William & Mary

Quantitative Research Findings
September 2019
Guiding Questions

- What are the perceived strengths of William & Mary?
- What weaknesses or liabilities are associated with William & Mary?
- What misperceptions exist about William & Mary?
- Where do our constituents want us to be in the future?
- What do our stakeholders want us to change and what should stay the same?
- What is the awareness and familiarity of William & Mary?
- What academic programs are strongly associated with William & Mary?
- How should we articulate and convey the unique culture and personality of William & Mary?
- What messages are authentic internally and desirable externally?
- What narrative best reflects the direction William & Mary is headed?
Factors Influencing Reputation

- **Outcomes** – Prospects, parents, peers, counselors, and business leaders say outcomes are a significant driver of reputation.
- **Size** – Larger institutions with more students and alumni enjoy more robust organic word of mouth.
- **Athletics** – Institutions with popular teams and/or surprising wins, enjoy “free marketing”...though we all know it’s not really free.
- **Rankings** – Fortunately, or unfortunately, they matter.
- **Programs** – The best universities in the country are associated with certain types of academic programs more than others.
- **PR/Crisis** – Good news travels slow. Bad news travels fast.
- **Leadership** – A highly visible and charismatic leader can make a difference especially among peers and business/community leaders.
- **Marketing** – It works and makes a difference.
# Methodology At a Glance

<table>
<thead>
<tr>
<th></th>
<th>Prospects</th>
<th>Current Students</th>
<th>Faculty/Staff</th>
<th>Alumni/Non-alumni Donors</th>
<th>Business Influencers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Median Survey</strong></td>
<td>14 minutes</td>
<td>15 minutes</td>
<td>16 minutes</td>
<td>21 minutes</td>
<td>11 minutes</td>
</tr>
<tr>
<td><strong>Length</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Potential # of</strong></td>
<td>36,299</td>
<td>8,631</td>
<td>3,735</td>
<td>19,546</td>
<td>-</td>
</tr>
<tr>
<td><strong>Respondents</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong># Completed</strong></td>
<td>902</td>
<td>1,118</td>
<td>470</td>
<td>1,508</td>
<td>375</td>
</tr>
<tr>
<td><strong>Surveys</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Response Rate</strong></td>
<td>2%</td>
<td>13%</td>
<td>13%</td>
<td>8%</td>
<td>-</td>
</tr>
<tr>
<td><strong>Incidence Rate</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>25%</td>
</tr>
<tr>
<td><strong>Margin of Error</strong></td>
<td>±3.2%</td>
<td>±2.7%</td>
<td>±4.2%</td>
<td>±2.4%</td>
<td>±5.0%</td>
</tr>
<tr>
<td><strong>Incentive</strong></td>
<td>$5 Amazon.com Gift Card (1st 50 completes and for the next 50 respondents as reminders)</td>
<td>$500 Amazon.com Gift Card drawing</td>
<td>No incentive</td>
<td>$500 Amazon.com Gift Card drawing</td>
<td>No incentive</td>
</tr>
</tbody>
</table>
Benchmarking Metrics

- When Ivy Leagues schools are on the list, W&M and UVA are identified as having strong programs by about the same percentage of prospects and business leaders.
- When only VA schools are on the list, UVA edges out W&M and Tech among business leaders.
- Familiarity with W&M is significantly lower among out-of-state prospects vs. in-state prospects.
- W&M’s rating on academic quality among prospects is also significantly lower out-of-state.
In your opinion, which SIX of the following colleges/universities have the strongest academic programs?
In your opinion, which SIX of the following colleges/universities in Virginia have the strongest academic programs?
What is your familiarity with William & Mary?

<table>
<thead>
<tr>
<th></th>
<th>Never heard of it</th>
<th>Only know the name</th>
<th>Somewhat familiar</th>
<th>Very familiar</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prospects</td>
<td>23%</td>
<td></td>
<td>39%</td>
<td>35%</td>
</tr>
<tr>
<td>In-state</td>
<td>4%</td>
<td>26%</td>
<td>70%</td>
<td></td>
</tr>
<tr>
<td>Out-of-state</td>
<td>30%</td>
<td>42%</td>
<td>25%</td>
<td></td>
</tr>
</tbody>
</table>
What is your perception of the academic quality of William & Mary?

- Prospects:
  - Don't know: 6%
  - Poor: 21%
  - Fair: 38%
  - Good: 54%

- In-state:
  - Don't know: 6%
  - Poor: 21%
  - Fair: 44%
  - Good: 76%

- Out-of-state:
  - Don't know: 6%
  - Poor: 21%
  - Fair: 44%
  - Good: 46%
Net Promoter Score

- W&M’s NPSs for recommending to an undergraduate student are very high across all audiences.
- The University’s NPSs for recommending to a graduate student are considerably lower and even negative among some audiences.
Rate your likelihood to recommend William & Mary to a prospective undergraduate student.
Prospective Student Perceptions

- A “university” is preferred far more than a “college.”
- The best colleges are associated with the sciences, engineering, business, technology, and medicine.
Which would you rather attend?

