



WILLIAM & MARY

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USNWR 2016 Rankings

Provost Report
September 2015

USNWR – Why It Matters

- Relevant data – proxy measures
- Peer comparisons
- It matters to those who matter to us.

2016 USNWR Top 50 Universities

| Rank | Institution | Score |
|------|--|-------|
| 1 | Princeton University | 100 |
| 2 | Harvard University | 99 |
| 3 | Yale University | 97 |
| 4 | Columbia University Stanford University University of Chicago | 95 |
| 7 | Massachusetts Institute of Technology | 93 |
| 8 | Duke University | 92 |
| 9 | University of Pennsylvania | 91 |
| 10 | California Institute of Technology Johns Hopkins University | 90 |
| 12 | Dartmouth College Northwestern University | 89 |
| 14 | Brown University | 85 |
| 15 | Cornell University Vanderbilt University Washington University in St. Louis | 84 |
| 18 | Rice University University of Notre Dame | 82 |
| 20 | University of California-Berkeley | 77 |
| 21 | Emory University Georgetown University | 76 |
| 23 | Carnegie Mellon University University of California-Los Angeles University of Southern California | 74 |
| 26 | University of Virginia | 73 |
| 27 | Tufts University Wake Forest University | 72 |
| 29 | University of Michigan-Ann Arbor | 71 |
| 30 | Boston College University of North Carolina-Chapel Hill | 68 |
| 32 | New York University | 67 |
| 33 | University of Rochester | 66 |
| 34 | Brandeis University College of William and Mary | 65 |
| 36 | Georgia Institute of Technology | 64 |
| 37 | Case Western Reserve University University of California-Santa Barbara | 63 |
| 39 | University of California-Irvine University of California-San Diego | 62 |
| 41 | Boston University Rensselaer Polytechnic Institute Tulane University University of California-Davis University of Illinois-Urbana-Champaign University of Wisconsin-Madison | 61 |
| 47 | Lehigh University Northeastern Pennsylvania State University University of Florida | 60 |

2016 USNWR Universities 26-39

| Rank | Institution | Score |
|-----------|---|-------|
| 26 | University of Virginia | 73 |
| 27 | Tufts University Wake Forest University | 72 |
| 29 | University of Michigan-Ann Arbor | 71 |
| 30 | Boston College University of North Carolina-Chapel Hill | 68 |
| 32 | New York University | 67 |
| 33 | University of Rochester | 66 |
| 34 | Brandeis University | 65 |
| | College of William and Mary | |
| 36 | Georgia Institute of Technology | 64 |
| 37 | Case Western Reserve University University of California-Santa Barbara | 63 |
| 39 | University of California-Irvine University of California-San Diego | 62 |

USNWR Methodology

| | | 2016 |
|---|-----------------|---------------|
| Components of Overall Score | Within Category | Overall Score |
| Undergraduate Academic Reputation | | 22.5% |
| • Peer assessment survey | 66.7% | 15% |
| • High school counselor assessment survey | 33.3% | 7.5% |
| Graduation and Retention | | 22.5% |
| • Six-year graduation rate | 80% | 18% |
| • Freshman retention rate | 20% | 4.5% |
| Faculty Resources | | 20% |
| • Faculty salary | 35% | 7% |
| • Proportion of classes < 20 students | 30% | 6% |
| • Professors with terminal degree | 15% | 3% |
| • Proportion of classes ≥ 50 students | 10% | 2% |
| • Student-to-faculty ratio | 5% | 1% |
| • Proportion of FT faculty | 5% | 1% |
| Student Selectivity | | 12.5% |
| • SAT/ACT scores | 65% | 8.1% |
| • Freshmen in top 10% of HS class | 25% | 3.1% |
| • Acceptance rate | 10% | 1.3% |
| Financial Resources (educational spending per FTE) | | 10% |
| Graduation Rate Performance (predicted vs. actual) | | 7.5% |
| Alumni Giving Rate | | 5% |

W&M's Standing in USNWR

| | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
|-------------------------------------|------|------|------|------|------|------|------|
| Overall Rank | 33 | T-31 | T-33 | T-33 | T-32 | T-33 | T-34 |
| • Public Universities | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| Overall Score | 64 | 67 | 69 | 69 | 69 | 67 | 65 |
| | | | | | | | |
| Components of Overall Score | | | | | | | |
| • Academic Reputation (5-pt. scale) | 3.8 | 79* | 79* | 81* | 3.7 | 3.7 | 3.7 |
| • Graduation and Retention (rank) | 18 | 19 | 19 | 24 | 25 | 27 | 28 |
| • Faculty Resources (rank) | 50 | 47 | 55 | 61 | 57 | 55 | 54 |
| • Student Selectivity (rank) | 32 | 30 | 31 | 32 | 30 | 25 | 31 |
| • Financial Resources (rank) | 88 | 85 | 97 | 112 | 114 | 110 | 113 |
| • Graduation Rate Performance | Even | +4 | +2 | +2 | +2 | +1 | Even |
| • Alumni Giving (rank) | 42 | 35 | 34 | 33 | 29 | 29 | 26 |

