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October 31, 2024

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Michigan Association of State Universities receives Kresge Foundation grant to promote Assured Admission Pact

GVSU joins 11-member pact to streamline college admissions, boost enrollment and help students realize their full educational potential

Lansing, Mich. – The Michigan Association of State Universities (MASU) today announced it has been awarded a \$50,000 grant from The Kresge Foundation to promote the Michigan Assured Admission Pact (MAAP), a partnership between 11 of the state’s public universities to greatly streamline the college admissions process, boost enrollment and help students realize their full educational potential. Participating MAAP universities are now assuring admission to any Michigan high school graduate who earned a cumulative high school grade point average of 3.0 or above (on a 4.0 scale).

“Our member institutions joined MAAP to provide clarity and certainty around the college admissions process,” said Daniel Hurley, chief executive officer of MASU. “Now, with support from Kresge, we will be better able to highlight this message to key audiences across the state, including educators and parents of school-age children. Our goal is to reduce barriers to college enrollment by demystifying the admissions process and raising awareness about the uniform admission standards across all 11 participating institutions.”

Last fall, 10 of Michigan’s 15 public universities joined the pact and began working together to promote the initiative to high school students, parents, secondary school partners and college access organizations throughout the state. The Kresge grant will enable MASU and its member institutions to ramp up a statewide informational campaign designed to raise awareness about the uniform admissions standards at the MAAP universities.

Grand Valley State University is the latest public university to participate in the pact, joining current members Central Michigan University, Eastern Michigan University, Ferris State University, Lake Superior State University, Northern Michigan University, Oakland University, Saginaw Valley State University, University of Michigan-Dearborn, University of Michigan-Flint and Wayne State University.

“By joining this partnership, GVSU reinforces its commitment to opening doors and reducing any barriers to a college education,” said B. Donta Truss, GVSU vice president for Enrollment Development and Educational Outreach. “We appreciate the backing of the Kresge Foundation to bring awareness to MAAP member institutions, sending a clear message to students that we are ready for you.”

MAAP universities believe a uniform and widely communicated standard for admission will reduce the uncertainty and anxiety that are often part of the college admissions process, and help empower students to achieve their educational goals. MAAP is a cooperative, cross-institutional effort aimed at increasing awareness of educational options among recent high school graduates and making the admissions process more efficient and transparent. The initiative is aligned with the State of Michigan’s goal to have 60% of working-age adults possess a college degree or other post-secondary credential by 2030.

“Securing a postsecondary degree or credential is a critical vehicle for individual social mobility and economic prosperity,” said Reuben Kapp, Program Officer on Kresge’s Education team. “We are proud to support this pioneering initiative that improves equitable access to higher education for Michigan high school students by streamlining an often onerous process—especially one that disproportionately creates barriers for low-income students and students of color.”

“To grow our economy, we need to invest in our young people,” said Governor Whitmer. “The MAAP is an incredible partnership between 11 of our public universities to make sure more high school graduates can go to college and begin their careers or start businesses right here in Michigan. With today’s Kresge grant, we will continue MAAP’s mission to streamline admissions and raise enrollment rates. At the state level, we will keep taking action to lower the cost of higher education with the Michigan Achievement Scholarship, which can save the majority of high school graduates thousands of dollars a year as they pursue an associate’s or bachelor’s degree. Together, let’s keep lowering costs for students and families and help more Michiganders ‘make it’ in Michigan.”

To learn more about the Michigan Assured Admission Program, visit MAAP.org.

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About MASU

The Michigan Association of State Universities (MASU) serves 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 and the state of Michigan.