



CLEARY UNIVERSITY ANNUAL REPORT 2024–2025

A Message from the President

Dear Friends of Cleary University,

While many small private colleges across the nation continue to face declining enrollments and financial challenges, Cleary University is thriving. Thanks to the dedication of our faculty, staff, alumni, and community partners, this year we celebrated record enrollments, landmark student achievements, bold academic innovation, and new opportunities that will shape our future for decades to come.

This is the first Annual Report Cleary has shared in many years, and it comes at a time of both great challenge and great possibility for higher education. I am proud to share with you some highlights of our work together during 2024–2025.

Enrollment Growth

- **Record Enrollment:** In Fall 2024, Cleary welcomed 1,045 students, one of the largest enrollments in our history. In Summer 2025, we set a new record with 630 students — the biggest summer population ever at the university.
- **Commencement Milestone:** To celebrate the Cleary Class of 2025, we returned to our founding city of Ypsilanti to celebrate our largest graduating class ever — 358 graduates before more than 2,000 guests.
- **Public Safety Impact:** Enrollment in our accelerated public safety programs reached new heights, with over 1,500 learners served to date and graduates across police, fire, and emergency services departments. Expansion with dedicated staff in Arizona and Wisconsin has extended Cleary's national footprint.
- **Program Expansion:** Cleary is launching new bachelor's and master's programs — BS in IT and BS in Healthcare Management — in Fall 2025 and expect to launch our first-ever doctoral program in Fall 2026, a milestone that will position the university as a leader in advanced professional education.

Academic Innovation

- **Leadership Development Programs:** Cleary launched a new leadership certification program with Livingston County administrators and local businesses,

offering mentorship and real-world training while creating an additional revenue stream for the university.

- **Career-Ready Programs:** The new Healthcare Management, Information Technology, and IT Management programs respond to employer demand in high-growth sectors.
- **Entrepreneurship Academy:** The university partnered with Lake Trust Credit Union to launch Entrepreneurship Institute — a non-credit certificate for small-business owners, modeled after nationally recognized programs.
- **Artificial Intelligence:** Cleary is integrating artificial intelligence across our curriculum, operations, and student preparation, ensuring learners are ready to thrive in a rapidly changing workforce.

Student Life & Support

- **Cleary Compass Lab:** With new funding and a dedicated Director of Career Services, we are renovating and expanding our career development hub, providing advising, employer connections, and hands-on coaching to support every student's transition from classroom to career.
- **National DECA Success:** Cleary students earned international honors at the Collegiate DECA Conference in San Francisco, a premier business leadership competition, with half our competitors reaching the finals and several earning top awards, including 1st place in Business-to-Business Marketing.
- **Student Experience:** Events such as Welcome Week, intramural sports, the Catamount Awards, and over a dozen active student clubs brought life to campus. Our dedicated Student Life team worked hard to make sure our on-campus students feel connected, supported, and celebrated.

Cultural & Community Engagement

- **Arthur Secunda Museum:** Cleary secured over \$400,000 in federal arts funding, enabling us to hire a curator, expand community arts programming, and preserve the world's largest Secunda collection, including immersive workshops for local high school students.
- **Ann Arbor Symphony Partnership:** We hosted a public three-part concert series with the Ann Arbor Symphony Orchestra in our Commons Atrium, positioning Cleary as an arts destination for Livingston County.
- **Community Celebrations:** Our third annual *Summerfest* fundraiser at Lake Trust Stadium drew nearly 450 guests and raised \$70,000 for student scholarships, while events like the Big Cat Golf Classic strengthened ties with alumni and supporters.

Athletics

- **Historic Team Success:** Women's Basketball won their first-ever playoff game, Men's Wrestling sent multiple qualifiers to NAIA nationals, and Baseball reached the postseason for the first time in program history.
- **Celebrating Excellence:** Nearly 50 student-athletes earned recognition as NAIA Scholar-Athletes, and the inaugural Catamount Awards spotlighted leadership, achievement, and sportsmanship across programs. We were recognized with the NAIA Champion of Character Five-Star Gold Award for the 2024–25 athletic season — the highest level of distinction conferred by the NAIA.

Philanthropy & Grants

- **Strong Fundraising Year:** Cleary secured nearly half a million dollars in grants this year, supporting student scholarships, arts programming, and career readiness initiatives.
- **Board & Faculty/Staff Giving:** Internal giving participation grew from less than 5% to over 70%, reflecting deep commitment to Cleary's mission.
- **Donor Engagement:** We reconnected with key alumni and supporters and continued to grow philanthropic support for scholarships and university initiatives.

Looking Ahead

As we look to 2025–2026 and beyond, Cleary University is building on a strong foundation of growth, innovation, and community impact. With new academic programs on the horizon, expanded public safety partnerships, a flourishing cultural presence, and our first doctoral program launching in 2026, the future is bright.

To our trustees, alumni, donors, and friends: thank you. Your belief in Cleary makes our success possible. Together, we will continue to shape an institution that thrives while others struggle, and prepares students not only for careers, but for lives of purpose and leadership.

With gratitude,
Alan Drimmer, PhD
President & CEO, Cleary University