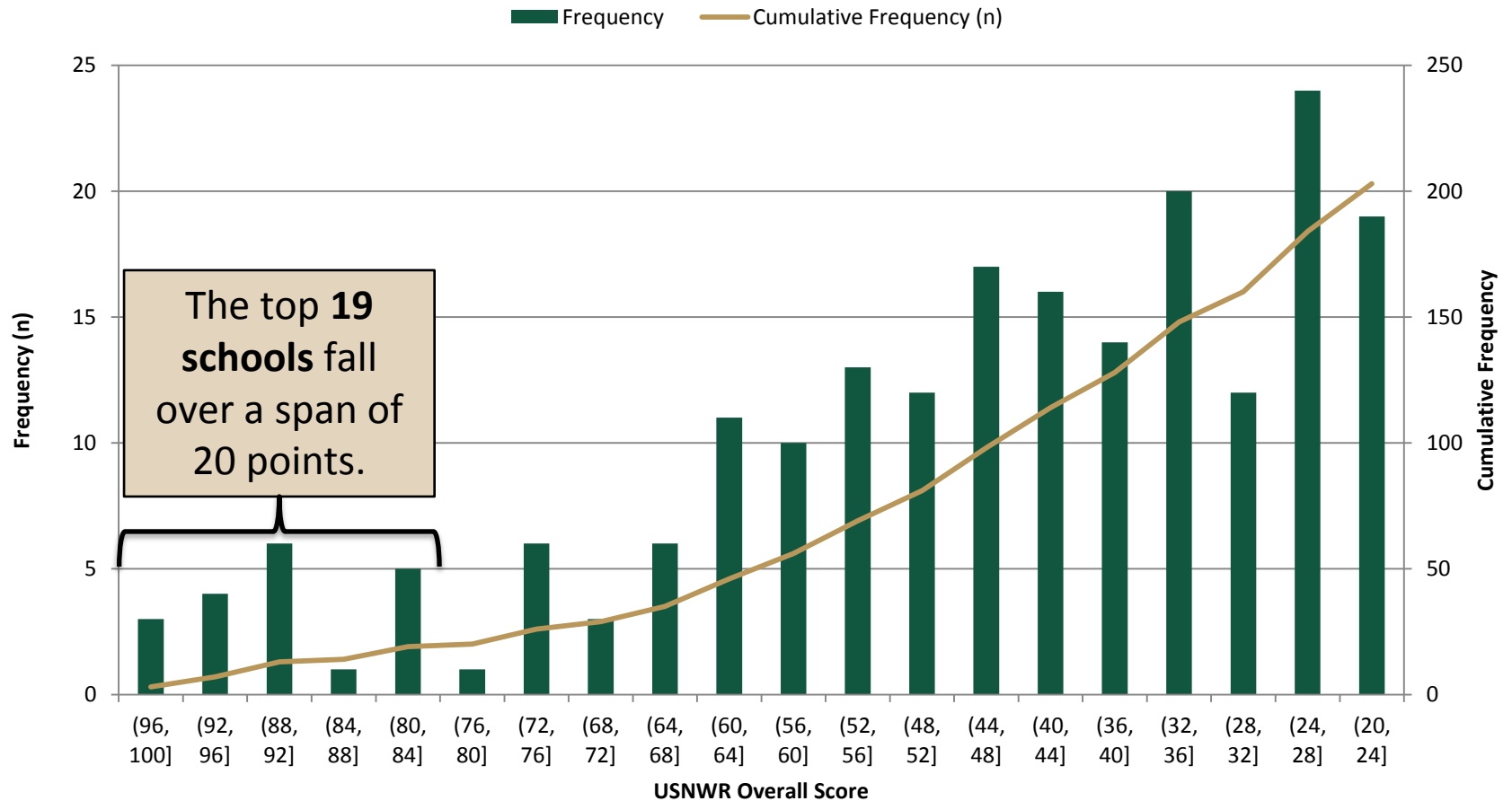
USNWR Methodology Notes

- There is a lag in the data.
 - For example, alumni giving is the two-year average of 2012-13 and 2013-14. Financial resources is the two-year average for FY 13 and FY 14.
- Every university's raw score is divided by the top raw score, so the top school's score equals 100.
 - Published overall score can move based on the numerator (us) or denominator (them).

