College Rankings

Board of Visitors Retreat
Pre-Reading Deck
August 9, 2018

WILLIAM & MARY
CHARTERED 1693

Assorted W&M Rankings

Rank	Category	Publication
6	Best Colleges: Top Public Schools	*USNWR* (2018)
7	Best Colleges: Undergraduate Teaching	*USNWR* (2018)
9	Best College Values: Public (Out-of-State Students)	*Kiplinger* (2018)
10	America's Top Colleges: Public Schools	*Forbes* (2017)
11	Best College Values: Public (In-State Students)	*Kiplinger* (2018)
30	America's Top Colleges: Research Universities	*Forbes* (2017)
32	Best Colleges: National Universities	*USNWR* (2018)

School and Program Rankings

Rank	Category	Publication
2	Best Business Schools: Best Professors	*Princeton Review* (2018)
3	Best Grad Schools: U.S. Colonial History	*USNWR* (2018)
12	Best Undergrad Business Schools	*Bloomberg Businessweek* (2016)
12	Best Colleges for Veterans	USNWR (2018)
16	Best Grad Schools: Flex MBA Program	*USNWR* (2018)
18	Best International Relations Schools	*Foreign Policy* (2015)
19	Best Law Schools for Practical Training	*National Jurist* (2016)
23	Top 50 Law Schools	*Above the Law* (2016)

School and Program Rankings (cont'd)

Rank	Category	Publication
27	Best Grad Schools: History	*USNWR* (2018)
30	Go-To Law Schools	*National Law Journal* (2017)
33	Best Business Schools: Part-Time MBA Program	*Bloomberg Businessweek* (2015)
37	Best Business Schools: Full-Time MBA Program	*Bloomberg Businessweek* (2015)
41	Best Grad Schools: Law	*USNWR* (2018)
42	Best Undergrad Business Programs	*USNWR* (2018)
46	Best Grad Schools: Education	*USNWR* (2018)

U.S. NEWS & WORLD REPORT BEST NATIONAL UNIVERSITIES

USNWR 2018 Highlights

- W&M remained tied for 32nd overall, 6th among public universities

  – Alumni Giving ranked 18th (up from 20th) among all leading national universities

  – Financial Resources ranked 111th (still the largest gap between overall quality and resources among leading universities)

USNWR 2018 Formula Categories and Weights	
Undergraduate Academic Reputation	**22.5%**
○ Peer assessment survey	15%
○ HS counselor assessment survey	7.5%
Graduation and Retention	**22.5%**
○ Six-year graduation rate	18%
○ Freshman retention rate	4.5%
Faculty Resources	**20%**
○ Class size index	8%
○ Faculty salary	7%
○ Professors with terminal degree	3%
○ Student-to-faculty ratio	1%
○ Proportion of FT faculty	1%
Student Selectivity	**12.5%**
○ SAT/ACT scores	8.1%
○ Freshmen in top 10% of HS class	3.1%
○ Acceptance rate	1.3%
Financial Resources	**10%**
Graduation Rate Performance	**7.5%**
Alumni Giving Rate	**5%**

USNWR Methodology Notes

- There is a lag in the data
  - For example, alumni giving is the two-year average of 2014-15 and 2015-16
  - Financial resources is the two-year average for FY15 and FY16

- 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)

W&M as Scored in USNWR

Strengths

- Graduation/Retention
- Reputation
- Selectivity
- Alumni Giving

Weaknesses

- Financial Resources
- Faculty Resources

WALL STREET JOURNAL/ TIMES HIGHER EDUCATION

WSJ 2018 Highlights

- W&M ranked 100th among more than 1,000 institutions in the United States

  - WSJ does not separate research universities, liberal arts colleges, etc.

- W&M ranked 65th in Outcomes (graduation rate, value added to graduate salaries, reputation and value added to loan default)

WSJ Formula Categories and Weights	2018
Outcomes	**40%**
o Value added to graduate salary	12%
o Graduation rate	11%
o Academic reputation (THE survey; total votes received for teaching excellence)	10%
o Value added to loan default	7%
Resources	**30%**
o Finances per student (teaching-associated spending adjusted using regional price comparisons)	11%
o Faculty per student	11%
o Research papers per faculty (Elsevier bibliographic dataset, 2011-2015)	8%
Engagement	**20%**
o Student engagement (THE survey; avg. score of four questions)	7%
o Student recommendation (THE survey)	6%
o Interactions with teachers and students (THE survey; avg. score of two questions)	3%
o Subject breadth (number of courses offered)	3%
Environment	**10%**
o Student diversity (likelihood of two randomly selected undergraduates being of different race/ethnicity)	3%
o Faculty diversity (same as student diversity calculation)	3%
o Proportion of international students	2%
o Student inclusion (proportion of Pell recipients and first-generation; normalized)	2%

WSJ Methodology Notes

- WSJ values wealth even more than USNWR
  - WSJ is 22% wealth-related variables; USNWR is 18%
  - Three publics among THE's global top-25, only one among WSJ's U.S. top-25 (THE provides reputational survey)

- Some WSJ metrics discount W&M
  - Subject breadth (number of programs) favors large institutions; no accounting for breadth of exposure (i.e., the number of subjects required of undergraduates)

W&M as Scored in WSJ

Strengths
- Graduation
- Student Engagement
- Reputation
- Student Diversity (race/ethnicity)

Weaknesses
- Student Inclusion (Pell, first-gen.)
- Number of Programs
- Faculty Diversity
- Research Papers per Faculty

Key Questions for Discussion

- How do rankings factors align (or not) with strategic goals for the university?

- What's the appropriate awareness of rankings within pursuing strategic goals?