

# Ad Hoc Committee on Organizational Sustainability and Innovation

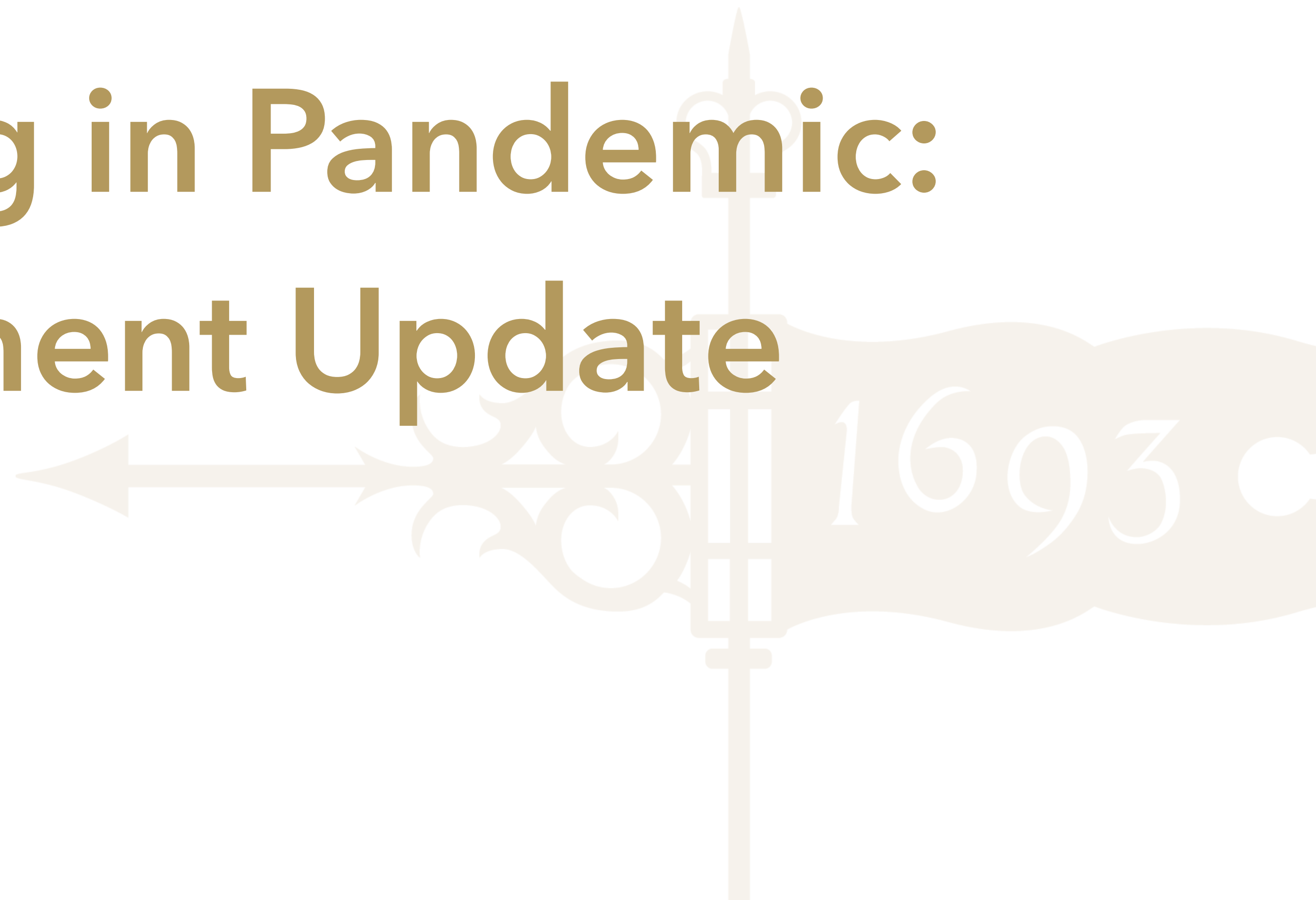
May 12, 2020



WILLIAM & MARY

CHARTERED 1693

# Operating in Pandemic: Enrollment Update



# Enrollment Growth Planned Prior to COVID-19

600 more undergraduates by scaling up to

150 more new students  
per year over a

4-year timeframe

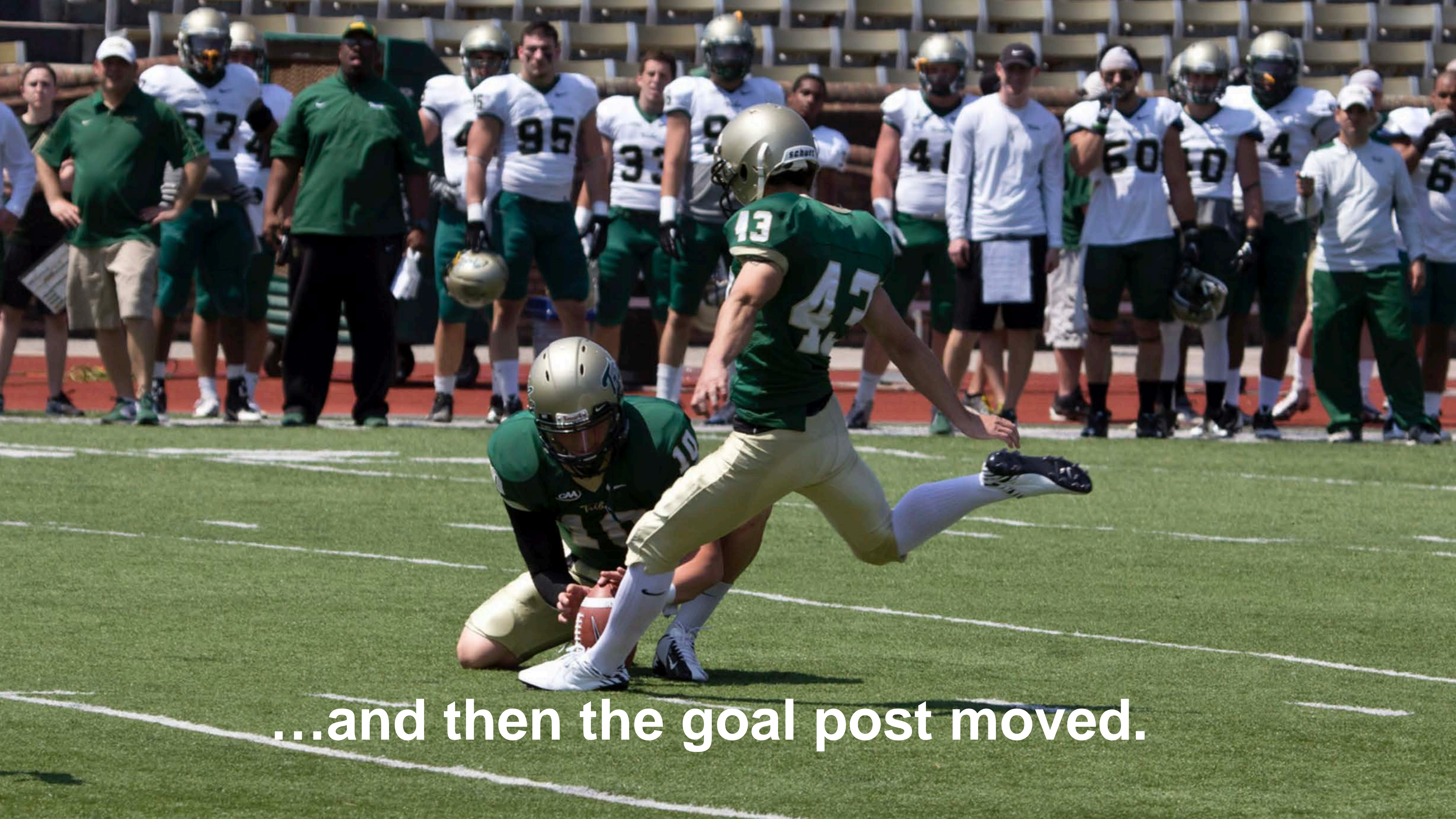
ACTION	2020-2021	2021-2022	2022-2023	2023-2024
Enhance Marketing and Communications				
Introduce Modeling for Likelihood of OOS Enrollment	10	15	15	15
Expand IS Pell Packaging and Outreach	5	10	15	15
Increase and Change Allocations of Aid	15	20	20	20
Expand Search Process for 10th & 11th Graders	0	10	15	20
Expand Academic Program Cohort	0	5	10	10
Offer STEM Scholarships Related to Tech Talent	0	10	15	15
Fund a New, First-generation/Pell Cohort	0	0	15	15
Offer Spring Entry for Freshmen	10	20	30	40
ADDITIONAL NEW STUDENTS PER YEAR	40	90	135	150

