



## NEWS RELEASE

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### **Davenport University Announces Strategic Initiatives**

Based on extensive market research and analysis of trends and data, Davenport University announced strategic changes to position it for continued growth within the markets it serves in Michigan. In addition to a previously announced downtown center in Grand Rapids offering MBA programs and corporate training, the University is planning to renovate or construct new campus facilities in Lansing, expand nursing labs in Midland and Saginaw, and launch new academic programs at nearly every campus. Based on market potential, Alma, Caro and Gaylord campuses will close in May of 2012.

“We’ve experienced unprecedented growth these past few years,” said Davenport President Dr. Richard J. Pappas. “We want to provide a quality education where there also is a strong market for our graduates so they can apply what they’ve learned with employers. These decisions are about increasing our ability to grow within the markets we serve, not about reducing expenses or downsizing.”

The University conducted extensive market research and analysis of data over the past year, looking at each of its campuses to ensure the right programs are being offered in the right markets. Davenport looked at regional demographic data, employment potential, enrollment trending, student retention and its facilities as criteria in making its decisions for campus investments

After taking into consideration those students who are graduating or taking online courses, about 250 students – less than 2% of Davenport’s 13,000 students statewide – will be affected by campus closures. Advisors will work closely with students to create personalized degree plans to see them through to graduation. Alma students will be encouraged to continue studies at Davenport’s Midland or Lansing campuses and Caro students will be encouraged to go to the Midland or Saginaw campuses, which will benefit from significant investments in facilities and the addition of new programs. Gaylord students will be serviced at Davenport’s Traverse City location. Also, most

courses offered by Davenport are available online.

The University is working closely with the 26 full- and part-time employees affected by these changes. It is our desire they will continue to work with Davenport at other campuses after May 2012. Adjunct faculty will be encouraged to seek teaching opportunities with Davenport at other campuses or online.

**About Davenport University**

Founded in 1866, Davenport is a private, non-profit university with campuses across Michigan and online courses serving an enrollment of more than 13,000 students. With tuition among the lowest of all private universities in the state, Davenport provides high academic quality, small class sizes, conveniently located campuses, faculty with real-world experience and more than 40 dynamic undergraduate and graduate programs addressing in-demand careers. More information is available at [www.davenport.edu](http://www.davenport.edu).

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