

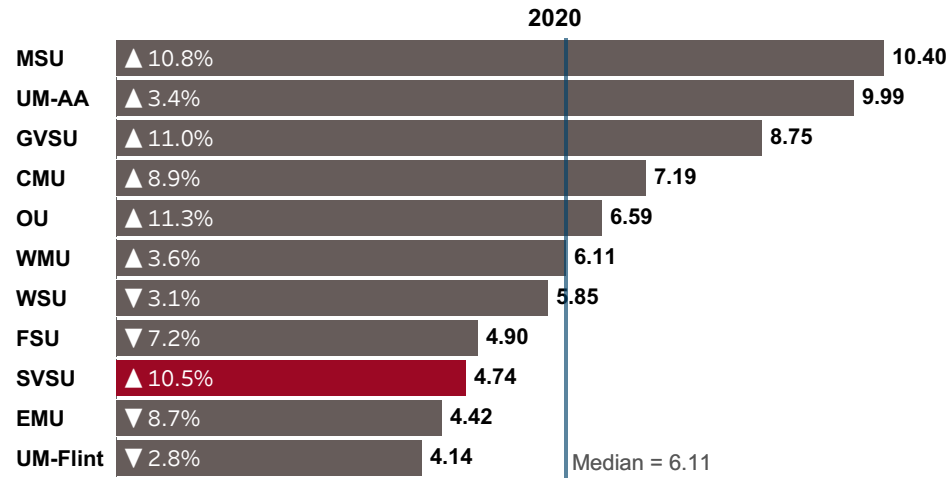


Strategic Planning Goal #3

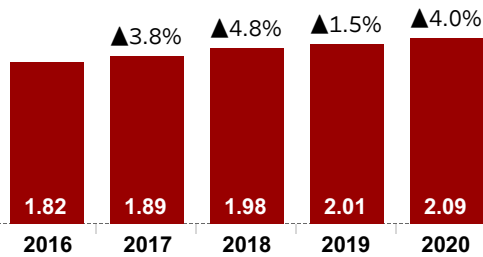
Widely Known Across Michigan as a Sought after Institution of Higher Learning

Market Position Index for 2020 Survey

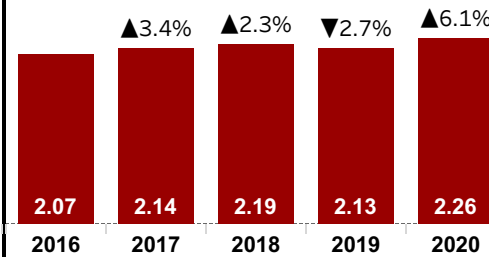
Target: Move toward Median or Above Peers in Student Insights by Spring 2018



SVSU Awareness Score by Year



SVSU Perception Score by Year

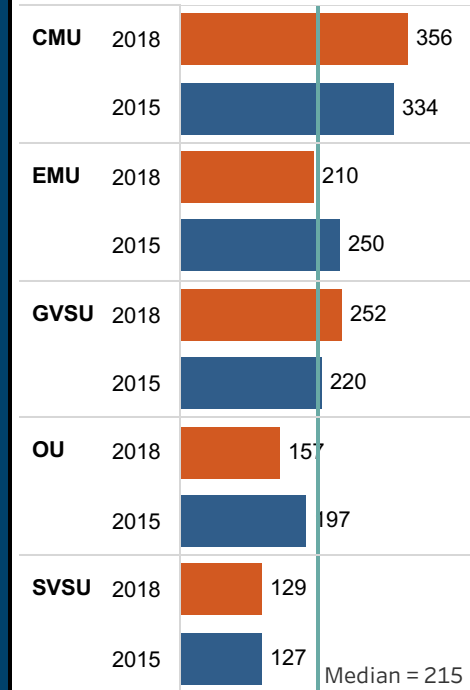


* Percentages in Above Charts Designate Institutions' Change from Prior Year *

Source: Student Insights Market Research for Higher Education

Ranking of Institutions with the Strongest Overall Reputation

Target: Move Toward Median or Above Peers in Dartlet's External Survey by Fall 2018



SVSU's 2018 Dartlet Respondents = 1,507

SVSU's 2015 Dartlet Respondents = 184

Source: Dartlet External Research Surveys