

Be Part
of the
Vision.



The logo for Davenport University is centered on a red background. It features a stylized 'D' in a shield shape to the left of the text 'DAVENPORT UNIVERSITY' in a serif font. Below the university name is the tagline 'Get where the world is going' in a smaller, sans-serif font. The logo is set against a background of three horizontal stripes: blue, yellow, and green. Below the logo are three small, square photographs showing students in various settings: a student at a computer, a group of students looking at a screen, and a student writing at a desk.

DAVENPORT UNIVERSITY
Get where the world is going



**A workforce
prepared
for where the
world is going
demands that we
achieve our vision.**



Our Vision for 2015

To be renowned as a quality university that exceeds employer expectations, transforms communities and prepares students to achieve their career dreams.

This, in essence, is Davenport University's Vision 2015* — bold but achievable and laser focused on delivering high-quality outcomes for students, employers and all of our stakeholders today and in the future. This position was developed through an inclusive internal process, earning near unanimous support within the University plus the endorsement of prominent business leaders across Michigan.

The dynamic marketplace of the future will demand the workers and leaders Davenport is developing in three focused areas — business, technology and health. These are the areas of job growth that will help Michigan and the U.S. meet the opportunities of a global economy head on. It's through this focus that Davenport will help its students "Get where the world is going."

Continuous Improvement

To meet the challenges in these critical areas, we must be prepared. Davenport must understand the needs of both employers and students like no other university. We must be committed to continuous improvement that will add measurable and benchmarked value for all of our stakeholders, including students and their current or future employers, employees and faculty, our alumni and supporters, and the communities in which we operate.

We are excited about partnering with business, healthcare, government and education leaders to energize the marketplace and enrich our communities. We will quickly bring leading-edge programs into operation based on our superior understanding of business, technology and health — and our graduates will exceed employer expectations.

Foundation of Forward Thinking

The legacy for our vision today can be found in the words of former Davenport University President and namesake M.E. Davenport, who said, "We set out to develop a school that would give to modern business the class of business men and business women it needed." We will build on his legacy by being true to our brand promise, providing an exceptional education that transforms students, helping them and their future employers "Get where the world is going."

The urgency of global economic conditions and the need for a workforce prepared for where the world is going compel us to achieve our vision.

Richard J. Pappas, Ed.D.
President

* The entire Vision 2015 document is available at davenport.edu/vision.

Davenport has an opportunity to achieve an excellence that is rare among the country's best universities.

A Culture of Quality

We will apply for and be seriously considered for the Baldrige Award — the highest recognition of quality in higher education. To become a premier university by 2015, we will achieve the highest quality in:

Academics: We will develop leading-edge programs based on the needs of students and the marketplace, and be renowned for agility in quickly adding programs to the curriculum.

Service: We will achieve excellent service ratings and anticipate the needs of students and stakeholders through continuous strategic measurement and feedback.

“Achievement of Davenport’s Vision 2015 will separate this university from the pack.”

—Blake Krueger, Chairman, CEO and President, Wolverine World Wide





We will establish and exceed benchmarked standards of excellence.

Standards of Excellence

The level of quality we envision will be measurable. Through a comprehensive and data-driven system to guide decisions, we will have the evidence to prove we have realized our vision. We will establish and exceed benchmarked standards of excellence for teaching, learning, service and all institutional functions of the university.

Measurements demonstrating achievement of Vision 2015 will include:

- Tuition kept in the lowest 10% of all higher education institutions in the state
- Graduation success in the top 20% of all higher education institutions
- Retention in the top 20% of all colleges and universities
- Enrollment of 18,000 students
- Online enrollment tripled
- Endowment growth of 50% in five years and 200% in 10 years.

“The professors at Davenport have worked in the community and they are experienced professionals in the areas they’re teaching. They have knowledge about what’s going on and how it affects the business world. That was some of the most valuable information I learned while I was at Davenport and I still retain that knowledge to this day.”

