Enrollment Growth Update
Phased Smart Growth

600 more undergraduates by scaling up to

150 more new students per year over a

4-year timeframe
## Phased Smart Growth

<table>
<thead>
<tr>
<th></th>
<th>2019-2020 (baseline)</th>
<th>2020-2021 (+40)</th>
<th>2021-2022 (+90)</th>
<th>2022-2023 (+135)</th>
<th>2023-2024 (+150)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>1,530</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spring</td>
<td>0</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Target Total</td>
<td>1,530</td>
<td>1,570</td>
<td>1,620</td>
<td>1,665</td>
<td>1,680</td>
</tr>
<tr>
<td>Actual Total</td>
<td>1,534</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Phased Smart Growth

<table>
<thead>
<tr>
<th></th>
<th>2019-2020 (baseline)</th>
<th>2020-2021 (+40)</th>
<th>2021-2022 (+90)</th>
<th>2022-2023 (+135)</th>
<th>2023-2024 (+150)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fall</strong></td>
<td>1,530</td>
<td>1,525</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Spring</strong></td>
<td>0</td>
<td>55-75</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Target Total</strong></td>
<td>1,530</td>
<td>1,570</td>
<td>1,620</td>
<td>1,665</td>
<td>1,680</td>
</tr>
<tr>
<td><strong>Actual Total</strong></td>
<td>1,534</td>
<td>&gt;1,580</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Admits (~5,500) ➔ Fall Enrolling (~1,530) ➔ Next Fall Deferrals (12-20) ➔ Waitlisted Students
Admits (~5,500) ~6,000

Waitlisted Students

Fall Enrolling (~1,530) 1,525

Next Fall Deferrals (12-20) 37
Waitlisted Students

Admits (~5,500) ~6,000

Fall Enrolling (~1,530) 1,525

Spring Deferrals 39

Next Fall Deferrals (12-20) 37
Waitlisted Students

Admits (~5,500) ~6,000

Fall Enrolling (~1,530) 1,525

Spring Admission Pathways 45

Spring Deferrals 39

Next Fall Deferrals (12-20) 37
Admits (~5,500) ~6,000

Fall Enrolling (~1,530) 1,525

Waitlisted Students

Spring Admission Pathways 45

Spring Deferrals 39

Class grows by 55-75 for Spring

Next Fall Deferrals (12-20) 37
Admits (~5,500) ~6,000

Waitlisted Students

Fall Enrolling (~1,530) 1,525

Spring Admission Pathways 45

Spring Deferrals 39

Class grows by 55-75 for Spring

Next Fall Deferrals (12-20) 37
Year-Two of Growth: Early Positive Indicators

- Increase in Gap-Year Deferrals
- Spring Admission Pathways
- Increase in Early Decision Applications (+5%)
- First Year of Partnership with Posse Foundation
Year-Two of Growth: Early Positive Indicators

• Increase in Gap-Year Deferrals
Year-Two of Growth: Early Positive Indicators

• Increase in Gap-Year Deferrals
• Spring Admission Pathways
Year-Two of Growth: Early Positive Indicators

• Increase in Gap-Year Deferrals

• Spring Admission Pathways

• Increase in Early Decision Applications (+5%)
Year-Two of Growth: Early Positive Indicators

- Increase in Gap-Year Deferrals
- Spring Admission Pathways
- Increase in Early Decision Applications (+5%)
- First Year of Partnership with Posse Foundation
WILLIAMSBURG, Va. (AP) — An organization that received some of President Obama’s Nobel Prize money is partnering with William & Mary to provide scholarships to future students at the university.

The school in Williamsburg, Virginia, said in a statement Thursday that it’s partnering with The Posse Foundation.

Many of the scholarship recipients will be underrepresented students of color and students from low-income backgrounds. Many may not have been able to afford college otherwise.

The Posse Foundation recruits and trains students who show extraordinary leadership and academic potential.
The Posse Foundation
William & Mary Board of Visitors Meeting
November 19, 2020
“I never would’ve dropped out of college if I’d had my posse with me.”
Posse’s 3 Major Goals

1. Expand the pool of candidates from which top colleges select their student bodies

2. Help our partner colleges and universities build more interactive campus communities (more integrated diversity)

3. Graduate Scholars so they can become leaders in the workforce
Posse’s STEM Program
Posse’s Veterans Program
TODAY...

• 17,000 nominations annually
• 9,600 Posse Scholars + Alumni in the network
• 90+ percent graduation rates
• $1.5 Billion
• 60 partner colleges and universities
• 76 partnerships
Posse Partner Colleges and Universities

