



THE UNIVERSITY *of* NORTH CAROLINA  
**GREENSBORO**

# UNCG Rankings Overview

Paul Mason

Associate Vice Chancellor for Marketing and Strategic Communication

Board of Trustees Retreat  
November 10, 2014



# Situation Analysis

- UNCG and many of our programs are ranked by a number of mainstream publications (U.S. News & World Report, Princeton Review), as well as some discipline-specific publications/organizations.
- UNCG's participation across the Schools/College is uneven as some departments do not value rankings and/or disagree with ranking methodologies.
- Trustees and others believe ratings matter, particularly with regard to reputation and marketing to students and parents.
- A student poll by consultant group Art & Science Group in 2013 showed two-thirds of students consider rankings in deciding where to apply.
- Ranking criteria vary widely. Retention and graduation rates, GPAs, SAT/ACT/other tests scores are common, as are peer assessments.
- Many rankings are reputation-based, so some universities actively market to other universities to influence reputation/ranking.



# The Chronicle of Higher Education

Although rankings may have become more influential, “we would argue against spending too much institutional time, money, and energy on hand wringing over rank per se and on attempts to improve it...In short, for most, trying to game the ranking numbers is a fool’s errand.”

- Richard A. Hesel, principal at Art & Science Group



# U.S. News & World Report 'Best Colleges' (2015)

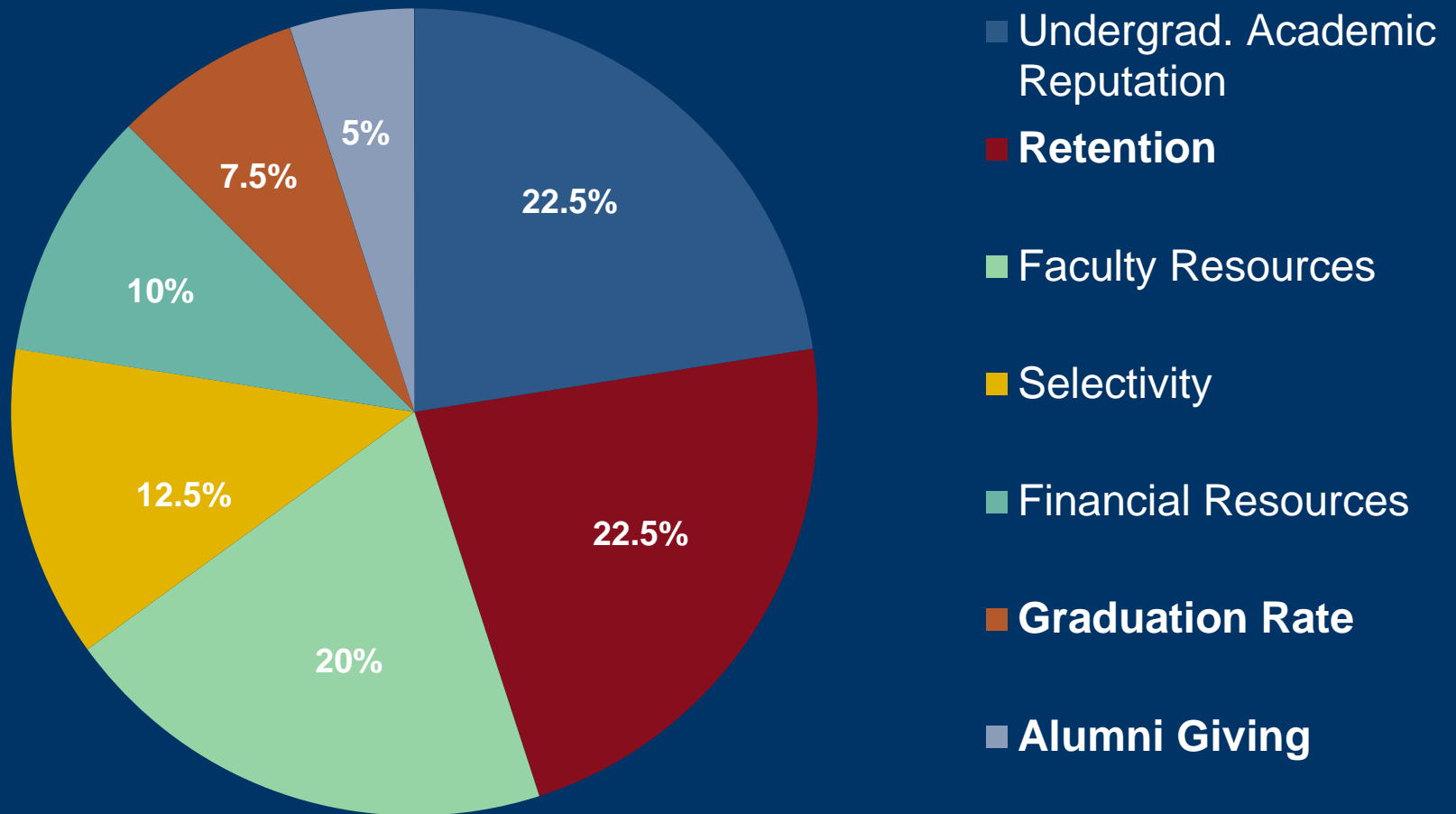
Peer Institution	Ranking	Overall Score
Oregon State	138	37
Virginia Commonwealth	156	32
Univ. of Louisville	161	31
Univ. of Central Fla.	173	28
Bowling Green	173	28
Western Michigan	173	28
<b>UNCG</b>	<b>181</b>	<b>27</b>
N. Illinois	194	25
Kent State	194	25
Indiana U.-Purdue U.- Indianapolis	194	25
Fla. International	202+	n/a
Georgia State	202+	n/a
Indiana State	202+	n/a
Middle Tennessee State	202+	n/a
Old Dominion	202+	n/a
Portland State	202+	n/a
The University of Texas at Arlington	202+	n/a
Univ. of Memphis	202+	n/a
Univ. of Southern Mississippi	202+	n/a

