



## A Vision for Higher Education

For the past five years, Davenport University has been on a transformative quality journey called **Vision 2015** to continuously improve student outcomes. Through Vision 2015 quality efforts, Davenport has experienced:

- Retention levels steadily trending upward, leading to a dramatic 110-percent increase in the graduation rate, a rare achievement in higher education.
- The highest levels of student satisfaction ever in DU surveys, at 6.0 on a 7-point scale.
- The highest levels of graduate satisfaction ever for DU, with 95% of graduates saying they would recommend DU to friends and family.
- The introduction of Davenport's Employment Guarantee for accounting students, a first of its kind.
- A new campus in Lansing plus improved facilities at all DU campuses.
- The new College of Urban Education, transforming how leaders and teachers are prepared to serve in urban school districts.
- Improved processes reducing the time required to launch new academic programs, with more than a dozen new degree programs launched, including the innovative Competency-based MBA, the Master of Occupational Therapy, and approval for DU's first doctorate, in Physical Therapy.
- The highest levels of philanthropy ever experienced by this University, with more than 75 percent of contributions obtained for the \$25 million "Investing in the Vision" Campaign.

**Vision 2020** will build upon the successes of the past five years and guide strategic planning for the future. Based on extensive market research and internal data, the new Vision calls for:

- Accelerated increases to student outcomes, such as retention and graduation rates, that will help Davenport compare favorably with the upper third of Michigan's public universities.
- New facilities, including a new Donald W. Maine College of Business facility at the W.A. Lettinga Campus and a new campus serving Metropolitan Detroit.
- New collaborative partnerships with community colleges across Michigan, increasing opportunities for students to obtain their DU bachelor degree. New partnerships to operate out of the University Centers of Mott Community College and Kalamazoo Valley Community College already have been created.
- Innovative new degrees presented in accelerated formats will allow students to earn bachelor degrees in as little as three years and master degrees in a year or less, based on students' competencies.
- Expansion of degree programs in the College of Urban Education resulting in increased learning outcomes for urban schoolchildren taught by DU graduates.
- Expanded access to a DU education resulting from an endowment fund approaching \$35 million.
- Holding tuition among the lowest of all private colleges in Michigan.
- Increased diversity of DU's student population, with significant increases in minority enrollment, retention, graduation and career placement.
- Up to 25% of all DU academic programs to be covered by an Employment Guarantee.
- Up to 90% of all DU graduates to obtain employment.
- Recognition for leadership in environmental stewardship and sustainability.
- Recognition of DU as "a best place to work" in higher education.