

WILLIAM & MARY

W&M Positioning Studies



William & Mary Positioning Studies

2019 Comprehensive Survey

- Current students (1,118 respondents)
- Prospective students (902 respondents)
- Alumni/donors (1,508 respondents)
- Faculty/staff (470 respondents)
- Business influencers (375 respondents)

2023 Mini-Replication Survey

- Current students (558 respondents)
- Prospective students (773 respondents)



Most Important Attributes Prospects Are Looking for in Schools – 2019 vs 2023

Strong sense of community and personal interaction with professors fall out of the top 5 in 2023 in favor of high job placement rates.

Top 5 Attributes Prospects Are Looking for in Schools

2019 Prospects		2023 prospects	
1. Academic rigor	40%	1. Affordable	36%
2. Affordable	33%	2. Strong STEM programs	32%
3. Strong STEM programs	28%	3. Academic rigor	31%
4. Strong sense of community	24%	4. High job placement rates	23%
5. Prestigious reputation	23%	5. Prestigious reputation	23%
6. Personal interaction with professors	23%		

Significant Changes to Note in 2023

Increased in 2023	2019	2023	Change (percentage points, pp)
Graduates earn high incomes	16%	22%	+6 pp

Decreased in 2023	2019	2023	Change (percentage points, pp)
Academic rigor	40%	31%	-9 pp
Strong sense of community	24%	17%	-7 pp
Personal interaction with professors	23%	17%	-6 pp

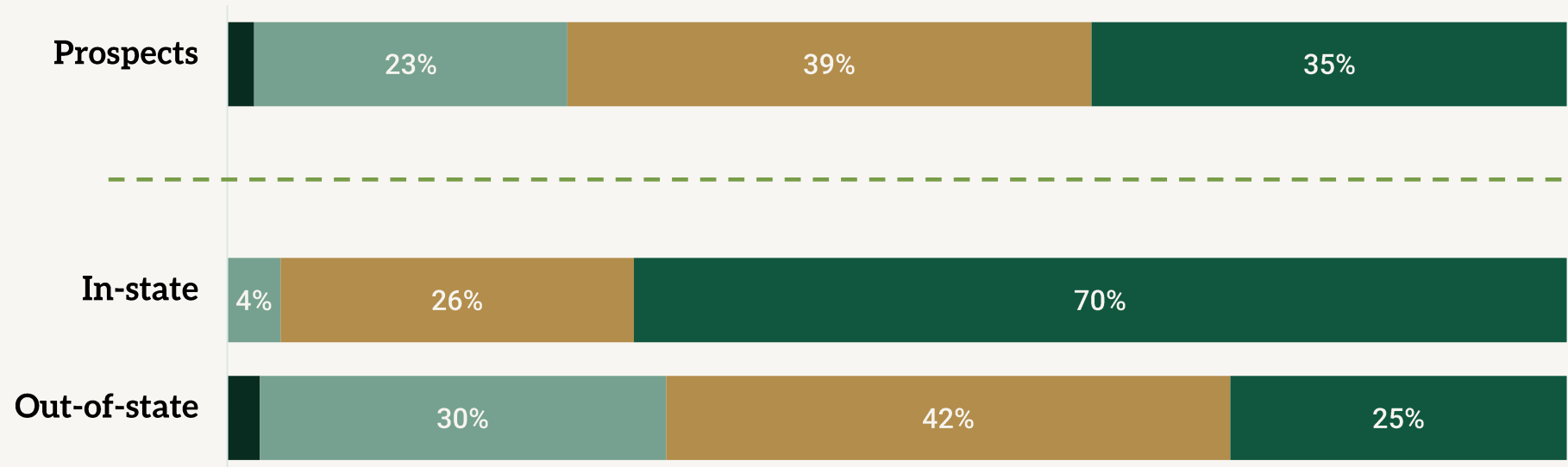
SURVEY QUESTION:

Which FIVE of the following are the MOST IMPORTANT attributes you look for in schools? (select up to 5)

