

Ad Hoc Committee for Organizational Sustainability & Innovation

April 23, 2021



WILLIAM & MARY

CHARTERED 1693

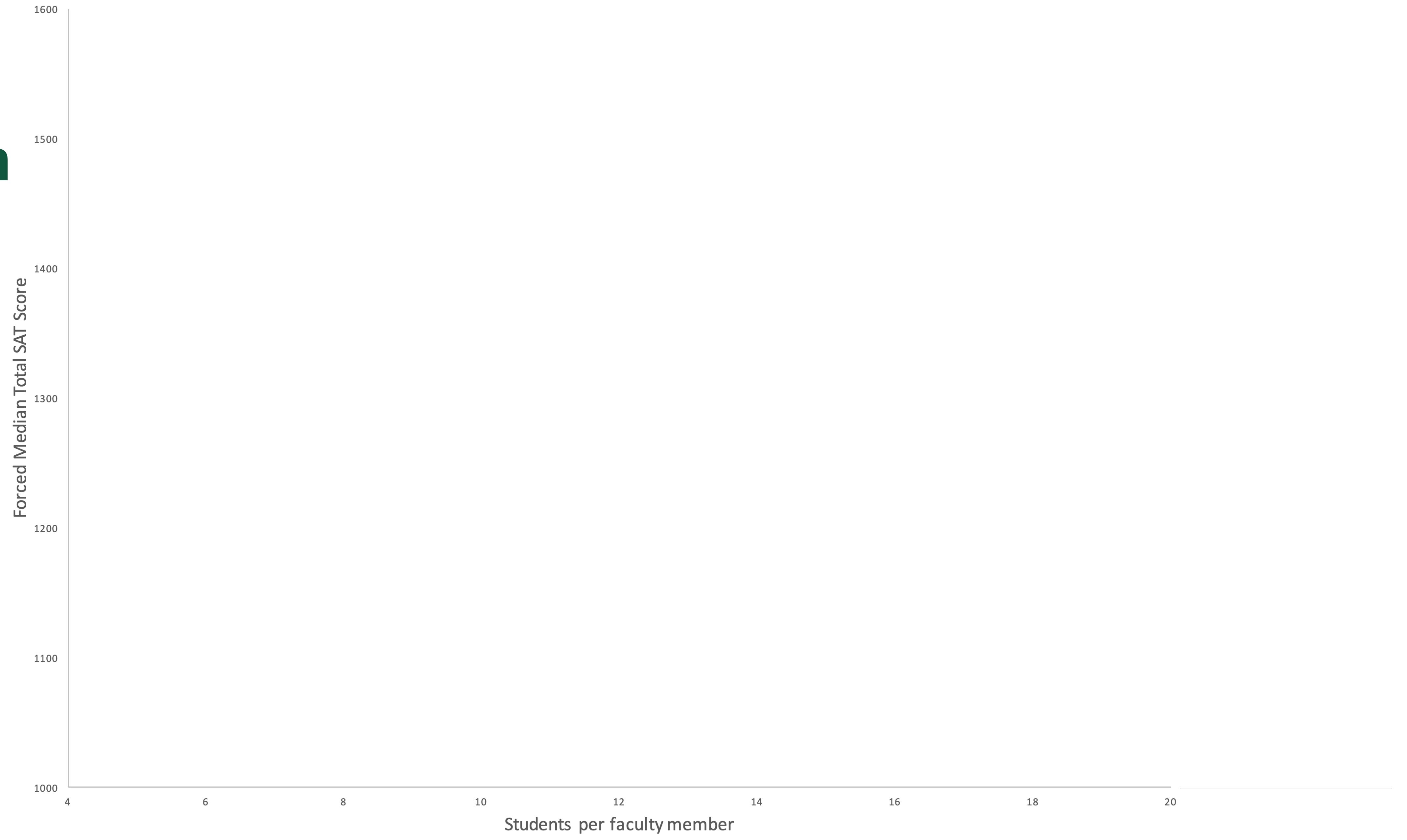