AGNES SCOTT COLLEGE
BABSON COLLEGE
BARD COLLEGE
BOSTON UNIVERSITY
BRANDEIS UNIVERSITY
BRYN MAWR COLLEGE
BUCKNELL UNIVERSITY
CALIFORNIA INSTITUTE OF THE ARTS
CARLETON COLLEGE
CENTRE COLLEGE
COLBY COLLEGE
THE COLLEGE OF WILLIAM & MARY
THE COLLEGE OF WOOSTER
CONNECTICUT COLLEGE
CORNELL COLLEGE
CORNELL UNIVERSITY
DARTMOUTH COLLEGE
DAVIDSON COLLEGE
DENISON UNIVERSITY
DEPAUW UNIVERSITY
DICKINSON COLLEGE
FRANKLIN & MARSHALL COLLEGE
GRINNELL COLLEGE
HAMILTON COLLEGE
HOBART AND WILLIAM SMITH COLLEGES
ILLINOIS WESLEYAN UNIVERSITY
KALAMAZOO COLLEGE
LAFAYETTE COLLEGE
LAFAYETTE COLLEGE
LEHIGH UNIVERSITY
LEWIS & CLARK
MIDDLEBURY COLLEGE
MOUNT HOLYOKE COLLEGE
NORTHWESTERN UNIVERSITY
NOTRE DAME UNIVERSITY
OBERLIN COLLEGE
PEPPERDINE UNIVERSITY
POMONA COLLEGE
RHODES COLLEGE
SEWANEE: THE UNIVERSITY OF THE SOUTH
SMITH COLLEGE
ST. OLAF COLLEGE
TEXAS A&M UNIVERSITY
TRINITY COLLEGE
SYRACUSE UNIVERSITY
TULANE UNIVERSITY
UNION COLLEGE
UNIVERSITY OF CALIFORNIA, BERKELEY
UNIVERSITY OF CALIFORNIA, LOS ANGELES
UNIVERSITY OF CHICAGO
UNIVERSITY OF MICHIGAN
UNIVERSITY OF PENNSYLVANIA
UNIVERSITY OF PUGET SOUND
UNIVERSITY OF ROCHESTER
UNIVERSITY OF SOUTHERN CALIFORNIA
THE UNIVERSITY OF TEXAS AT AUSTIN
UNIVERSITY OF VIRGINIA
UNIVERSITY OF WISCONSIN-MADISON
VANDERBILT UNIVERSITY
VASSAR COLLEGE
VILLANOVA UNIVERSITY
WELLESLEY COLLEGE
WESLEYAN UNIVERSITY
WHEATON COLLEGE
THIS DECEMBER...

We will select our 10,000TH Posse Scholar.
We have an opportunity.
Lessons and Opportunities

- The COVID-19 pandemic and the multi-racial response to racism in the U.S. underscore the importance of Posse’s place in the country and its role in its future.
- Posse has proven its ability to be nimble and leverage new technology to maximize impact.
- Opportunity to expand footprint beyond the cities and serve a bigger population and accelerate mission fulfillment.
How?

Launch Geographically Diverse Posses from:

1. Cities throughout the U.S.
2. Cities throughout the Commonwealth of Virginia
Current Posse Cities

- Atlanta
- Bay Area
- Boston
- Chicago
- D.C.
- Houston
- L.A.
- Miami
- New Orleans
- New York
- Veterans
New cities U.S. being considered for expansion include:

<table>
<thead>
<tr>
<th>Baltimore</th>
<th>Charlotte</th>
<th>Dallas</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denver</td>
<td>Detroit</td>
<td>Cleveland</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>Indianapolis</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>Minneapolis</td>
<td>Memphis</td>
</tr>
<tr>
<td>Newark</td>
<td>Las Vegas</td>
<td>Phoenix</td>
</tr>
<tr>
<td>Newark</td>
<td></td>
<td>– and others.</td>
</tr>
</tbody>
</table>
New cities being considered for expansion in VA:
More than 20,000 young people per year will be exposed to Posse programming through Posse’s Dynamic Assessment Process – learning about colleges and universities and getting inspired to reach higher and pursue their best.

The top ten percent will become part of a national database that will be shared with 100 top colleges and universities.
Five percent will win the prestigious Posse Scholarship.

They will be 1,000 Scholars per year – young people who demonstrate the kind of leadership potential that suggests they will become future senators, college presidents and CEOs.

These 1,000 will be divided into 100 Posses and go to 100 top colleges and universities. They will be cohorts that represent the diversity of the American population.
First VA Partner University for this model

- William & Mary
Ultimately, the program will support 5,000 Posse Scholars in its pipeline annually (including the newly selected groups and the cohorts on campus).
What will it mean for William & Mary?

- Hundreds of VA students will be nominated each year
- 20 Finalists will be identified
- 10 will be selected as William & Mary Posse Scholars
- William & Mary faculty members will have a chance to participate as Posse Mentors
- The PossePlus Retreat will engage students and others from the larger William & Mary community in an annual discussion about major issues facing students today
- William & Mary Posse Scholars will graduate and become leaders in the workforce
Thank you so much to President Rowe, to Henry Broaddus and to the Board of Visitors of William & Mary!
Posse Scholars are:

- Leaders
- Team Players
- Dynamic
- Smart
- Empathetic
- Strong communicators
- Academic superstars
- Positive
- Engaged
- Problem solvers
- Community Builders
- Motivated
- Courageous
- Curious
- Driven
- Mature
- Open Minded
Program Components
Wrap-around support

• Dynamic Assessment Process (DAP)
• Pre-College After School Program (PCT)
• 4-Year Campus Program
  • Faculty Mentors
  • Staff Support + Campus Visits
  • PossePlus Retreats
• Career Program
  • Workshops, Internships + Jobs, Professional Coaches
• Alumni Program