–Kalyn Risker, Founder and Executive Director, Sisters Acquiring Financial Empowerment (SAFE)

Our students will be guaranteed employment in their chosen field.

Exceeding Expectations

Davenport will realize its vision by understanding to an unprecedented degree the educational needs and wants of employers in the three critical areas of business, technology and health. Because of this, our graduates will be guaranteed employment in their chosen fields. We will be able to honor this guarantee through our relentless understanding of the marketplace and a commitment to quality preparation by the university and each student.

Underpinning this aspiration is the Davenport tradition of career-focused education, including:

- Specializing in professional fields vital for our emerging economy — business, technology and health
- Faculty with experience in the fields they teach
- Unique Excellence Systems that are built into the curriculum, teaching valuable career skills such as effective communication, leadership and teamwork, and problem solving
- Learning opportunities and internships that provide real-world experience
- Davenport's Institute for Professional Excellence (IPEX) which supports area employers with non-credit programs designed to improve employees' workplace skills while increasing potential for productivity and contributing to the organization's goals.

“This builds upon Davenport’s expertise. Their focus on understanding the health care market as a top priority is important. I’m impressed with Davenport’s measures.”

– Rick Breon, President and CEO, Spectrum Health





**We will
acknowledge
exceptional people,
recognizing
performance and
celebrating success.**

Empowering People

A culture of inclusive decision-making and mutual respect combined with a healthy work-life balance will attract and retain talented faculty and staff. Davenport University will be an employer of choice. We will:

- Acknowledge exceptional people, recognizing performance and celebrating success
- Achieve excellent service ratings and anticipate the needs of students and stakeholders through continuous strategic measurement and feedback
- Achieve standards of innovative excellence through leading-edge training and development programs
- Develop a culture that encourages innovation from all employees and implement a process that allows all ideas to be considered and the best adopted
- Respect and celebrate diversity.

We will continue to build on our foundation of being affordable for students.

Financial Viability

We will continue to build on our foundation of affordability for students by keeping tuition among the lowest of all private colleges and universities and providing generous scholarships based on need and achievement. As a non-profit institution, we will continue to be responsible stewards of student tuition dollars through conservative fiscal management.

Robust Endowment

In support of financial stability, our endowment will grow by 50% in five years and 200% in 10 years. A robust endowment supports students, funds initiatives, and is a positive reflection on the strength and perception of a university. The generosity of our donors will be honored with the assurance that their contributions are a wise investment.





Davenport University
will be highly
regarded for strong
ties to the
communities
it serves.

Building Community

Davenport University will be highly regarded for strong ties to the communities it serves. We will engage our university community and others by:

- Communicating and collaborating with key constituents and organizations to impact community and economic development
- Encouraging faculty, staff and student volunteerism in their communities
- Involving students in their campus communities in meaningful ways that will help them become good citizens
- Demonstrating expertise in higher education and leadership in shaping public policy
- Enhancing our position as a source of career education, professional development and graduates prepared to enhance the workforce and economy
- Equipping each campus to advance our mission, vision, values and brand identity through quality facilities and classrooms based on consistent standards. We will be renowned for the quality of our technology and be among the leaders in the creative and innovative use of technology.

