

Committee on Organizational Sustainability and Innovation

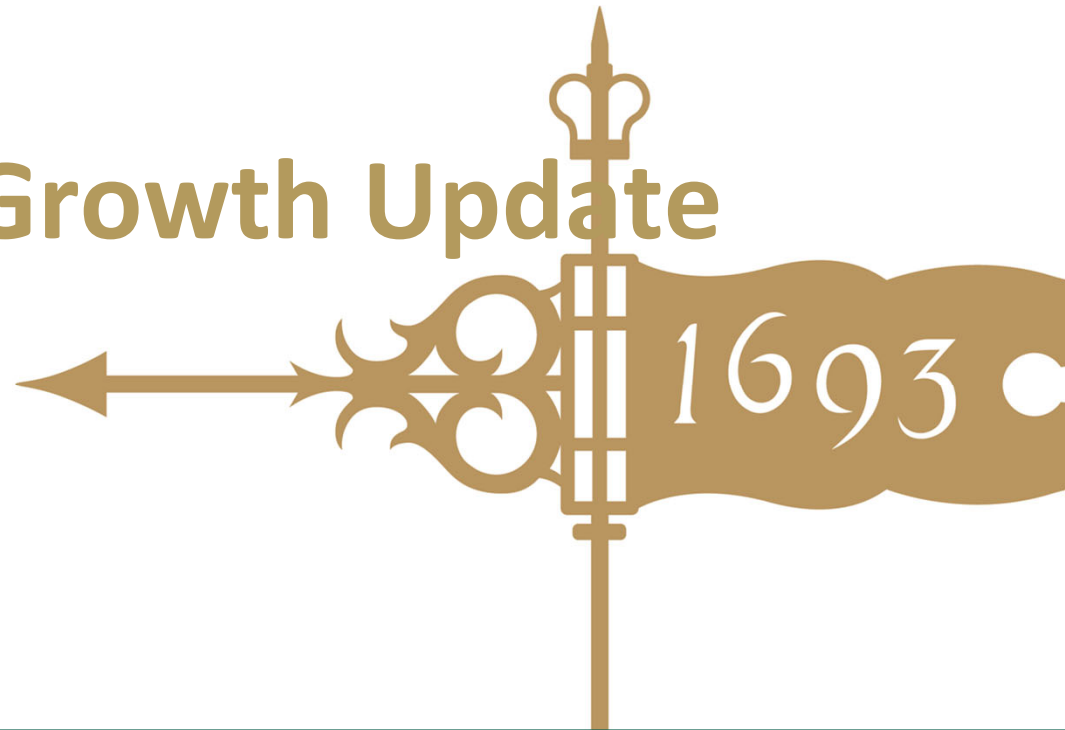
September 24, 2020



WILLIAM & MARY

CHARTERED 1693

Enrollment Growth Update



Enrollment Growth is Neither a First Resort nor a Sole Solution

- Tuition increases must be mitigated
- Cost cutting must continue, but it becomes more challenging
- New revenue streams should be pursued

Changes & Challenges Lie Ahead

- The traditional college-going population is shifting
- Flat or declining populations of college-going students will increase competition
- Opportunities may exist beyond the traditional undergraduate population




WILLIAM & MARY
CHARTERED 1693

WHILE ON CAMPUS
FACE MASKS
and
MAINTAINING 6 FEET
PHYSICAL DISTANCE
ARE REQUIRED

Healthy Together.

Unprecedented Challenges

	Recent Years	Fall 2020
Summer Melt	~100	
Deferrals	12-20	

Unprecedented Challenges

	Recent Years	Fall 2020
Summer Melt	~100	257
Deferrals	12-20	76 (39 for spring and 37 for fall 2021)

Phased Smart Growth

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150 p ru#ghz #wxghqw#
shu#hdur yhud##

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Phased Smart Growth

	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024
		(+40)	(+90)	(+135)	(+150)
Fall	1,530				
Spring	0				
Target Total	1,530	1,570	1,620	1,665	1,680
Actual Total	1,534				

Phased Smart Growth

	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024
		(+40)	(+90)	(+135)	(+150)
Fall	1,530	1,525			
Spring	0	55-75			
Target Total	1,530	1,570	1,620	1,665	1,680
Actual Total	1,534	> 1,580			

Year-One Growth

	2019-2020	2020-2021
Fall Freshmen	1,534	1,525
Spring Freshmen	0	39 via deferrals 45 via waitlist
Total	1,534	>1,580