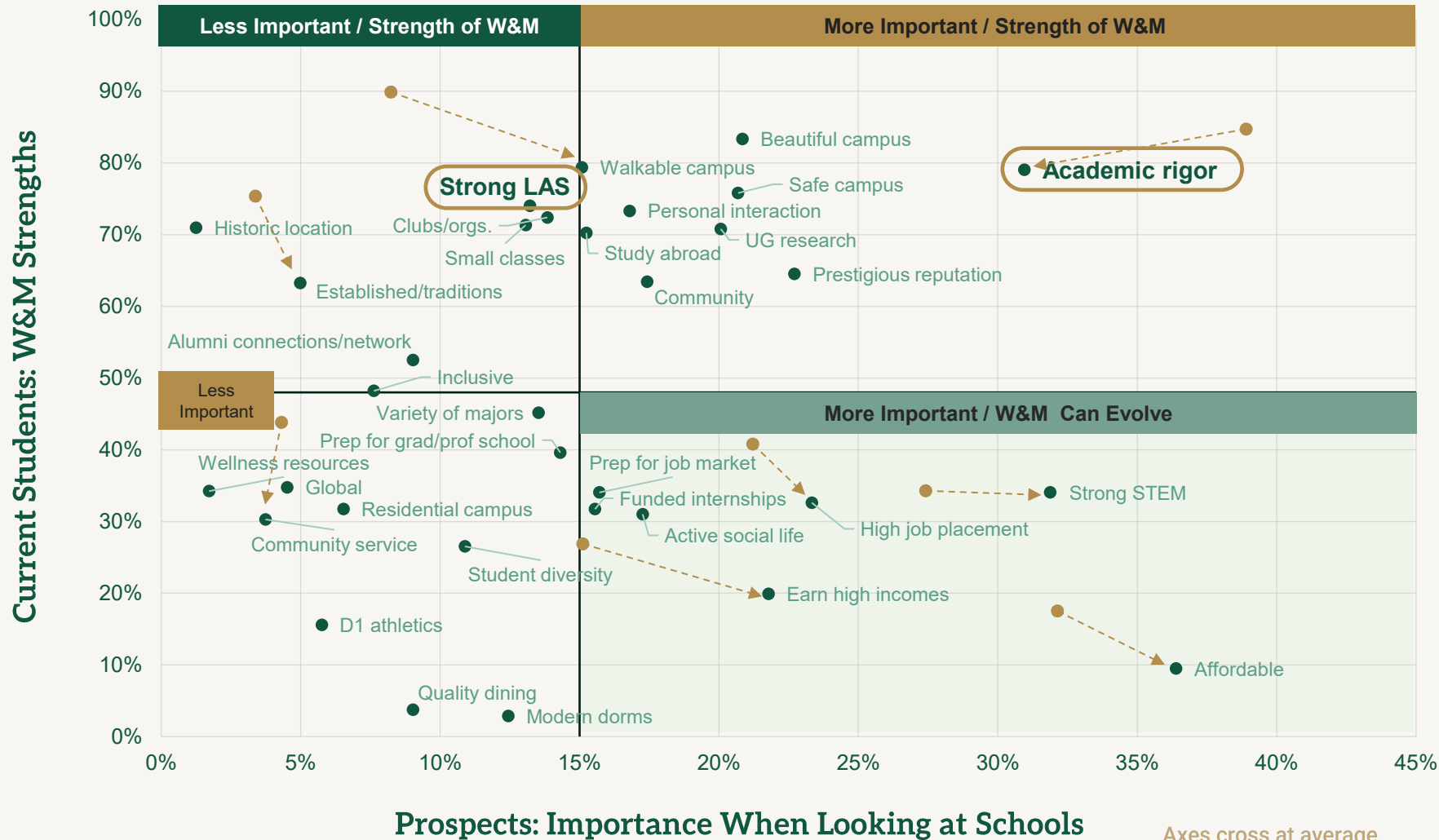
Familiarity with William & Mary is lower among out-of-state prospects - 2019

Level of Familiarity With W&M | Secondary By In/Out-of-state

■ Never heard of it ■ Only know the name ■ Somewhat familiar ■ Very familiar



Perceptions of W&M / Strengths vs. Importance - 2019 vs 2023



Axes cross at average values for each audience.

SURVEY QUESTION:

Which **FIVE** of the following are the **MOST IMPORTANT** (PS) attributes you look for in schools? (select up to 5) / (CS)
Which of the following are strengths of William & Mary? (select all that apply).

The top programs prospective students associate with the best institutions are the same in both study waves, but business falls to the fifth spot. Additionally, the percentage of respondents selecting humanities and social sciences dropped significantly in 2023.

Fill in the blank: The best colleges and universities have excellent programs in _____.

Programs Associated with the Best Colleges and Universities

	2019 Prospects		2023 Prospects
1. Physical Sciences	64%	1. Engineering	54%
2. Engineering	60%	2. Physical Sciences	53%
3. Business	57%	3. Computational fields	49%
4. Medicine	55%	4. Medicine	48%
5. Computational fields	53%	5. Business	47%
6. Humanities	51%	6. Law	37%
7. Social Sciences	49%	7. Math	35%
8. Law	47%	8. Social Sciences	33%
9. Math	45%	9. Humanities	31%
10. Performing and Visual Arts	25%	10. Performing and Visual Arts	17%
11. Education/Teaching	21%	11. Education/Teaching	16%
Other	5%	Other	5%
None of the above/don't know	3%	None of the above/don't know	1%
Avg # of selections	5.4	Avg # of selections	4.3

Respondents selected fewer items overall in 2023, an average of 4.3 vs. 5.4 in the prior wave. As a result, we see decreases across most programs, with an average drop of 10 percentage points.

The biggest decreases are seen in the percentage of prospects identifying humanities and social sciences with the best institutions, **down 20 and 15 percentage points**, respectively, across study waves.