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**+30  
for Fall**

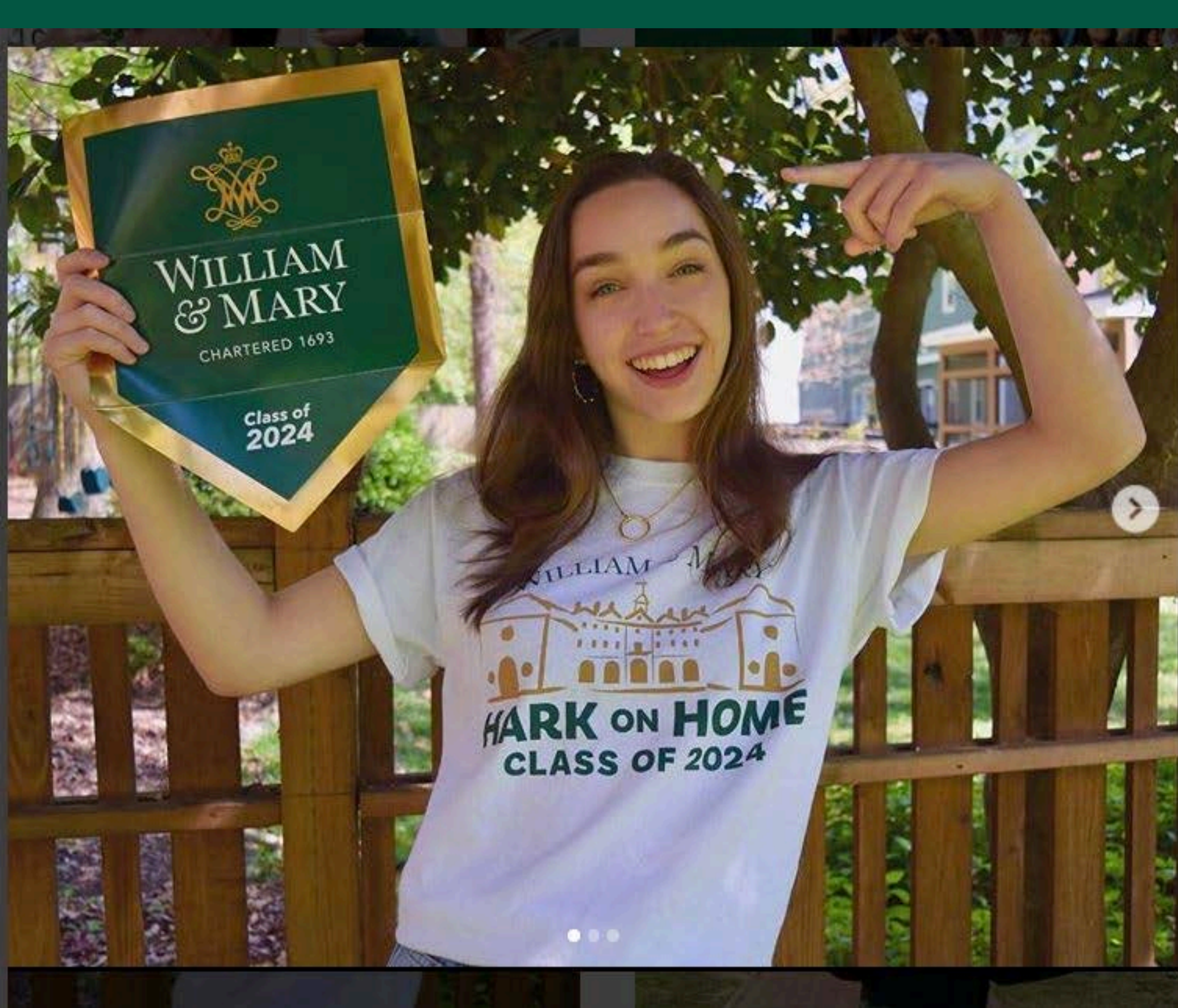
**+10  
for Spring**





...and then the goal post moved.





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William & Mary



annatheartfairy I am excited to announce my commitment to the College of William & Mary! After connecting with various students and professors over zoom, I feel I have truly found my people (or tribe, if you will) & can't wait to spend the next four years with them! 🍀💛 #wm2024

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#art #arthistory #artistic #arts #artsy  
#aesthetic #artaesthetic