Framing W&M's Strategic Position

*for strategic planning,
dashboard renewal,
analysis of rankings, etc.*



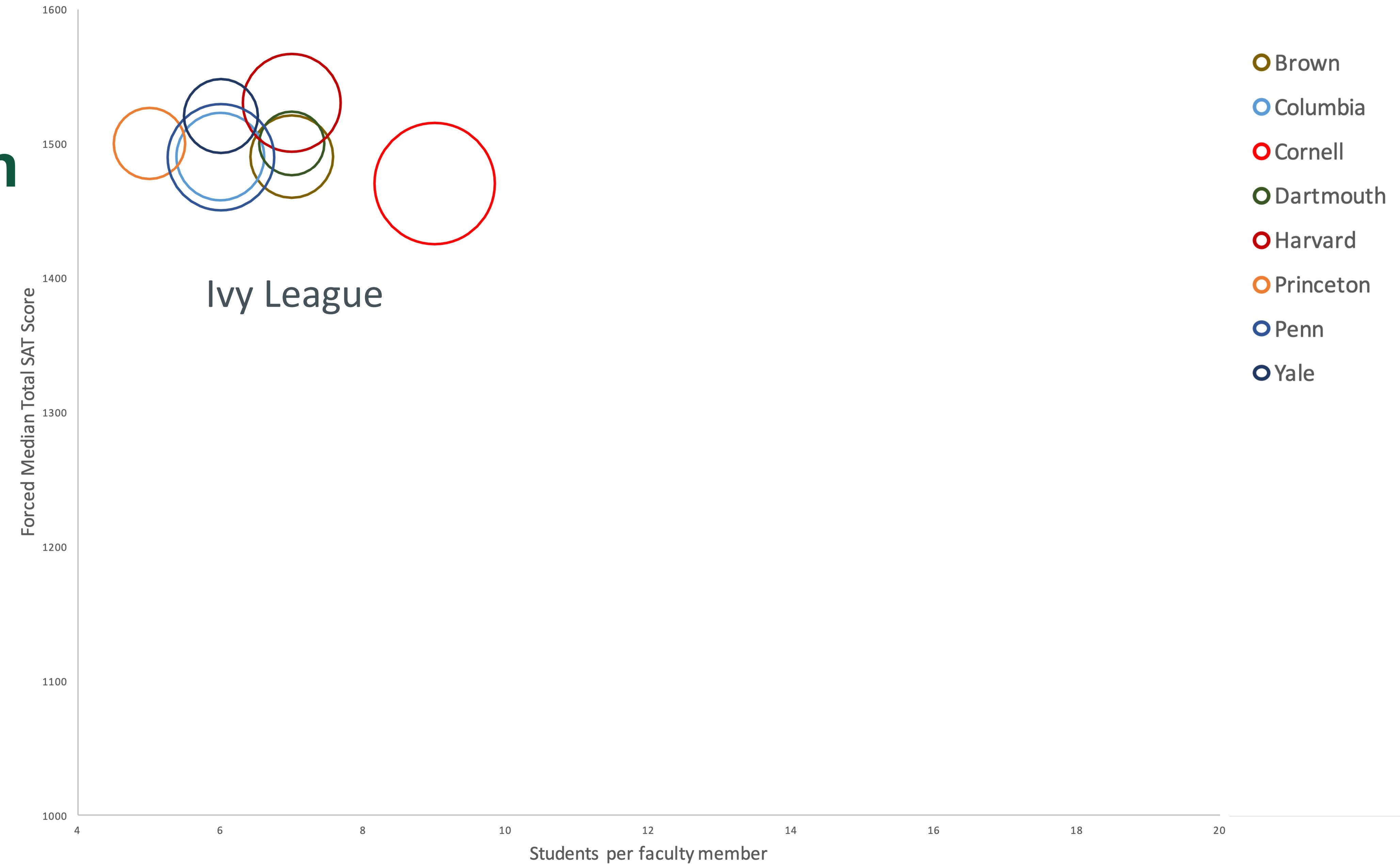
W&M's Unique Position

Public vs.
