and You

David L. Eisler, president
May 22, 2014
• 14,700 students
• 180 degree programs
  – Associate, bachelor, masters, doctoral
  – 20 locations outside Big Rapids
  – Online – 12 degrees, 15 certificates
• $280+ million budget
• Big Rapids
  – 935 acres
  – 129 buildings

• Grand Rapids
  – 6 buildings

• Construction and planning
  – $111 million investment in Facilities
  – $35 million University Center
  – Next project $30 million Swan Annex Expansion
    • Double Welding Engineering Technology program
    • Center for Advanced Manufacturing
Economic Engine
Our People

- 14,700 Students
  - 13,400+ from Michigan
  - Grand Rapids, southeast Michigan, every county
- 800+ out-of-state
  - 44 states, 2 territories
- 400+ international
  - 41 countries
- Major employer
  - 1500+ full-time employees
  - 600 part-time
  - 3,000 – 4,000 student employees
• Big Rapids (10,000 students)

• Kendall College of Art and Design (1400)

• Community college partner programs (2195)

• Online – (900)
Educational Focus

• High quality
• Career Orientation
• Prepared to
  – Succeed
  – Learn
• Citizenship
Freshman Academic Performance
% of Freshmen < 2.0 After Fall Semester

Graph showing the percentage of freshmen with a GPA < 2.0 after each fall semester from F09 to F13.
• 3,680 degrees and certificates (2013)
  – 790 associate degrees
  – 2,359 bachelor degrees
  – 127 master degrees
  – 150 first professional
  – 5 doctorates
Bachelor's Seeking Model

First-time, Full-time Students Starting Fall 2007

Number of students: 788

roll over each bar for detail data

AFTER 6 YEARS

45.7% 8.5% 14.0% 10.8% 21.0%

AFTER 5 YEARS

25.5% 36.3% 16.2% 18.4%

AFTER 4 YEARS
<table>
<thead>
<tr>
<th>Degree/Program</th>
<th>Placement Rate</th>
<th>Average Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pharmacy</td>
<td>96%</td>
<td>$97,901</td>
</tr>
<tr>
<td>Optometry</td>
<td>91%</td>
<td>$79,843</td>
</tr>
<tr>
<td>Dental Hygiene</td>
<td>100%</td>
<td>$71,000</td>
</tr>
<tr>
<td>HVACR Engineering Technology</td>
<td>100%</td>
<td>$67,286</td>
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<tr>
<td>Manufacturing Engineering Technology</td>
<td>75%</td>
<td>$62,667</td>
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<tr>
<td>Welding Engineering Technology</td>
<td>93%</td>
<td>$59,755</td>
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<tr>
<td>Nursing</td>
<td>100%</td>
<td>$58,713</td>
</tr>
<tr>
<td>Plastics Engineering Technology</td>
<td>100%</td>
<td>$52,906</td>
</tr>
<tr>
<td>Automotive Management</td>
<td>100%</td>
<td>$52,667</td>
</tr>
<tr>
<td>Product Design Engineering Technology</td>
<td>100%</td>
<td>$51,500</td>
</tr>
<tr>
<td>Degree/Program</td>
<td>Placement Rate</td>
<td>Average Salary</td>
</tr>
<tr>
<td>----------------------------------------------------</td>
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<td>----------------</td>
</tr>
<tr>
<td>Construction Management</td>
<td>100%</td>
<td>$50,975</td>
</tr>
<tr>
<td>Automotive Engineering Technology</td>
<td>100%</td>
<td>$46,793</td>
</tr>
<tr>
<td>Computer and Information Systems</td>
<td>100%</td>
<td>$43,250</td>
</tr>
<tr>
<td>Electrical/Electronic Engineering Technology</td>
<td>100%</td>
<td>$43,000</td>
</tr>
<tr>
<td>Medical Technology</td>
<td>100%</td>
<td>$35,680</td>
</tr>
<tr>
<td>Health Care Systems Administration</td>
<td>93%</td>
<td>$33,418</td>
</tr>
<tr>
<td>Computer Networks and Systems</td>
<td>100%</td>
<td>$33,000</td>
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<tr>
<td>Health Information Management</td>
<td>100%</td>
<td>$32,650</td>
</tr>
<tr>
<td>Radiography</td>
<td>87%</td>
<td>$30,000</td>
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</table>
Our Approach

• What is the educational need?
  – Listen first and understand your need?
  – Who is the right educational partner?
• Is it a sustainable program?
  – Need
  – Student interest
  – Financially viable
• Develop the curriculum.
• What is\are the delivery methods?
Our Educational Partners

• Community Colleges
  – Grand Rapids Community College
  – Lake Michigan College
  – Lansing Community College
  – Mid-Michigan Community College
  – Montcalm Community College
  – Muskegon Community College
  – North Central Michigan College
  – Northwest Michigan College
  – Southwest Michigan College
  – Westshore Community College

• High Schools
  – Rockford High School
  – Charlotte High School
  – Armeda High School
Our Future

- Global Focus
- Growth sectors
  - Hispanic students
  - International students
  - High school concurrent students
- Student success
- Rapid program development
Michigan High School Graduates

Source: “Knocking at the College Door: Projections of High School Graduates” WICHE
Figure 6
Population by Race and Ethnicity, Actual and Projected: 1960, 2005 and 2050
(\% of total)

Note: All races modified and not Hispanic (*); American Indian/Alaska Native not shown.
See "Methodology." Projections for 2050 indicated by light brown bars.
Source: Pew Research Center, 2008
Figure 20
Child Population by Race and Ethnicity, Actual and Projected:
1960, 2005 and 2050
(% share of population 17 and younger)

Note: All races modified and not Hispanic (*); American Indian/Alaska Native not shown. See "Methodology." Projections for 2050 indicated by light brown bars.

Source: Pew Research Center, 2008
FSU Pell Recipients

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Recipients</th>
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<tbody>
<tr>
<td>FY02</td>
<td>3,107</td>
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<td>FY03</td>
<td>3,276</td>
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<td>FY04</td>
<td>3,473</td>
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<td>FY05</td>
<td>3,425</td>
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<td>FY06</td>
<td>3,419</td>
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<td>FY07</td>
<td>3,373</td>
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<tr>
<td>FY08</td>
<td>3,798</td>
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<tr>
<td>FY09</td>
<td>4,015</td>
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<tr>
<td>FY10</td>
<td>5,304</td>
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<tr>
<td>FY11</td>
<td>6,329</td>
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<tr>
<td>FY12</td>
<td>6,326</td>
</tr>
<tr>
<td>FY13</td>
<td>6,270</td>
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</table>
Opportunity

• It’s a part of our DNA
• Economic Opportunity
• Customized Programs
• Partnerships
• Advantages of Michigan
Thank You,

I appreciate the opportunity to share this information with you. Ferris State University wants to partner with you. Working together we can make a significant difference for Michigan.

David L. Eisler
May 22, 2014