

William & Mary

Quantitative Research Findings September 2019

Guiding Questions

- What are the perceived strengths of William & Mary?
- What weaknesses or liabilities are associated with William & Mary?
- What misperceptions exist about William & Mary?
- Where do our constituents want us to be in the future?
- What do our stakeholders want us to change and what should stay the same?
- What is the awareness and familiarity of William & Mary?
- What academic programs are strongly associated with William & Mary?
- How should we articulate and convey the unique culture and personality of William & Mary?
- What messages are authentic internally and desirable externally?
- What narrative best reflects the direction William & Mary is headed?



Factors Influencing Reputation

- Outcomes Prospects, parents, peers, counselors, and business leaders say outcomes are a significant driver of reputation.
- Size Larger institutions with more students and alumni enjoy more robust organic word of mouth.
- Athletics Institutions with popular teams and/or surprising wins, enjoy "free marketing"....though we all know it's not really free.
- Rankings Fortunately, or unfortunately, they matter.
- Programs The best universities in the country are associated with certain types of academic programs more than others.
- PR/Crisis Good news travels slow. Bad news travels fast.
- Leadership A highly visible and charismatic leader can make a difference especially among peers and business/community leaders.
- Marketing It works and makes a difference.



DATA COLLECTION DETAILS

Methodology At a Glance

	Prospects	Current Students	Faculty/Staff	Alumni/ Non-alumni Donors	Business Influencers
Median Survey Length	14 minutes	15 minutes	16 minutes	21 minutes	11 minutes
Potential # of Respondents	36,299	8,631	3,735	19,546	-
# Completed Surveys	902	1,118	470	1,508	375
Response Rate	2%	13%	13%	8%	-
Incidence Rate	-	-	-	-	25%
Margin of Error	±3.2%	±2.7%	±4.2%	±2.4%	±5.0%
Incentive	\$5 Amazon.com Gift Card (1 st 50 completes and for the next 50 respondents as reminders)	\$500 Amazon.cm Gift Card drawing	No incentive	\$500 Amazon.cm Gift Card drawing	No incentive