Private Ivies
2017–18



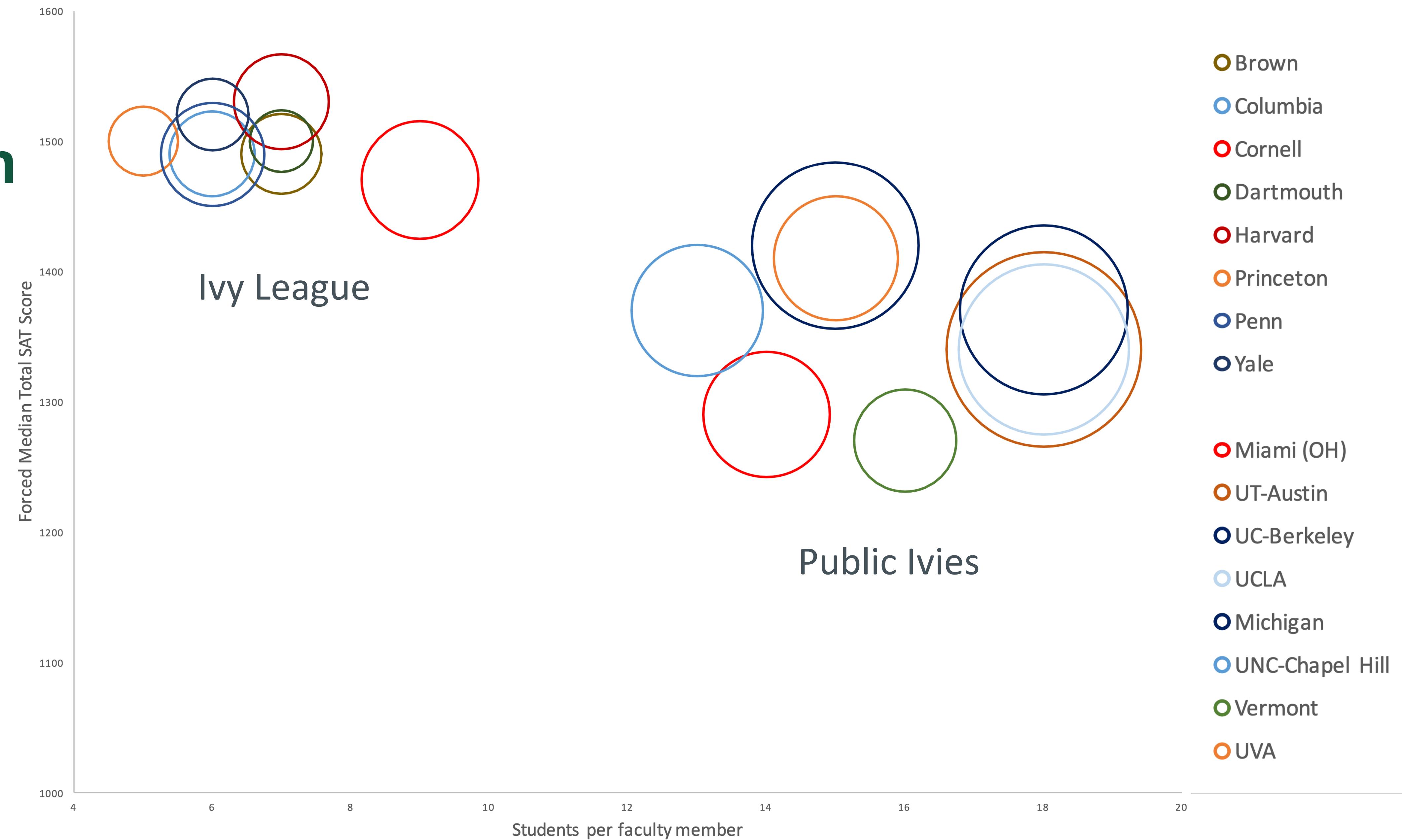
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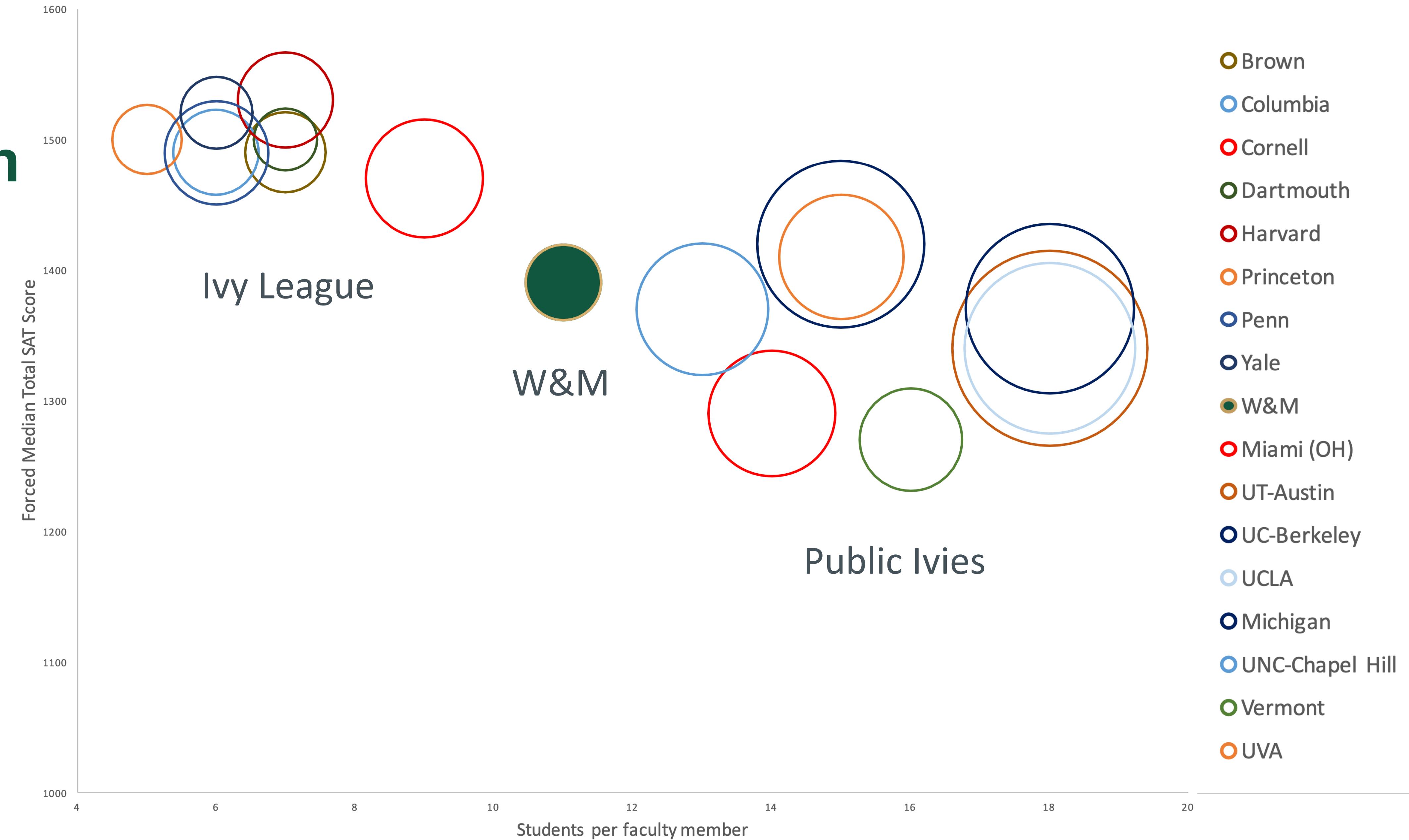
