Inspiring Minds. Igniting Careers.

INVESTING IN THE VISION

THE CAMPAIGN FOR DAVENPORT UNIVERSITY
INVESTING IN THE VISION
MESSAGE FROM THE PRESIDENT

Our Vision at Davenport University is to be renowned as a quality university that exceeds employer expectations, transforms communities and prepares students to achieve their career dreams. Bold but achievable, our Vision is laser-focused on delivering measurable outcomes for students, employers and all of our stakeholders.

To achieve this Vision, we must continue to inspire the minds of our students, preparing them for current and future employment, with the skill set that will ignite career success for the emerging opportunities of the future.

Davenport University is creating a dynamic path that will lead to a transformative future for students and their prospective employers across Michigan and beyond. We embrace this task, yet realize that we cannot accomplish it on our own.

We ask you to become part of Investing in the Vision, the Campaign for Davenport University. Your investment will help us inspire minds and ignite careers by expanding access to all deserving students — regardless of age or economic standing — to a DU education. Your support will address two areas that are key to the future success of Michigan — the education of K-12 students in urban settings and the development of entrepreneurial talent.

Thank you for the many ways you have already supported Davenport’s emergence as a premier institution, preparing leaders in Michigan’s workforce. Together, we have an opportunity to achieve an even greater Vision!

Richard J. Pappas, Ed.D.
President, Davenport University
MESSAGE FROM THE HONORARY CHAIR

For nearly 150 years, Davenport has excelled in developing graduates who contribute to the success of their employers. I have been proud to contribute to Davenport’s past successes and I am pleased to be able to support the University again today as it achieves even greater outcomes. Davenport is committed to evolving in ways that will prepare students for a future that looks different from today.

Davenport’s “Investing in the Vision” campaign and its focus on inspiring minds and igniting careers is exciting. This campaign is a vital component of Davenport’s plan to transform education and foster entrepreneurship — two areas close to my heart — while tapping into more of Michigan’s potential by expanding access to its education.

Please join me by investing in Davenport’s Vision for students, their future employers and our communities. Thank you for your consideration.

Rich DeVos, Honorary Campaign Chairman
Co-Founder, Amway, and Senior Chairman, Orlando Magic
MESSAGE FROM THE CAMPAIGN CO-CHAIRS

We invite you to join us on this exciting journey, supporting Davenport University in fulfilling its bold vision!

By inspiring minds and igniting careers, the “Investing in the Vision” campaign will focus on three pillars of opportunity for Davenport: 1) a new Donald W. Maine College of Business facility with a Center for Entrepreneurship; 2) a new College of Urban Education; and 3) endowed scholarships that provide access for an increased number of deserving students. The information on the following pages highlights these three opportunities.

Please join us by “Investing in the Vision.” Thank you for your support!

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BUILDING A STRONG FOUNDATION:
DAVENPORT GOING FORWARD

INVESTING IN THE VISION

DID YOU KNOW?
DU prepares students for four of the five fastest-growing job areas and eight of the 10 highest-paying jobs on Michigan’s “Hot 50” job listing, created by the Michigan Bureau of Labor Market Information & Strategic Initiatives.
“Achievement of Davenport’s Vision 2015 will separate this university from the pack.”

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

Founded in 1866, Davenport University has been built on the strong foundation laid by its leaders for nearly 150 years. Remaining true to its original mission to provide a practical education that would prepare students for careers, Davenport today offers graduate and undergraduate programs that equip students to succeed at in-demand jobs.

In 2010, Davenport embarked on a five-year journey: Vision 2015. Through this ambitious strategic plan, the University has improved quality measures across every area of operation with the goal of improving student success, leading to ever-greater employer satisfaction. We need your support for three key initiatives:

- Davenport will further strengthen its Donald W. Maine College of Business with a new facility that will include a Center for Entrepreneurship, building companies and growing jobs.

- The dynamic marketplace of the future will require employees and leaders from Davenport’s key focus areas of business, technology and health. The University also will bring its distinctive approach to a new focus area — urban education — preparing the educators and leaders who will help K-12 students in Michigan’s urban centers achieve greater success.

- Although Davenport remains one of the lowest-cost private colleges in Michigan — and even among some of the state’s public universities — more students need help to gain access to its potentially life-changing education through endowed scholarships.

With your generous support, this expanded Vision will become a reality.
Founded in 1866 to prepare young men for the business world, DU is Grand Rapids’ oldest institution of higher education.

DONALD W. MAINE COLLEGE OF BUSINESS BUILDING

GOAL: $15.5 MILLION

DID YOU KNOW?
Entrepreneurship is at the heart of Michigan’s historic success, with industries built upon the bold initiative and inventiveness of its early business leaders. Davenport University understands that the state’s continued well-being requires an environment that nurtures and supports emerging entrepreneurs who will create the growth industries of the future.

A new Entrepreneurship Center will be developed to guide and advise entrepreneurs ready to build and expand their successful, high-value, high-growth companies and create more jobs. The new center will be located within a new College of Business facility named for Donald W. Maine on the University’s W.A. Lettinga Campus in Grand Rapids.

The new facility will provide students with a solid business education foundation through the University’s undergraduate and graduate degree programs, while serving as a valuable resource for existing entrepreneurs, investors and service providers. In addition to fostering growth companies through a business accelerator program, the Entrepreneurship Center will promote women as entrepreneurs, serving an unmet need in West Michigan.

