



MASU.ORG 101 S. WASHINGTON SQUARE, STE 600  
517.482.1563 LANSING, MI 48933

For Immediate Release  
Oct. 1, 2015

For More Information Contact  
Daniel Hurley 517-482-1563

## Michigan Association of State Universities is the new name for the Presidents Council, State Universities of Michigan

The association of state public universities has a new name and logo, reflecting its mission as a center point for public university collaboration on a variety of matters. The Presidents Council, State Universities of Michigan is now known as the Michigan Association of State Universities (MASU).

“We have evolved over the decades from a council of university presidents into a full service association, where a wide array of higher education stakeholders come together to share best practices and collaborate in ways that make our universities stronger,” said Daniel J. Hurley, CEO of the Michigan Association of State Universities. “The association will remain the state’s convener for the presidents and chancellors of Michigan’s public universities, and many other groups of institutional representatives to collaborate and share expertise.”

The association is also changing its web site address to [www.masu.org](http://www.masu.org), and can be found on Facebook by searching for “Michigan Association of State Universities.” The organization’s new Twitter handle will be “MASUmichigan.”

“Our new name reflects a reinvigorated mission in serving as the coordinating board for Michigan’s 15 public universities, providing advocacy and fostering policy to maximize the collective value these institutions provide in serving the public interest,” Hurley said. “Our new logo reflects the 15 distinct universities, each fulfilling its unique mission by operating in a way that is autonomous, yet collaborative. It also conveys MASU’s role as a convener, coordinator, and in helping to “connect the dots,” combining the advantages of a competitive system with a cooperative model that provides Michigan with the highest quality educational opportunities.”

MASU Board Chair Glenn D. Mroz, president of Michigan Technological University, said the board believes the new name and logo will better convey to policymakers and the public the value of the association and hopes it becomes a first stop for those looking for information about Michigan’s 15 public universities.

“Michigan’s constitution provides each public university autonomy, but we also have a responsibility to work together as much as possible to hold down costs, maximize opportunities and provide our state with the best graduates, research, expertise and cultural opportunities possible,” said Mroz. “Many do not realize that universities collaborate on many, many levels. MASU is the meeting place of Michigan’s public universities, and is a rich source of information about public higher education in Michigan.”

# # #

CENTRAL MICHIGAN UNIVERSITY  
EASTERN MICHIGAN UNIVERSITY  
FERRIS STATE UNIVERSITY  
GRAND VALLEY STATE UNIVERSITY  
LAKE SUPERIOR STATE UNIVERSITY

MICHIGAN STATE UNIVERSITY  
MICHIGAN TECHNOLOGICAL UNIVERSITY  
NORTHERN MICHIGAN UNIVERSITY  
OAKLAND UNIVERSITY  
SAGINAW VALLEY STATE UNIVERSITY

UNIVERSITY OF MICHIGAN  
UNIVERSITY OF MICHIGAN-DEARBORN  
UNIVERSITY OF MICHIGAN-FLINT  
WAYNE STATE UNIVERSITY  
WESTERN MICHIGAN UNIVERSITY

**THE MICHIGAN FIFTEEN PUBLIC UNIVERSITIES**