



**Board of Trustees Retreat  
University Rankings Overview  
November 10, 2014**

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**Executive Summary**

University rankings and surveys continue to be a topic of great debate. Many students and parents rely on ranking information, such as U.S. News & World Report and Princeton Review, as they make decisions about which colleges to attend. While colleges and universities benefit by positive rankings, there continues to be ongoing debate about the value and accuracy of the varied ranking processes.

At the Board of Trustees August 2013 retreat, the Trustees discussed the importance of national rankings in building UNCG's reputation. Trustees also talked about the disadvantage that UNCG faces in that some ranking organizations tend to focus more on inputs than outcomes and do not capture the comparatively good job UNCG does relative to student success.

This topic surfaced again when the National Council on Teacher Quality issued its ranking of teacher prep programs and listed UNCG's undergraduate elementary education program in the lower half of the rankings. Although UNCG's School of Education participated in the ranking process, the NCTQ's ranking methodology emphasizes data that is not necessarily related to teacher success.

During the Board retreat, Paul Mason, Associate Vice Chancellor for Marketing and Strategic Communication, will provide an overview of the various national rankings that impact UNCG, the variation in ranking methodologies and their relative importance to UNCG. The accompanying draft slides provide insight into some of the information that will be shared. Also included with your materials are U.S. News & World Report and Chronicle of Higher Education articles that highlight the national discussion about the importance of rankings to prospective students, as well as some perspective on the extent to which universities should manage to national rankings.

Paul Mason  
Associate Vice Chancellor, Marketing & Strategic Communication