

Harnessing the Partnership Potential of The College of W&M and RBC:



RICHARD BLAND COLLEGE
OF THE COLLEGE *of* WILLIAM & MARY

Explore. Prepare. Grow.



components of success



guaranteed/dual admission: symbiotic benefits

- ✦ What is it? How might we enhance it?
- ✦ What are the benefits?
 - ✦ To William and Mary
 - ✦ To RBC
 - ✦ To students
 - ✦ To VA



Emory admissions (landing page)



student ease emphasized

“Since applying to both is as easy as clicking a button on the Common App, most students do. “



automatic admissions

*Students who complete their first two years at Oxford are **automatically enrolled** as juniors at Emory College, with no application or transfer work necessary



-additional options to apply at Emory's nursing and business schools.

student choice emphasized



we're

all about fit



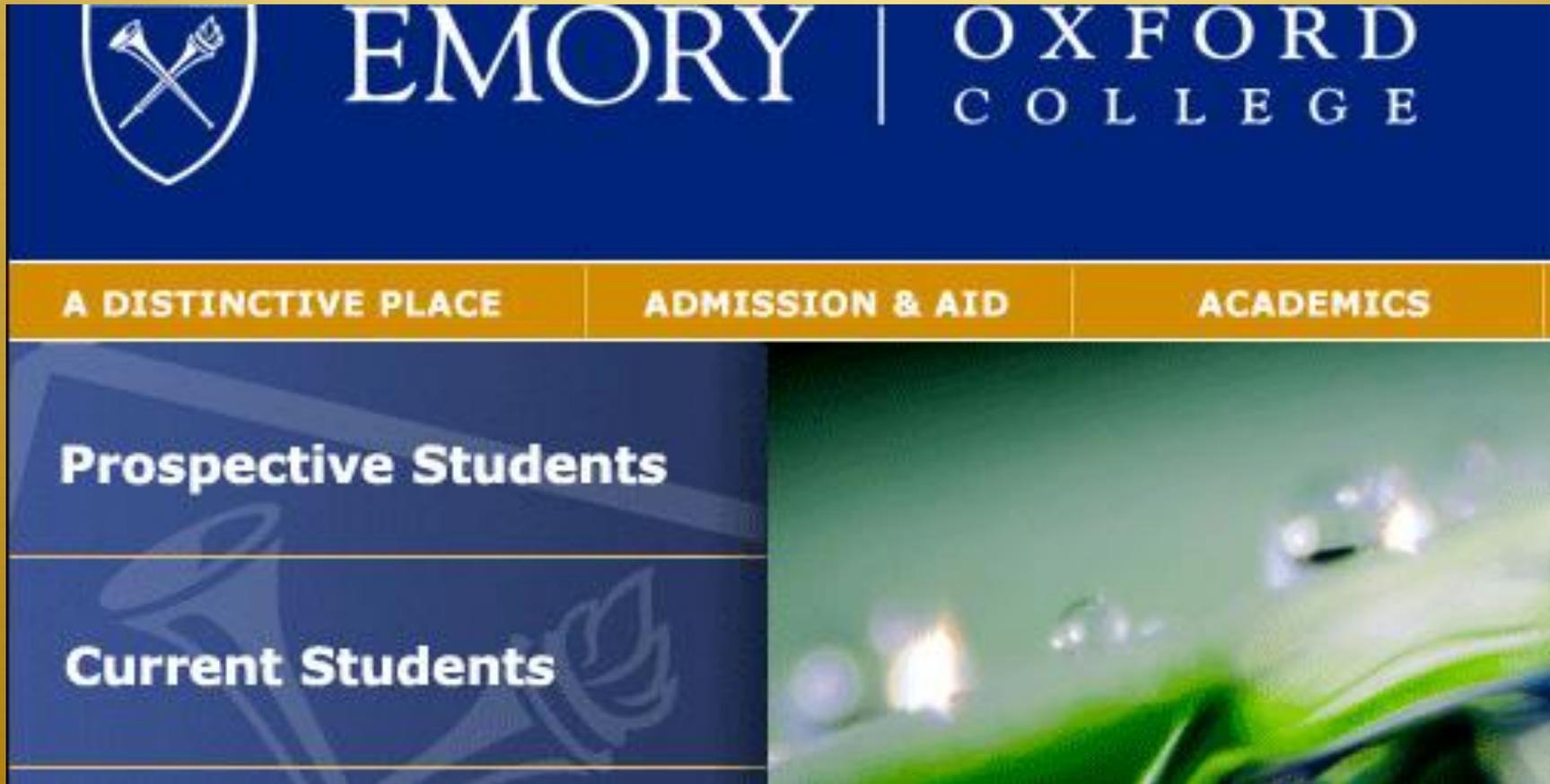
joint marketing/branding



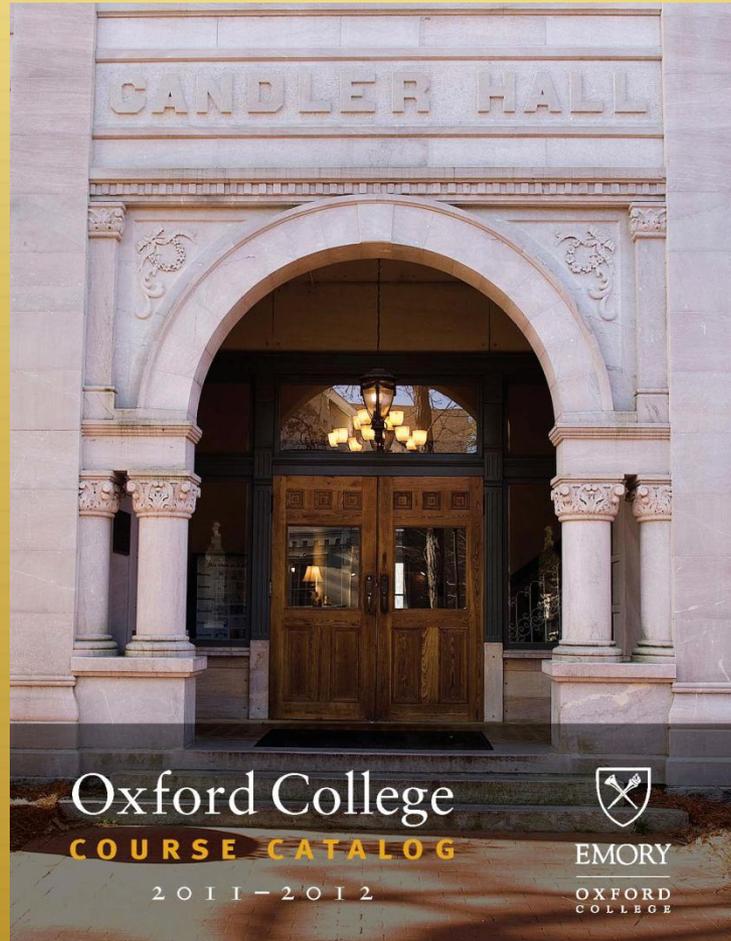
EMORY

OXFORD
COLLEGE

seamless, unified web presence



faculty-driven, aligned curriculums



Benefits to Virginia: capacity building for an educated workforce



Benefits to William and Mary

- ✦ More diverse student body (SES, race/ethnicity, et al)
- ✦ Revenue: 3rd and 4th year slots at capacity



Key Benefit to William and Mary:

Compelling state response to the query: “What are you doing about the high cost of education?”



Benefit to Richard Bland College:

Enhanced institutional and academic profile, with students highly motivated to achieve their scholastic goals and successfully transfer.



Benefit to the Students:

Smaller campus with a more “intimate and nurturing start”
(1,000 students at Oxford versus 5,500 at Emory)



small school...

BIG MINDS

Benefit to the Students:

lower academic profile at the 2-year school
(students perceive it will be easier to get in, but
they will graduate with a prestigious degree)



Benefit to the Students

Lower Total Cost of Attendance





Early and intentional W&M relationship building, with emphasis on honors program characterized by academic learning communities with faculty from both campuses

first steps already in place:
residence halls & co-enrollment