- A college: 4%
- A university: 35%
- Either a college or university: 56%
- Don’t know/don’t care: 5%
The best colleges and universities have excellent programs in _____.

<table>
<thead>
<tr>
<th>Prospects</th>
<th>Business Influencers</th>
<th>Current Students</th>
<th>Faculty/Staff</th>
<th>Alumni</th>
<th>Non-alumni Donors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical Sciences 64%</td>
<td>Business 68%</td>
<td>Physical Sciences 73%</td>
<td>Physical Sciences 77%</td>
<td>Physical Sciences 83%</td>
<td>Physical Sciences 77%</td>
</tr>
<tr>
<td>Engineering 60%</td>
<td>Engineering 65%</td>
<td>Business 67%</td>
<td>Humanities 73%</td>
<td>Humanities 81%</td>
<td>Humanities 73%</td>
</tr>
<tr>
<td>Business 57%</td>
<td>Technology, Computer</td>
<td>Humanities 66%</td>
<td>Social Sciences 67%</td>
<td>Social Sciences 70%</td>
<td>Business 72%</td>
</tr>
<tr>
<td>Medicine 55%</td>
<td>Science 60%</td>
<td>Social Sciences 62%</td>
<td>Technology, Computer Science 65%</td>
<td>Technology, Computer Science 66%</td>
<td>Engineering 66%</td>
</tr>
<tr>
<td>Technology, Computer Science 53%</td>
<td>Physical Sciences 54%</td>
<td>Technology, Computer Science 62%</td>
<td>Technology, Computer Science 65%</td>
<td>Technology, Computer Science 66%</td>
<td>Engineering 66%</td>
</tr>
<tr>
<td>Humanities 51%</td>
<td>Medicine 50%</td>
<td>Engineering 59%</td>
<td>Math 56%</td>
<td>Math 59%</td>
<td>Social Sciences 57%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Medicine 55%</td>
<td>Engineering 53%</td>
<td>Engineering 57%</td>
<td>Math 56%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Law 54%</td>
<td>Law 50%</td>
<td>Law 50%</td>
<td>Law 56%</td>
</tr>
</tbody>
</table>

Education/Teaching 50%
Authentic Elements of W&M

- “Small” is a perceptual liability for W&M.
- Personal interaction, community, rigor, reputation, beautiful campus, etc. are important to prospects and strong W&M associations.
- “Affordable” and “strong programs in STEM” are important to prospects but not strong W&M associations.
When you think of William & Mary, what is the first positive/negative word or short phrase that comes to mind?

**Prospects**

Positive Associations:
- beautiful
- campus
- community
- diverse
- academics
- challenging

Negative Associations:
- lack of diversity
- small
- expensive
- antiquated

**Business Influencers**

Positive Associations:
- academics
- reputation
- location
- high
- small
- liberal arts

Negative Associations:
- antiquated
- expensive
- isolated
- far-from-home
- small
Which FIVE of the following are the most important attributes you look for in schools?

MOST IMPORTANT ATTRIBUTES
- Academic rigor
- Affordable
- Strong STEM programs
- Strong sense of community
- Prestigious reputation
- Students have personal interaction with professors

LEAST IMPORTANT ATTRIBUTES
- Global perspective
- Walkable campus
- Residential campus
- Students are involved in community service
- Established institution with a lot of traditions
- Division I athletics program
- Ample wellness programs and resources
- Location in a historic town

Simpson Scarborough
### Attributes that are important to prospects vs. attributes that best describe William & Mary.

<table>
<thead>
<tr>
<th>Current Students: William &amp; Mary Strengths</th>
<th>Important Attribute, W&amp;M Strength</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walkable campus</td>
<td>Academic Rigor</td>
</tr>
<tr>
<td>Established institution with traditions</td>
<td>Beautiful campus</td>
</tr>
<tr>
<td>Location in a historic town</td>
<td>Reputation</td>
</tr>
<tr>
<td>Wide variety of clubs/activities</td>
<td>Community</td>
</tr>
<tr>
<td></td>
<td>Study abroad opportunities</td>
</tr>
<tr>
<td></td>
<td>Undergrad research</td>
</tr>
<tr>
<td></td>
<td>Personal interaction</td>
</tr>
<tr>
<td></td>
<td>Small class sizes</td>
</tr>
<tr>
<td></td>
<td>Safe campus</td>
</tr>
<tr>
<td></td>
<td>Strong liberal arts &amp; sciences program</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Unimportant Attribute, Not W&amp;M Strength</th>
<th>Important Attribute, Not W&amp;M Strength</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni network</td>
<td>High job placement rate</td>
</tr>
<tr>
<td>Inclusive</td>
<td>Job market preparation</td>
</tr>
<tr>
<td>Variety of majors</td>
<td>Student diversity</td>
</tr>
<tr>
<td>Grad school preparation</td>
<td>Strong STEM programs</td>
</tr>
<tr>
<td>Residential campus</td>
<td>Affordable</td>
</tr>
<tr>
<td>Community service</td>
<td>Earn high salaries</td>
</tr>
<tr>
<td>Global perspective</td>
<td>Social life</td>
</tr>
<tr>
<td>Wellness programs</td>
<td></td>
</tr>
<tr>
<td>Division I athletics</td>
<td></td>
</tr>
</tbody>
</table>