JOIN A VERTO GLOBAL STUDY PROGRAM AS YOUR PATH TO WILLIAM & MARY

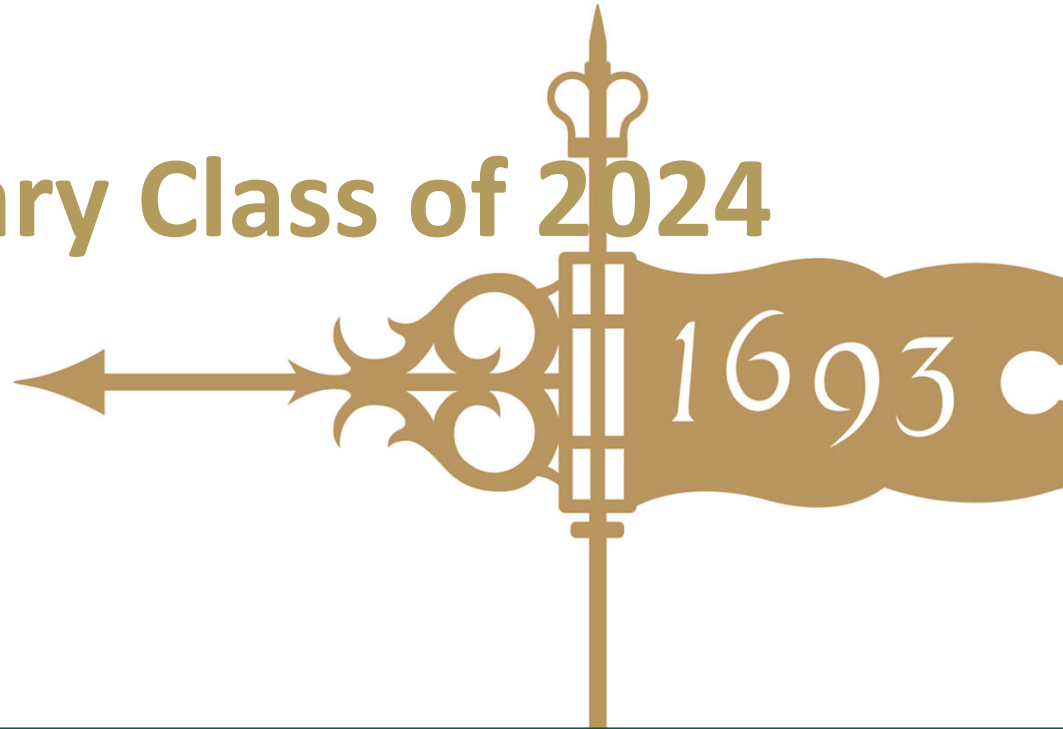
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W&M expands options for waitlisted students, offering guaranteed pathways to spring admission



William & Mary Class of 2024





@WMPEOPLE 4 WEEKS AGO



Dane Fischer

Welcome to William & Mary
from the Fischer family and
@WMTribeMBB! #wmWelcome
<https://t.co/Pyveez7cdB>



@DANE_FISCHER 4 WEEKS AGO



4 WEEKS AGO



The Lemon Project

The Lemon Project: A Journey of
Reconciliation welcomes
students to and back to William
& Mary. Consider attending our
upcoming virtual events,
starting next week.
#thelemonproject
#wmWelcome
<https://t.co/7FuFWA50ld>



4 WEEKS AGO

Once a member of the Tribe,
always a member of the Tribe.