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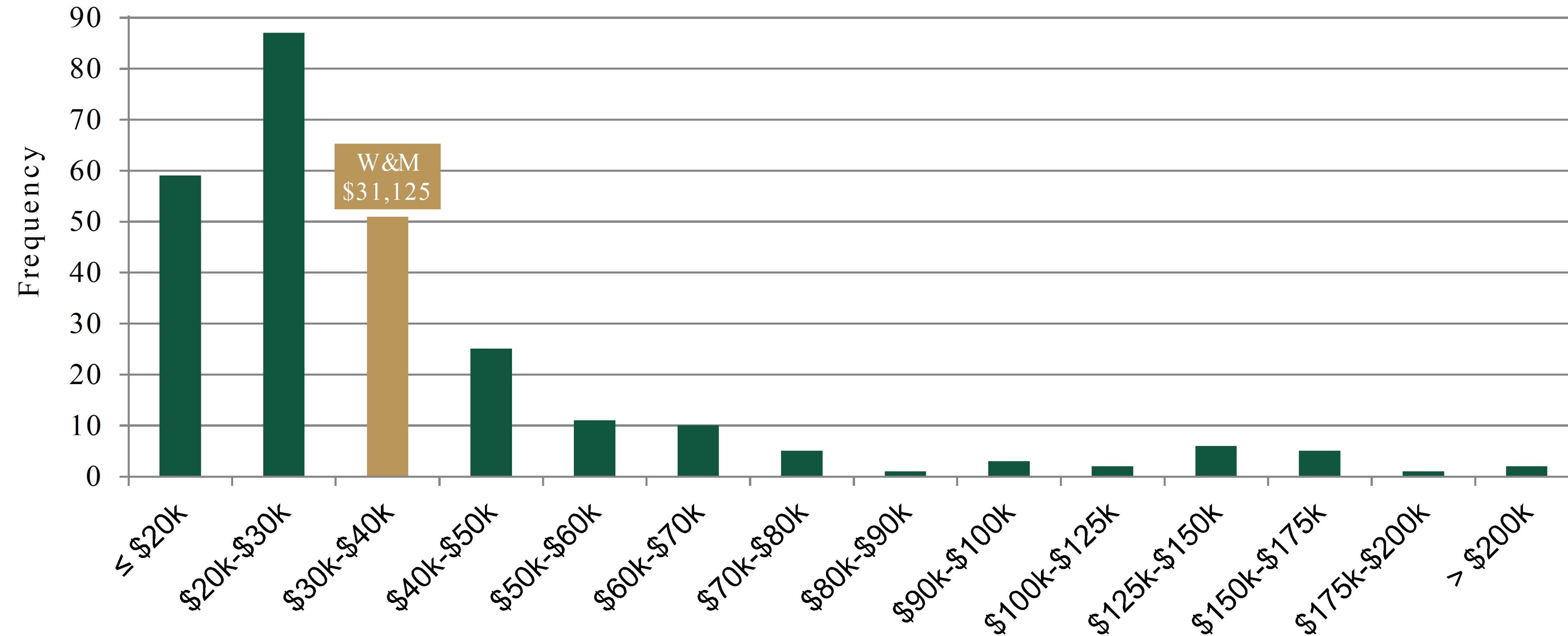
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2017 U.S. News & World Report