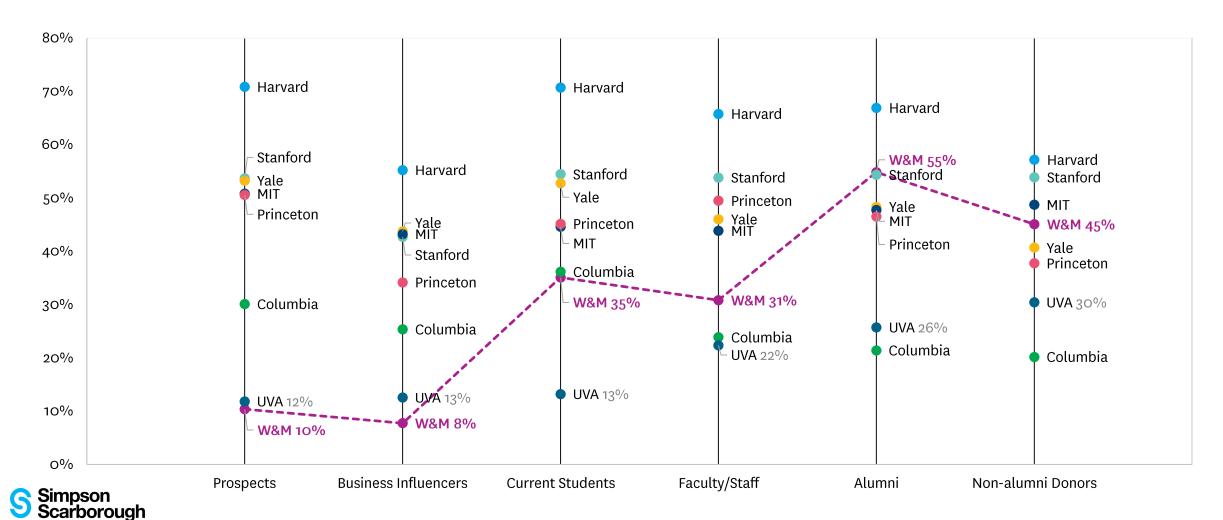


Benchmarking Metrics

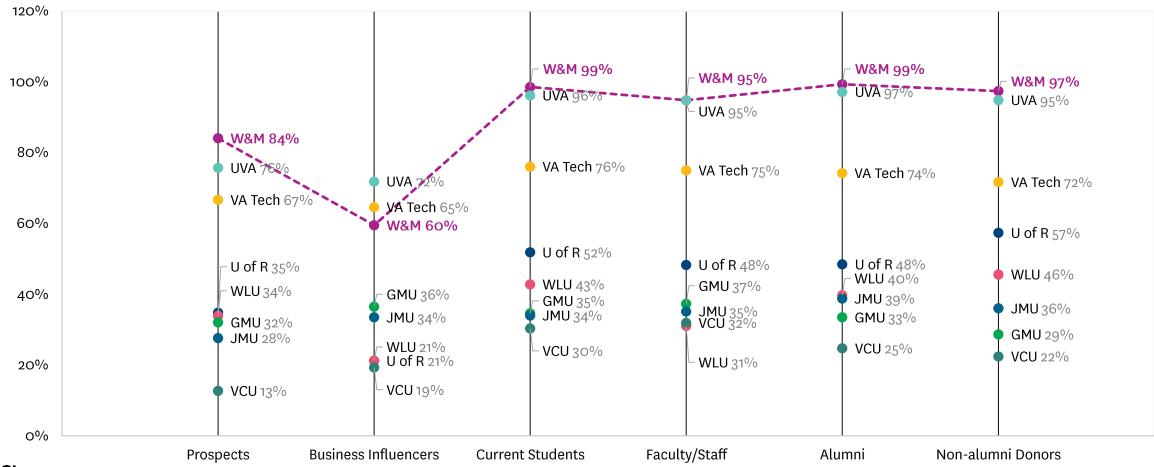
- When Ivy Leagues schools are on the list, W&M and UVA are identified as having strong programs by about the same percentage of prospects and business leaders.
- When only VA schools are on the list, UVA edges out W&M and Tech among business leaders.
- Familiarity with W&M is significantly lower among out-of-state prospects vs. in-state prospects.
- W&M's rating on academic quality among prospects is also significantly lower out-of-state.



In your opinion, which SIX of the following colleges/universities have the strongest academic programs?

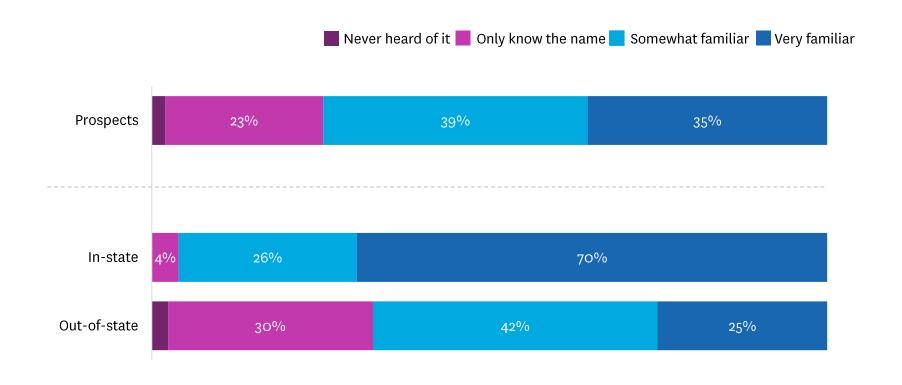


In your opinion, which SIX of the following colleges/universities in Virginia have the strongest academic programs?



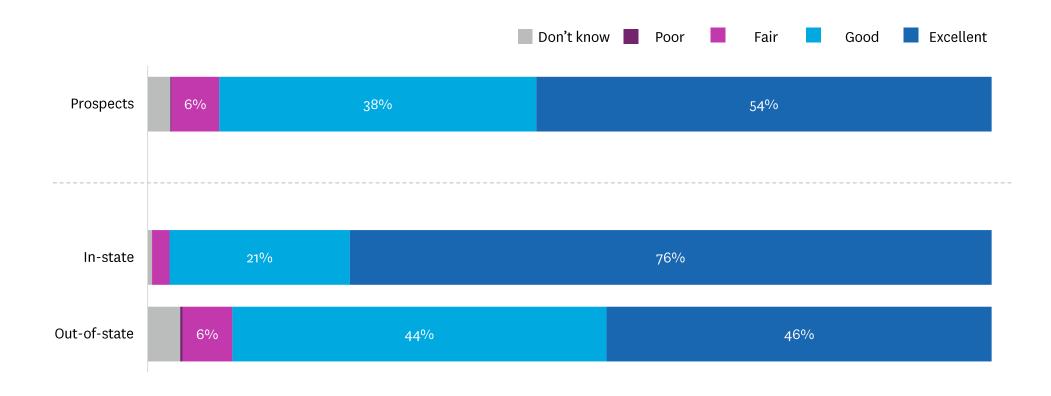


What is your familiarity with William & Mary?





What is your perception of the academic quality of William & Mary?