Prospects: Important Attributes in Desired Institution

- Prospects: Important Attributes in Desired Institution
  - High job placement rate
  - Job market preparation
  - Student diversity
  - Strong STEM programs
  - Affordable
  - Earn high salaries
  - Social life
Liberal Arts & Sciences

- A large percentage of prospects say they know the term “liberal arts” but don’t know exactly what it means.
- A minority of prospects say they are “very interested” in the liberal arts.
- The #1 barriers to interest in the liberal arts is an unclear or confusing link between degrees and jobs.
Which of the following, if any, would make you hesitant to pursue a degree in the liberal arts & sciences?

- Career paths with a liberal arts (& science) degree are unclear and... 35%
- Employers don’t see the value in a liberal arts (& science) degree 32%
- A liberal arts (& science) degree doesn’t lead to a successful job/career 31%
- People who go to a liberal arts (& science) college don’t make any... 31%
- Liberal arts (& science) schools don’t have strong science or math... 27%
- Liberal arts (& science) colleges are more expensive than other colleges... 26%
- Liberal arts (& science) schools don’t prepare graduates for the workforce 22%
- Liberal arts (& science) programs are not focused enough in a single... 21%
- My parents don’t want me to study the liberal arts (& science) 17%
- Liberal arts (& science) programs are not relevant to the real world 16%
- My school counselor doesn’t recommend the liberal arts (& science) 4%
- I have no hesitations 15%

“LIBERAL ARTS”
54% of prospects are very familiar with the term and know what it means.

43% know the term, but don’t know exactly what it means.

33% are very interested in a liberal arts college.
Reactions to W&M Messaging

- Prospects and business leaders reacted very positively to the idea of a guaranteed internship.
- All audiences like the idea of positioning W&M as a “national leader” in the liberal arts and developing creative and critical thinking skills.
Which three of the following statements would most increase your interest in attending/improve your perception of William & Mary?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Prospects</th>
<th>Business Influencers</th>
<th>Current Students</th>
<th>Faculty/Staff</th>
<th>Alumni</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guaranteed internship</td>
<td>50%</td>
<td>37%</td>
<td>33%</td>
<td>24%</td>
<td>26%</td>
</tr>
<tr>
<td>Leader among liberal arts and sciences universities</td>
<td>36%</td>
<td>44%</td>
<td>47%</td>
<td>55%</td>
<td>60%</td>
</tr>
<tr>
<td>Creative and critical thinking</td>
<td>35%</td>
<td>35%</td>
<td>41%</td>
<td>51%</td>
<td>60%</td>
</tr>
<tr>
<td>Authentic selves</td>
<td>33%</td>
<td>24%</td>
<td>38%</td>
<td>27%</td>
<td>34%</td>
</tr>
<tr>
<td>Expanding academic offerings</td>
<td>29%</td>
<td>35%</td>
<td>29%</td>
<td>35%</td>
<td>27%</td>
</tr>
<tr>
<td>Summer semesters</td>
<td>25%</td>
<td>21%</td>
<td>20%</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>Real-world experience</td>
<td>24%</td>
<td>23%</td>
<td>18%</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>University career services</td>
<td>19%</td>
<td>16%</td>
<td>26%</td>
<td>18%</td>
<td>22%</td>
</tr>
<tr>
<td>Nationally known athletics program</td>
<td>8%</td>
<td>9%</td>
<td>10%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Online courses</td>
<td>7%</td>
<td>18%</td>
<td>12%</td>
<td>18%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Top 3 within each audience

Simpson Scarborough
Next Steps

- Conduct additional secondary analysis by key demographics within each audience.
- Vet the research findings with faculty and staff on campus including communications, enrollment, advancement, strategic planning teams, etc.
- Document final conclusions and key insights.
Thank you.

Offices

Washington, D.C.
1737 King Street, Suite 110
Alexandria, VA 22314
Tel: (571) 257-7251
Fax: (571) 482-3840

Oakland, CA
4008 Ardley Avenue
Oakland, CA 94602
Tel: (510) 599-0609

Ownership

Elizabeth Johnson
CEO and Partner
esj@simpsonscarborough.com

Dana Edwards
CMO and Partner
de@simpsonscarborough.com

Jason Simon
COO and Partner
js@simpsonscarborough.com

simpsonscarborough.com

SimpsonScarborough is a woman-owned firm.