US NEWS REWARDS SPENDING PER STUDENT

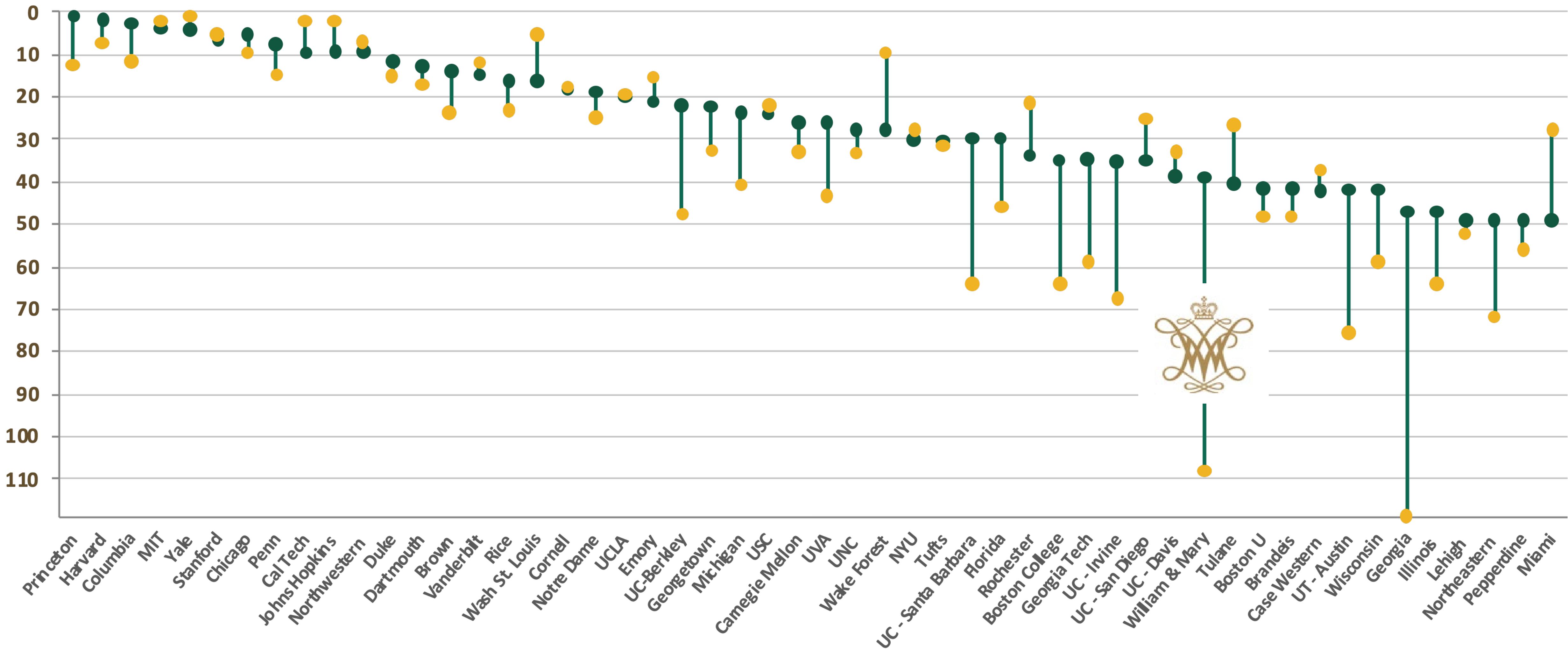


USNWR Spending per Student
(Note changes in horizontal axis increments.)