Necessitated by growing enrollment at the W.A. Lettinga Campus, the new three-story, 60,000-square-foot facility will allow for continued growth of academic programs in the Donald W. Maine College of Business while providing highly flexible space that can support up to three companies as part of the Entrepreneurship Center’s business accelerator program.

The new facility will apply the flexibility and collaboration prevalent in progressive business environments to the college campus setting. Classrooms will be organized around a central collaboration hub where students can interact, study and create. Faculty members will be housed in an open office environment that includes permanent offices, stations for use by adjunct instructors and ample private meeting space. Educational spaces also embrace a flexible environment where teaching styles and learning environments can easily change from class to class.

“The new College of Business facility will free up space within existing academic facilities to accommodate the continued growth of technology, health, and arts and sciences programs.”

Sara Brondsema, Class of 2012
Nationally, teacher turnover rate in urban school districts is greater than 20 percent annually, with 46 percent of all new teachers leaving the profession within five years.
“Teaching and leading schools in an urban environment requires special talent, with enhanced skills, training and relationship building, to ensure all children achieve their potential. This new College of Urban Education is exactly the type of talent development that is needed.”

Teresa Weatherall Neal, M.Ed., Superintendent of Grand Rapids Public Schools

Davenport University sees an amazing opportunity to further support K-12 students in urban settings to gain a better education — and be better prepared to succeed in college — by preparing teachers and education leaders to serve in these special settings.

Under the leadership of national recognized change agent Dr. Andre Perry, Founding Dean of Davenport’s College of Urban Education, a nationally renowned advisory board of top education professionals from across the U.S. has been formed to guide the new college’s endeavors.

In partnership with Grand Rapids Public Schools and following recommendations of the Council for the Accreditation of Educator Preparation (CAEP), Davenport has developed Master’s and post-graduate certificate programs to prepare the teachers and leaders urban school districts require.

Davenport’s new Master of Urban Education program will appeal to prospective students who already hold bachelor degrees with majors in a variety of fields, including education. The certificate program will help those who already hold graduate degrees gain additional skills that will equip them to serve in urban school districts.

By equipping new and existing teachers and education leaders to thrive in urban schools where they can cultivate positive change, the College of Urban Education will meet a vital need in Michigan.
Although Davenport’s tuition is among the lowest of all private universities in Michigan – and lower than a few public universities — more than 90 percent of DU students receive some type of financial assistance.
Davenport University is the second-largest private college in Michigan, serving nearly 10,000 students at 11 campus locations across the state and online. Its tuition remains among the lowest of all private higher education institutions and is even lower than a few of Michigan’s public universities. Ensuring access to all qualified students who desire the career-focused education Davenport offers, however, will require a robust endowed scholarship fund.

Each year, Davenport distributes more than $20 million in scholarships and other types of financial aid to deserving students. More than 90 percent of DU students receive some type of financial assistance.

An endowed scholarship is established with funds that have been donated to Davenport by alumni, friends, corporations, businesses or foundations. These funds are invested in an endowment fund managed by the University, and a portion of the income earned by the fund creates a yearly student scholarship. The remaining portion of the earned income is returned to the endowment so it can grow and yield additional scholarship support, year after year. The endowed fund itself is not spent so that the scholarship can live on forever at Davenport to provide ongoing assistance to deserving students.

The joy a donor receives from assisting our students in the pursuit of their dreams is a valuable additional benefit.

Donors have the opportunity to learn about the individual lives that have been transformed by their generosity. An endowed scholarship is truly legacy giving.

“It is huge knowing that any scholarship awarded to me is because someone else believes in me.” Ali Irvin, Class of 2014
Davenport University’s $25 million campaign will be transformative in providing the support to achieve our Vision. We have the opportunity to make a difference for our students, the future leaders and innovators who will emerge as a result of their own dynamic Davenport experience. By “Investing in the Vision,” we will be Inspiring minds and Igniting careers for generations to come.

We invite you to help Davenport realize its Vision: to exceed employer expectations of our graduates, to transform communities and to change lives so that all persons can achieve their dreams. In the words of our namesake, M.E. Davenport, “Make a living … make a life … make a contribution.”

There are many options for giving to Davenport University:

- Pledge an amount to be paid over the next five years.
- Send a gift by check.
- Make a gift online or by phone via credit card.
- Contribute appreciated stock or shares of mutual funds.
- Consider establishing a charitable gift annuity or charitable trust that provides donor payments for life.
- Make an estate provision in a will and/or request that memorial gifts be made to Davenport University.
- Make Davenport the owner and beneficiary of a life insurance policy.

Thank you for your consideration!

For more information or to make a gift, please contact Peggy S. Luy, Executive Vice President for Alumni and Development, at 616-732-1198 or peggy.luy@davenport.edu.
OUR VISION

Davenport aspires to be renowned as a quality institution of higher education that understands the market better than any other institution. We strive to apply that understanding to our programs and teaching, preparing Davenport and its graduates to exceed employer expectations, transform communities, and change lives by believing that every person can achieve his or her dream.

OUR MISSION

Davenport University prepares people and organizations to excel in the knowledge-driven environment of the 21st century.

OUR VALUES

Davenport University’s values represent the behavioral expectations of our faculty, staff and students in performing their responsibilities and achieving their goals. These values are represented through **STAIR**.

- Serving Students with Quality
- Trustworthiness
- Accountability
- Innovation and creativity
- Respect for people