-A very recent alum, class of 2020

#wmWelcome



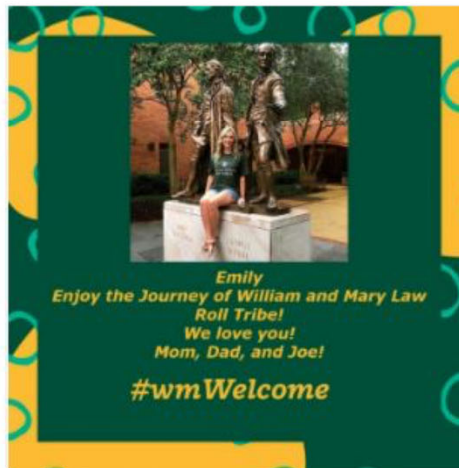
From the W&M Community

#wmWelcome

<https://t.co/CTaxhwdvI9>



@WMPEOPLE 4 WEEKS AGO



buddy below ❤️ #wamdt
#wmwelcome #williamandmary

4 WEEKS AGO



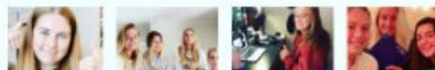
From the W&M Community

#wmWelcome

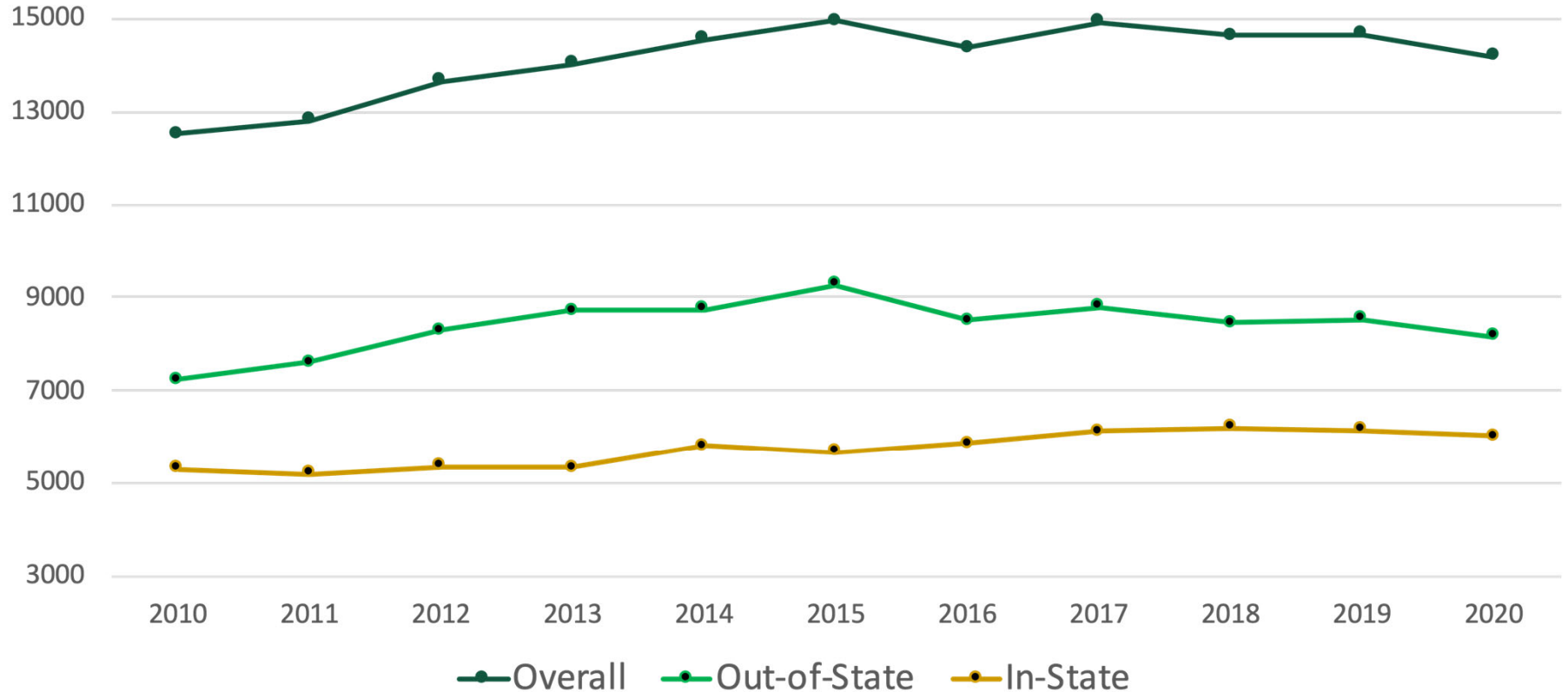
<https://t.co/IWKkJTb6IK>



@WMPEOPLE 4 WEEKS AGO



Freshman Applicant Pool



Snapshot: Past Four Years

	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Applications	14,921	14,644	14,681	14,202
Class Size	1534	1546	1534	1525*
Admit Rate	36%	37%	38%	42%
Yield Rate	29%	29%	28%	25%

**Does not include 39 students who deferred enrollment to Spring 2021 or 45 students pursuing the new Spring 2021 admission pathway.*

Academic Profile

	Fall 2017	Fall 2018	Fall 2019	Fall 2020
SAT Q1-Q3	1300-1480	1310-1490	1320-1510	1300-1490
ACT Q1-Q3	29-33	30-33	30-34	30-34
HS Top Decile	81%	77%	75%	77%
Average GPA	4.24	4.24	4.27	4.28

Entering Class Demographics

	Fall 2017	Fall 2018	Fall 2019	Fall 2020
In-State	65%	63%	62%	67%
Students of Color	30%	31%	33%	32%
International	7%	6%	7%	4%
First Generation	11%	10%	10%	10%