2020 U.S. News & World Report

W&M PRIZES ROI: MEASURES OF RETURN ON MISSION

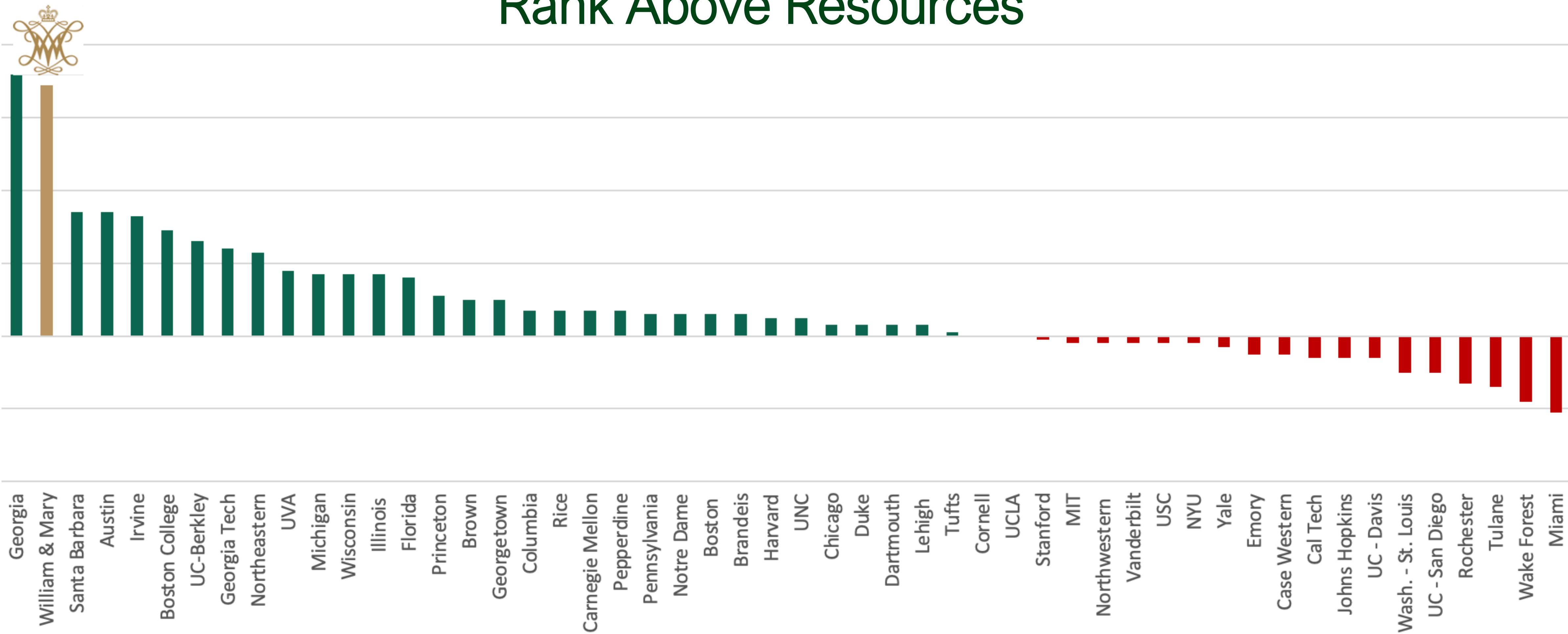
- Overall Rank
- Financial Resources Rank