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APRIL 15

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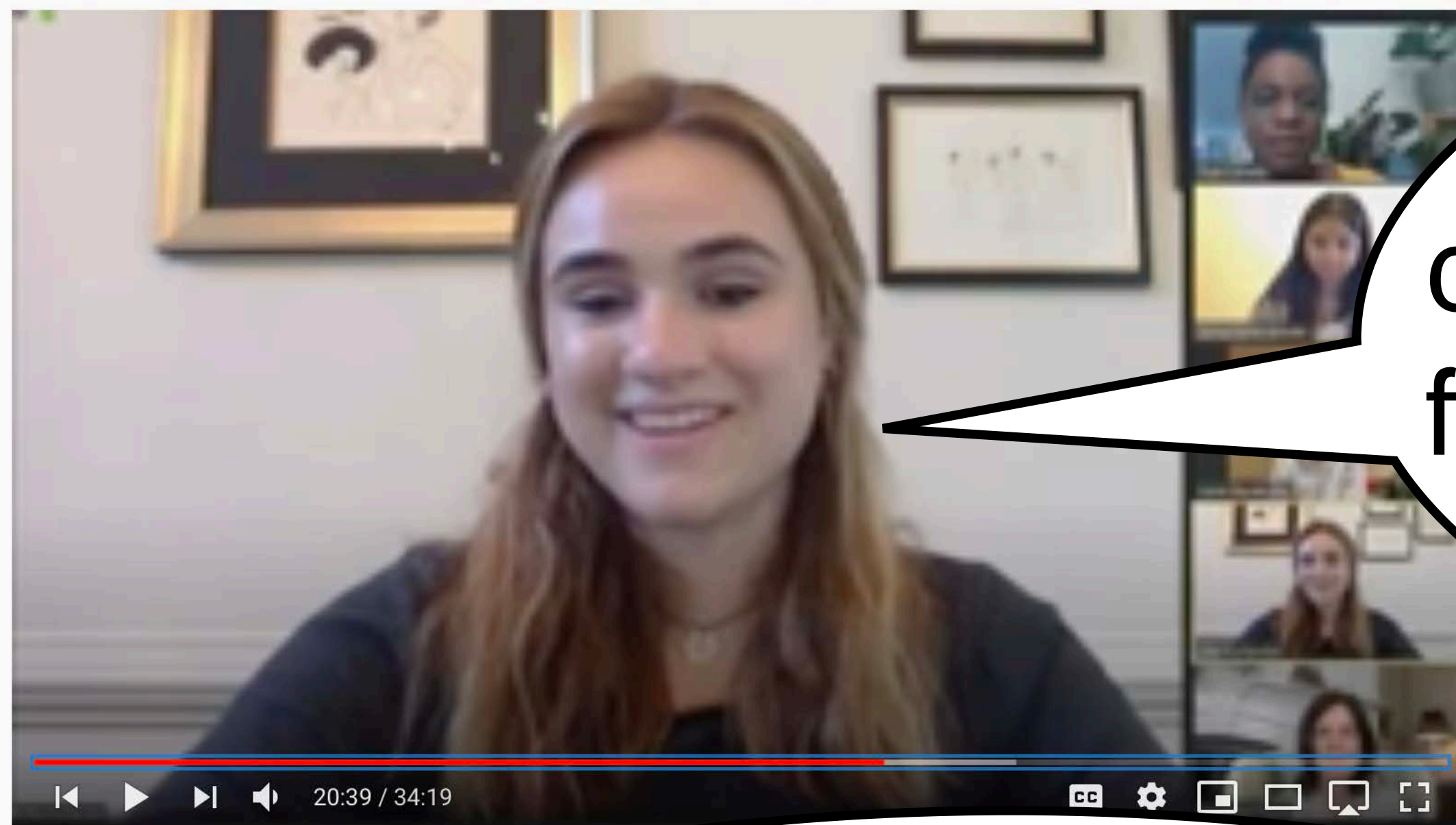
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Community Conversation

“William & Mary has really done an exceptional job making me feel seen, accepted and known.”  
—Ellie Kurlander '24

“Everything is stripped away in a way that makes your authenticity come across.”  
—Tish Canady, Assoc. Dean of Admission



Community Conversation with President Rowe - April 15, 2020



Enrollment Deposits	Mon., May 11, 2020	Fri., May 10, 2019	+ / –
In-State	1,045	912	+ 133
International	102	111	– 9
Other Out-of-State	466	450	+ 16
<b>TOTAL</b>	<b>1,613</b>	<b>1,473</b>	<b>+ 140</b>





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Enrollment Deposits	Target	Actual (to Date)
Deposits to Verto for Fall Program and Guaranteed Entry to W&M for Spring 2021	10	19



# Forward Thinking: Three-Year Pilot of Test-Optional Admissions





# Access to Standardized Tests Limited in the Upcoming Cycle

- Spring and early summer SAT test dates cancelled
- Next planned SAT test date is August, ACT is June
- College Board developing an at-home SAT



# Many Relaxing Testing Requirements for at Least the Upcoming Year

- University of California system
- Williams, Amherst and many small privates
- Virginia Tech



# Reasons for Three-Year Pilot of Test-Optional Admissions

- Responds to current lack of access to testing
- Signals commitment to inclusion, esp. for students from low-income backgrounds
- Enables time for evaluation of results for first-year students' GPA



# Decision-Making Process

- Late March: early conversations among admission leadership, data gathering with Institutional Research
- Early April: engagement of president and provost
- Late April: endorsement by faculty advisory committee
- May: decision made in consultation with the president and the provost to proceed with three-year pilot and study



# Questions?