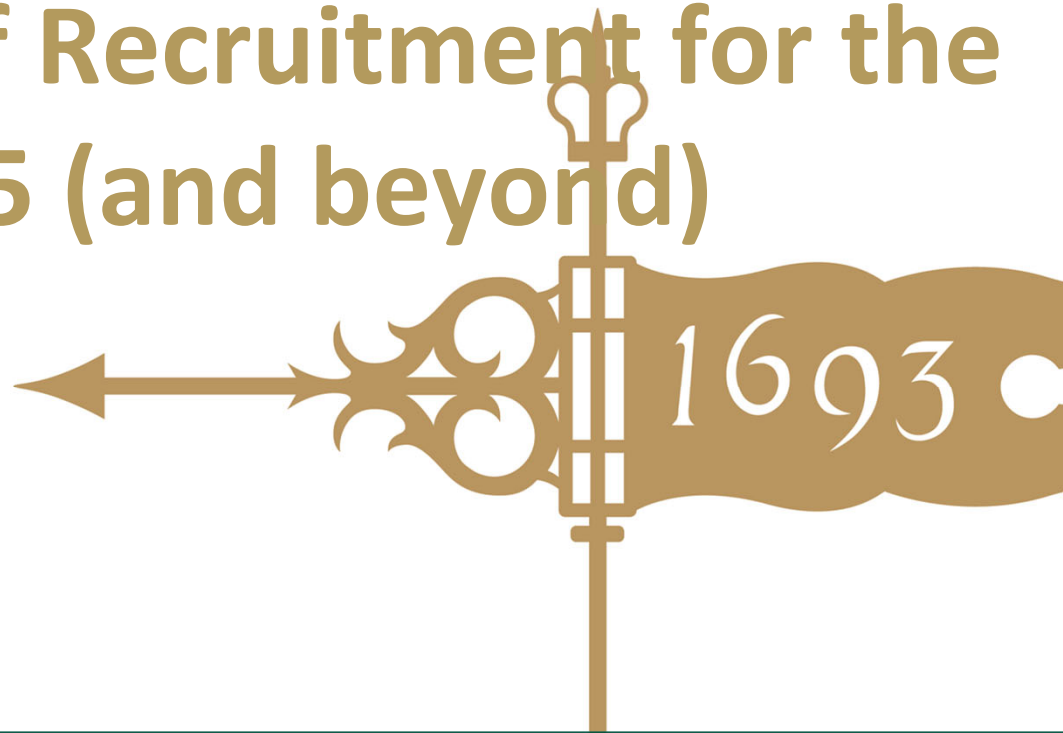
New Pell Students

	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Freshmen	190	157	153	166
Transfers	49	30	44	30
Total	239	187	198	196

Freshmen Pell Percentages

	Fall 2017	Fall 2018	Fall 2019	Fall 2020
Overall	12%	10%	10%	11%
In-State	16%	14%	15%	15%
Out-of-State	5%	3%	2%	2%

New Modalities of Recruitment for the Class of 2025 (and beyond)