# U.S. News & World Report 'Best National Universities'







North Carolina Institutions	Ranking	Overall Score
Duke University	8	92
Wake Forest University	27	73
University of North Carolina-Chapel Hill	30	71
North Carolina State University	95	47
<b>UNCG</b>	<b>181</b>	<b>27</b>
University of North Carolina-Charlotte	201	24
East Carolina University	202+	na
North Carolina A&T State University	202+	na











# U.S. News & World Report 'Best Colleges' Criteria



# 2015 Key National University-Level Rankings





Ranking Organization	Category	Prior Year Rank	Current Rank	Key Criteria	Ability to Influence	Value
U.S. News & World Report	Best Colleges: National Universities	189	181	<ul style="list-style-type: none"> <li>• Reputation</li> <li>• <b>Retention</b></li> <li>• Faculty resources</li> <li>• Selectivity</li> <li>• Financial resources</li> <li>• <b>Graduation rate</b></li> <li>• <b>Alumni giving</b></li> </ul>		
Princeton Review	The "Best 379 Colleges"	Top 379	Top 379 (16 <sup>th</sup> yr.)	<ul style="list-style-type: none"> <li>• Mix of institutional data and student surveys: student assessments of professors, class size, student-teacher ratio, class discussion, admissions selectivity (class rank, standardized test scores, avg. high school GPA, etc.); financial aid; fire safety; quality of life; green</li> </ul>		
Washington Monthly	National Universities: Contribution to Public Good	#88  #10 in social mobility	#127  #33 in social mobility	<ul style="list-style-type: none"> <li>• Social mobility (Pell grants, price, projected/actual graduation rates)</li> <li>• Research</li> <li>• Service</li> </ul>		