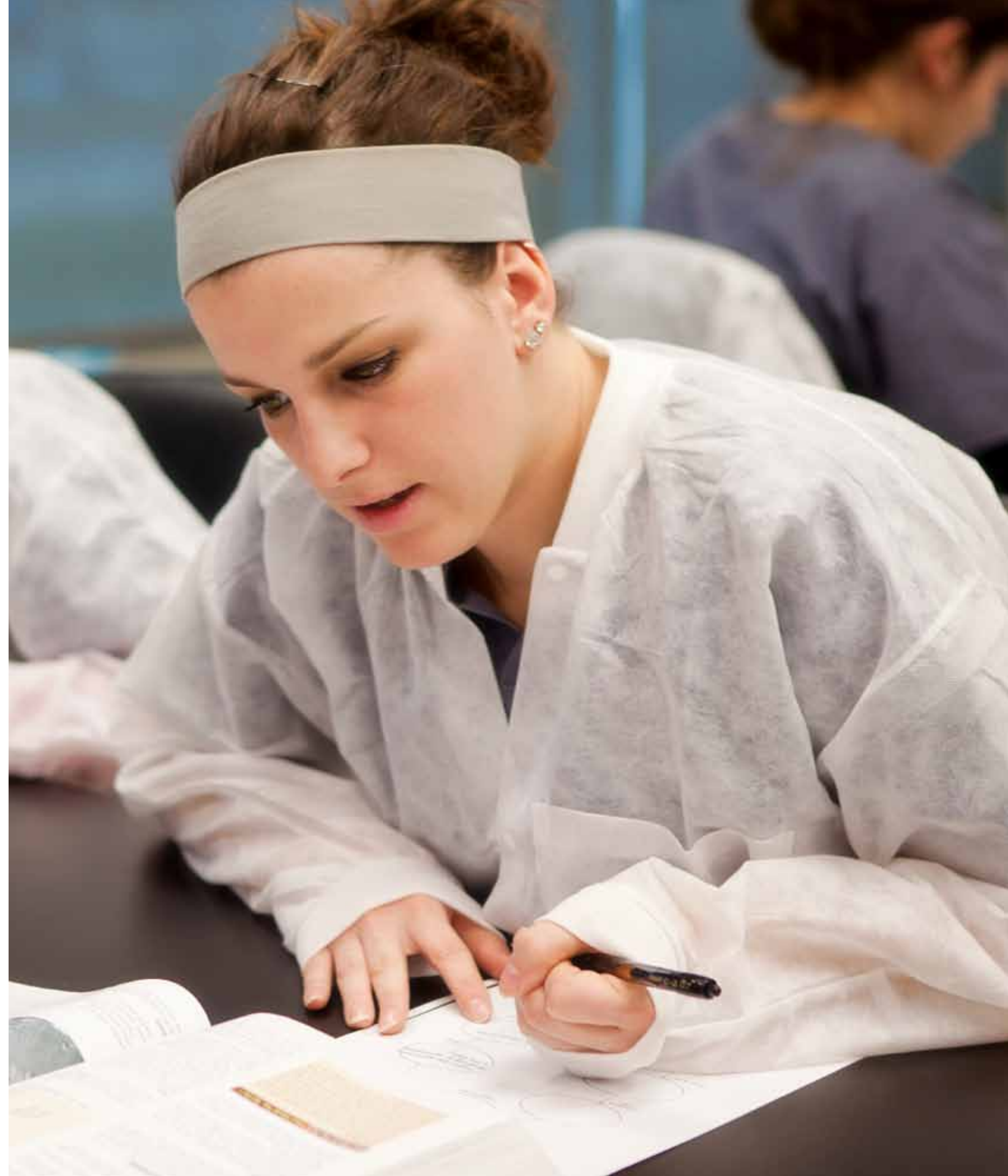
Be part of the vision.

We invite everyone to be part of this vision. Through Vision 2015:

- Students will view DU as the best opportunity to achieve their career dreams
- Faculty and staff will be excited about changing lives and their communities
- Alumni will be proud to support an alma mater that is making a difference in the world
- Donors will rest assured that their gifts are sound investments
- Employers will find their best-prepared employees at DU
- Communities will recognize DU as a rich resource for their economies and quality of life
- The world will view DU as a leading authority in the critical areas of business, technology and health.

“My vision for Davenport is a university that opens its doors, works with students and graduates great employees. I see Davenport as a place that’s more accessible; after all, we all don’t get smart at the same time. Davenport is a place where students can get a first-class education. I love what you’re doing at Davenport.”

– Rich DeVos, Co-Founder, Amway Corp. and Chairman, Orlando Magic





“At Davenport University, we’re focused on where the world is going, not where it’s already been.”

– *Dr. Richard J. Pappas*