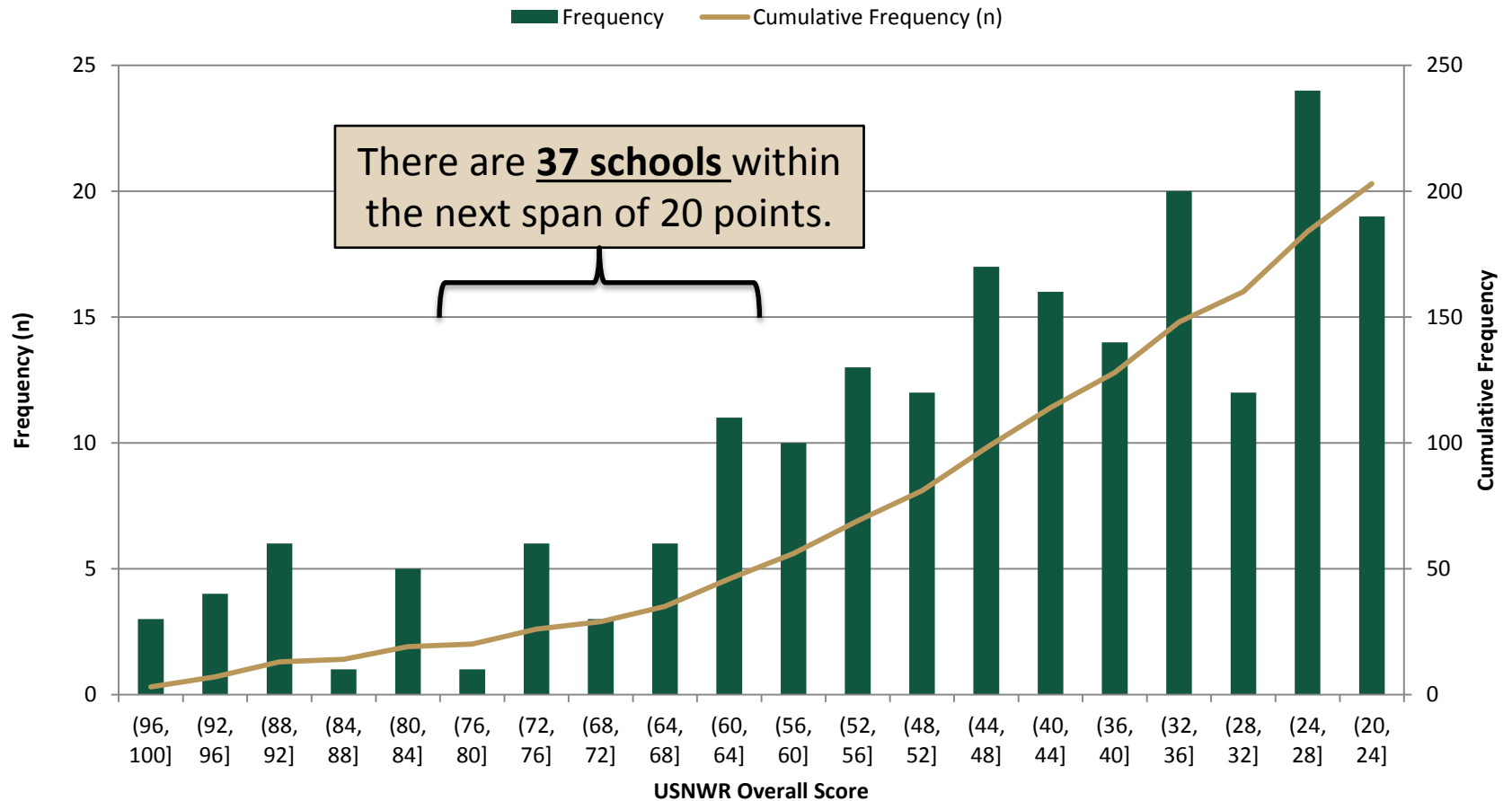
Evaluating Movement in USNWR

- Any change in overall score is subject to these questions:
 - A. Did W&M improve? **Yes. (We think so.)**
 - B. Did the top school improve? **Yes.**
 - C. How much of each? **A more than B.**
- In the 2016 rankings, the top school's raw score improved more than W&M, thus W&M's score declined.
 - Nearly all scores have declined since 2013.

Histogram of 2016 USNWR Scores



Histogram of 2016 USNWR Scores



Score Compression Affects Rank

- Within the rankings, there are tightly clustered groups of schools that regularly change places with one another without really moving up or down.
- Most of this movement is natural variation – just statistical noise really.

William & Mary by USNWR

Strengths

- Graduation/Retention
 - But others have caught and passed us.
- Alumni Giving
 - On the rise last seven years.
- Selectivity
 - Fairly stable last eight years.

Weaknesses

- Financial Resources
 - Not as much gained as expected since 2013.
- Faculty Resources
 - Decline stopped in 2013, has recovered to mid-50s since.

William & Mary USNWR Rank and Category Ranks, 1998-2016