2020 U.S. News & World Report

W&M PRIZES ROI: MEASURES OF RETURN ON MISSION

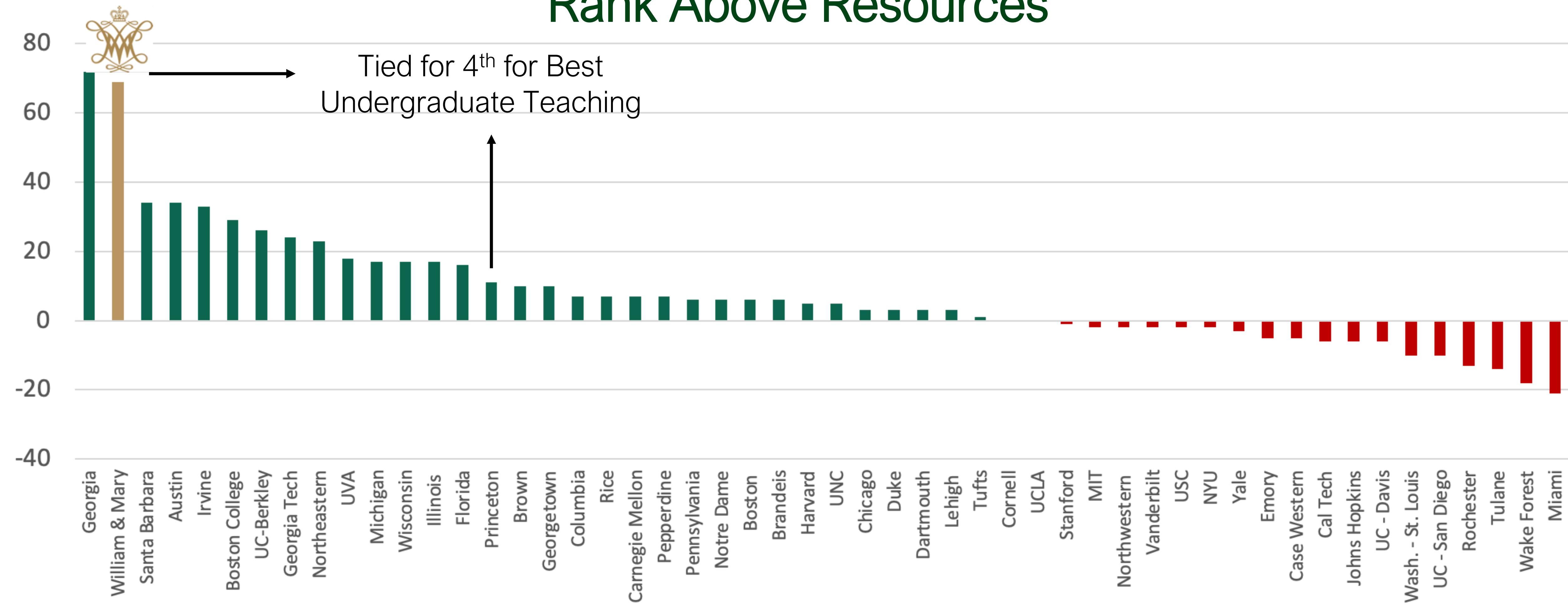
“Rank Above Resources”



2020 U.S. News & World Report

W&M PRIZES ROI: **MEASURES OF RETURN ON MISSION**

“Rank Above Resources”



Most Recent Example of Rank Above Resources



BEST PUBLIC SCHOOLS

Princeton Review Best Value Colleges

#1 Internships

#1 Making an Impact

#8 Best Value without Aid

#12 Best Value

#14 Career Placement

#16 Alumni Networks

Discussion:
Measuring and Framing the University's
R.O.I.



Discussion:
Enrollment Growth Pre-Read
Strategic Assessment Pre-Read





IVY PLANNING GROUP



Janet Crenshaw Smith
Co-Founder and President



Gary Smith, Sr.
Co-Founder and Senior Partner



Enrollment Growth Pre-Read