#15 (15)				
13	14	15	16	17
4:30pm NACAC Fair: ... #297 (297)	8:00am Battlefield Hi... #8	8:45am Ardrey Kell ... #5 (4)	5:00am CIALFO Lion ... #25 (25)	8:25am Providence ... #5 (5)
	10:00am Brentsville ... #6 (5)	9:30am Charlotte Lat... #4 (3)	9:30am Hempstead ... #1	9:00am Colonial Forg... #3
	11:00am Battlefield	9:55am Highland Sc... #2	10:00am Hempstead...	10:00am George Mas... #17
	11:45am Veritas Aca... #3	10:35am Charlotte C... #4 (3)	12:35pm Independe... #6 (6)	10:00am Virtual Inte... #1 FULL (1)
	12:00pm Loomis Cha... #7 (2)	11:45am Charlotte C... #1 (1)	1:00pm St. Stephen'... #9 (9)	10:30am Chapel Hill ... #11 (11)
	1:00pm STEM Panel #2 (1)	12:30pm Memorial H... #4	2:00pm Severn Scho... #8 (7)	11:00am Brophy Coll... #2
	1:00pm Charles Colg... #31 (27)	12:40pm The Stoney ... #5 (1)	2:00pm Virtual Inter... #2 FULL (1)	11:15am Woodrow ... #7 (7)
	1:30pm The Governo... #3	1:00pm Myers Park ... #6 (6)	3:00pm Mountain Vi... #1	12:20pm Freedom Hi... #19 (3)
	1:50pm Cresskill Hig... #1	2:00pm Hinsdale Ce... #5 (4)	3:00pm Virtual Infor... #16 (11)	12:40pm Cambridge ... #2
	2:00pm Virtual Inter... #4 FULL (4)	2:00pm Virtual Inter... #2 FULL (2)	3:00pm Virtual Inter... #1 FULL (1)	1:00pm Convent of t... #2
	2:05pm Dexter Sout... #5	2:00pm Westbrook H... #1 (1)	4:00pm Association ... #8 (8)	1:30pm Georgetown ... #8 (2)
	2:15pm Croton-Ham... #2	2:30pm Ellis School (... #2	4:00pm Virtual Inter... #3 FULL (2)	2:00pm Henry Count... #2
	2:50pm St. Mark's Sc... #2	2:30pm Leman Manh...	5:00pm Virtual Inter... #2 FULL (1)	2:00pm Virtual Inter... #2 FULL (2)
	3:00pm Virtual Infor... #27 (19)	3:00pm Virtual Infor... #20 (12)	5:15pm The Awty In... #2	3:00pm Bryn Mawr S... #3
	3:00pm Virtual Inter... #2 FULL (2)	3:00pm Virtual Inter... #3 FULL (3)	5:30pm Highland Par... #2 (2)	3:00pm Virtual Infor... #8 (6)
	4:00pm Commack Hi...	3:15pm Charlotte Ca... #5 (5)	6:00pm VACRAO Tra...	3:00pm Virtual Inter... #3 FULL (2)
	4:00pm Rock Ridge ... #14 (14)	3:30pm King School ... #6 (1)	7:00pm Virtual Colle... #135 FULL (135)	4:00pm For Students... #7 (5)
	4:00pm Virtual Inter... #2 FULL (2)	3:30pm St. Albans (K... #10 (10)		4:00pm Virtual Inter... #5 FULL (4)
	5:00pm Virtual Inter... #1 FULL (1)	4:00pm For Students... #8 (4)		5:00pm Virtual Inter... #4 FULL (4)
	6:00pm Horace Greel... #7	4:00pm Virtual Inter... #6 FULL (5)		6:00pm VACRAO Tra...
	6:00pm Santa Marga... #7 (7)	5:00pm Virtual Inter... #4 FULL (3)		7:00pm Virtual Colle... #136 FULL (136)
		5:00pm Marymount ... #7 (1)		8:00pm St Catherine'... #9
		6:00pm Potomac Fall... #7 (7)		
20	21	22	23	24
9:30am Woodgrove ... #9 (9)	9:15am Carroll Senio... #1	9:00am St. Margaret'... #1	9:00am North Staffor... #1	8:30am
10:15am St. Paul's S... #5	9:40am Avon Old Far...	10:40am The Hockad...	9:30am Fayetteville ...	8:45am
10:30am Ursuline Ac... #4	9:41am Archmere Ac... #5 (5)	2:00pm Virtual Inter... #1 FULL	9:30am Conard High... #1	9:00am
10:45am Lake Oswe...	10:30am Kennett Hig...	2:10pm Covenant Sc...	10:00am Hall High S...	9:35am

Visits & Tours

Info Session with a Dean

Campus Tour

Senior Interviews

Access Events

Lecture Series

Fall Focus Days

For Students, By Students

STEM Panel

W&M Transfer Days

Wish You Were Here

Majors & Minors

Costs, Aid & Awards

Facts & Figures

Diversity & Access

Contact Us

Join our Mailing List

Visit Opportunities

Explore William & Mary from home.

APPLY

VISIT

REQUEST INFO

CONTACT US

If a picture is worth a thousand words, then a video is worth a million, and a virtual chat with one of our engaging students, committed faculty, or dedicated admission staff members is priceless. We are continually adding new options and encourage you to check back often to learn why there is only one William & Mary.



INFORMATION SESSIONS



CAMPUS TOUR



SENIOR INTERVIEWS



24 wmadmission 4h

INTERESTED IN MAJORING IN COMPUTER SCIENCE?



JOIN **W&M PROFESSOR PETER KEMPER** FOR A LIVE LECTURE
ON **09/30** FOR AN INSIDE
PEAK AT COMP. SCI. AT
WILLIAM & MARY. SIT IN ON
THE LECTURE, ASK
QUESTIONS, GET ANSWERS,
AND **APPLY W&M!**

Send Message LINK IN BIO

Instagram

Search



24 wmadmission 3h

W&M

High School Students

College Admission Panel Presentations

September 22-24

3:00-7:45 PM

Virtual College Fairs

September 30-October 7

Tuesday-Thursday each week

<https://www.vacrao.com/2020-virginia-virtual-tour-registration>



VIRTUAL COLLEGE EXPLORATION
for all Virginia students

Questions?