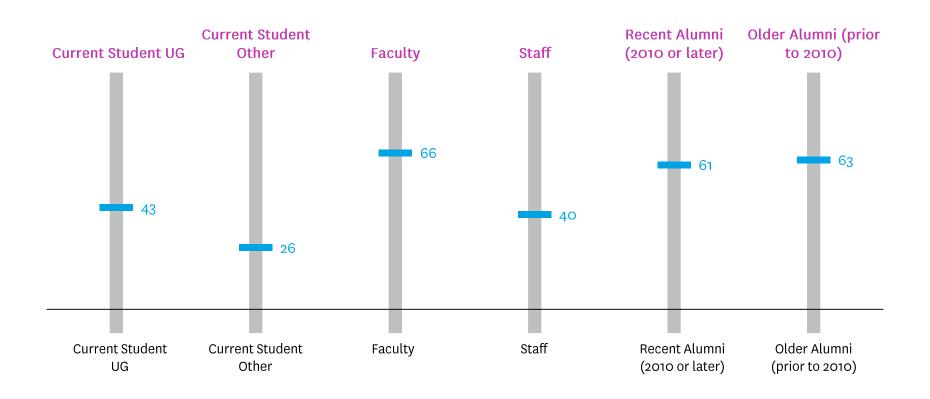


Net Promoter Score

- W&M's NPSs for recommending to an undergraduate student are very high across all audiences.
- The University's NPSs for recommending to a graduate student are considerably lower and even negative among some audiences.



Rate your likelihood to recommend William & Mary to a prospective undergraduate student.



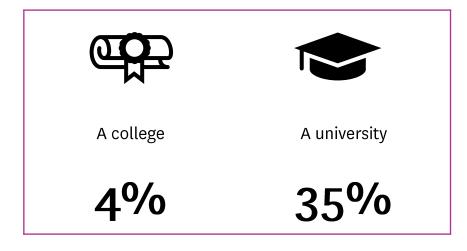


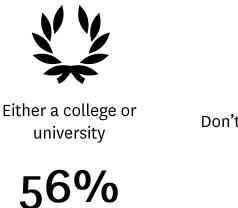
Prospective Student Perceptions

- A "university" is preferred far more than a "college."
- The best colleges are associated with the sciences, engineering, business, technology, and medicine.



Which would you rather attend?









The best colleges and universities have excellent programs in ____.

Prospects	Business Influencers	Current Students	Faculty/Staff	Alumni	Non-alumni Donors
Physical Sciences 64%	Business 68%	Physical Sciences 73%	Physical Sciences 77%	Physical Sciences 83%	Physical Sciences 77%
Engineering 60%	Engineering 65%	Business 67%	Humanities 73%	Humanities 81%	Humanities 73%
Business 57%	Technology, Computer Science 60%	Humanities 66%	Social Sciences 67%	Social Sciences 70%	Business 72%
Medicine 55%	Physical Sciences 54%	Technology, Computer Science 62%	Technology, Computer Science 65%	Business 69%	Technology, Computer Science 68%
Technology, Computer Science 53%	Medicine 50%	Social Sciences 61%	Business 61%	Technology, Computer Science 66%	Engineering 66%
Humanities 51%		Engineering 59%	Math 56%	Math 59%	Social Sciences 57%
		Medicine 55%	Engineering 53%	Engineering 57%	Math 56%
		Law 54%	Law 50%	Law 50%	Law 56%
				Education/Teaching	

50%



Authentic Elements of W&M

- "Small" is a perceptual liability for W&M.
- Personal interaction, community, rigor, reputation, beautiful campus, etc. are important to prospects and strong W&M associations.
- "Affordable" and "strong programs in STEM" are important to prospects but not strong W&M associations.



When you think of William & Mary, what is the first positive/negative word or short phrase that comes to mind?











Which FIVE of the following are the most important attributes you look for in schools?

MOST IMPORTANT ATTRIBUTES

Academic rigor

Affordable

Strong STEM programs

Strong sense of community

Prestigious reputation

Students have personal interaction with professors

LEAST IMPORTANT ATTRIBUTES

Global perspective

Walkable campus

Residential campus

Students are involved in community service

Established institution with a lot of traditions

Division I athletics program

Ample wellness programs and resources

Location in a historic town



Attributes that are important to prospects vs. attributes that best describe William & Mary.

	Unimportant Attribute, W&M Strength	Important Attribute, W&M Strength		
liam & Mary Strengths	Walkable campus Established institution with traditions Location in a historic town Wide variety of clubs/activities	Academic Rigor Beautiful campus Reputation Community Study abroad opportunities Undergrad research Personal interaction Small class sizes Safe campus Strong liberal arts & sciences program		
S: W	Unimportant Attribute, Not W&M Strength	Important Attribute, Not W&M Strength		
Current Students: William	Alumni network Inclusive Variety of majors Grad school preparation Residential campus Community service Global perspective Wellness programs Division I athletics	High job placement rate Job market preparation Student diversity Strong STEM programs Affordable Earn high salaries Social life		

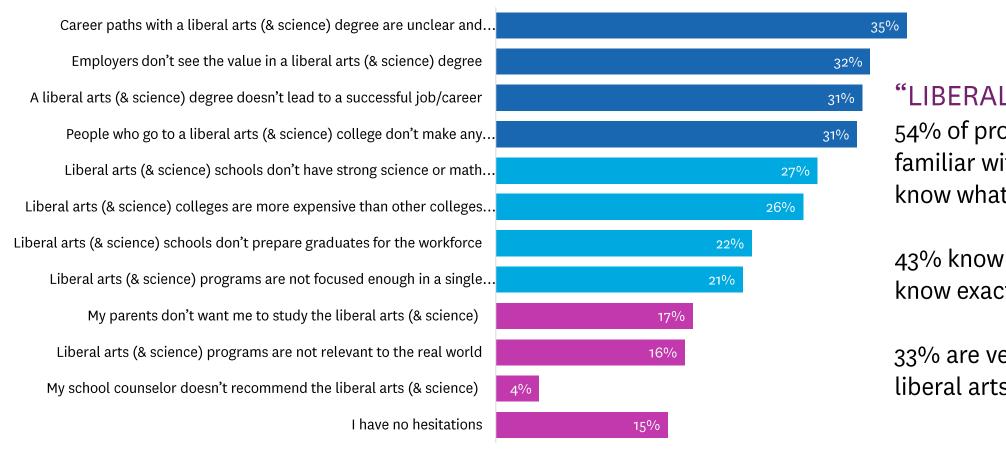


Liberal Arts & Sciences

- A large percentage of prospects say they know the term "liberal arts" but don't know exactly what it means.
- A minority of prospects say they are "very interested" in the liberal arts.
- The #1 barriers to interest in the liberal arts is an unclear or confusing link between degrees and jobs.



Which of the following, if any, would make you hesitant to pursue a degree in the liberal arts & sciences?



"LIBERAL ARTS"

54% of prospects are very familiar with the term and know what it means.

43% know the term, but don't know exactly what it means.

33% are very interested in a liberal arts college.

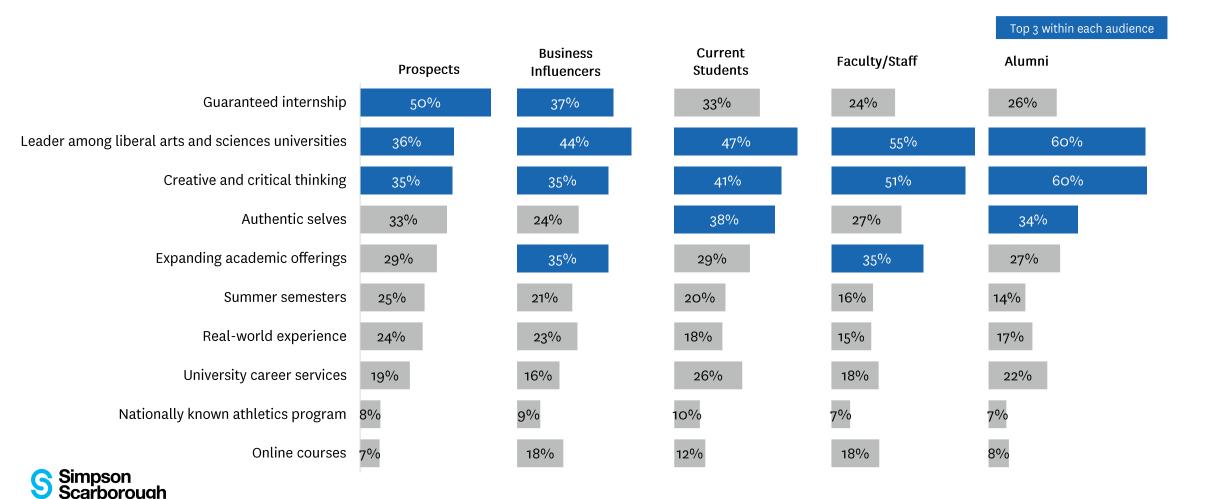


Reactions to W&M Messaging

- Prospects and business leaders reacted very positively to the idea of a guaranteed internship.
- All audiences like the idea of positioning W&M as a "national leader" in the liberal arts and developing creative and critical thinking skills.



Which three of the following statements would most increase your interest in attending/improve your perception of William & Mary?



Next Steps

- Conduct additional secondary analysis by key demographics within each audience.
- Vet the research findings with faculty and staff on campus including communications, enrollment, advancement, strategic planning teams, etc.
- Document final conclusions and key insights.





Thank you.

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