# 2015 Key National University-Level Rankings







Ranking Organization	Category	Prior Year Rank	Current Rank	Key Criteria	Ability to Influence	Value
The Education Trust	Closing graduation gap between black and white students	NA	NA	<ul style="list-style-type: none"> <li>Six-year graduation rates of black vs. white students</li> </ul>		
College Factual	Best colleges for your money	NA	#56	<ul style="list-style-type: none"> <li>Avg. student loan debt</li> <li>Loan default rates</li> <li><b>Retention &amp; graduation rates</b></li> <li>Graduates' starting salaries and earning potential</li> </ul>		
Educate to Career	Value	NA	#10	<ul style="list-style-type: none"> <li>Affordability</li> <li>Graduation rate</li> <li>% students employed in field of study</li> <li>Avg. salary for recent grads</li> <li>% students employed a year after graduation</li> </ul>		
Victory Media	Military Friendly Schools	Top 15%	Top 15%	<ul style="list-style-type: none"> <li>Survey of 4,000 veterans</li> <li>Graduation rates, % military students, academic eligibility, spouse policies, employment rates, support on campus, academic credit for military service.</li> </ul>		



# Bryan School of Business & Economics Rankings









Ranking Organization	Category	Prior Year Rank	Current Rank	Key Criteria	Ability to Influence	Value
Bloomberg Businessweek (biennial)	Part-Time MBA	#2 public in NC #5 public in South #22 public in US #50 in US #12 academic quality in US	#1 public in NC #3 public in South #4 public in U.S. #13 in US #10 academic quality in US	<ul style="list-style-type: none"> <li>• Student satisfaction survey (40%)</li> <li>• Academic quality (30%) - Avg. GMAT; avg. student work experience; tenured faculty %; avg. class size in core classes; # of electives available to part-timers; student completion rate</li> <li>• Post-graduation outcomes (30%) – % of students who say program was “completely” responsible for having achieved career goals</li> </ul>		
Bloomberg Businessweek (biennial)	Undergraduate B-Schools	Unranked (low avg. SAT/ACT precludes an invitation to participate)	Unranked	<ul style="list-style-type: none"> <li>• Student assessment (30%)</li> <li>• Academic quality (30%)</li> <li>• Employer opinion (20%)</li> <li>• Median salary (10%)</li> <li>• Feeder school (10%)</li> </ul>		

# Bryan School of Business & Economics Rankings



Ranking Organization	Category	Prior Year Rank	Current Rank	Key Criteria	Ability to Influence	Value
U.S. News & World Report	Part-Time MBA	Rank not published	Rank not published	<ul style="list-style-type: none"> <li>Avg. peer assessment by deans/directors (50%)</li> <li>Avg. GMAT/GRE (15%)</li> <li>Avg. undergrad. GPA (5%)</li> <li>Work experience (15%)</li> <li>% of enrollment that is part-time (15%)</li> </ul>		
The Financial Times	MBA (full-time)	Not ranked	Not ranked	<ul style="list-style-type: none"> <li>Alumni assessment (59%)</li> <li>School data (31%)</li> <li>Research rank (10%)</li> </ul>		
Fashion-Schools.org	Top Fashion Programs  (Consumer, Apparel & Retail Studies)	#1 in NC  #5 in South  #23 in US	#1 in NC  #3 in South  #13 in US	<ul style="list-style-type: none"> <li>Academic reputation</li> <li>Admission selectivity</li> <li>Location</li> <li>Depth/breadth of program and faculty</li> </ul>		










# School of Education Rankings

Ranking Organization	Category	Prior Year Rank	Current Rank	Key Criteria	Ability to Influence	Value
U.S. News & World Report	School of Education	#58	#70	<p>Data and peer ratings for:</p> <ul style="list-style-type: none"> <li>Quality assessment (40%)</li> <li>Student selectivity (18%)</li> <li>Faculty resources (12%)</li> <li>Research activity (30%)</li> </ul> <p>Note: Drop in rating likely due to decrease in external funds with loss of the SERVE regional lab contract.</p>		
U.S. News & World Report	Graduate Counseling & Education Development	#3	#3	<ul style="list-style-type: none"> <li>Based on nominations by education school deans; select up to 10 top programs in each concentration</li> </ul>		
U.S. News & World Report	Online MEd Programs	#77	#61	<ul style="list-style-type: none"> <li>Student engagement (35%)</li> <li>Student services &amp; technology (20%)</li> <li>Faculty credentials &amp; training (15%)</li> <li>Admissions selectivity (15%)</li> <li>Peer reputation (15%)</li> </ul>		
U.S. News & World Report	Master's in Library and Information Studies	#29	#22	<ul style="list-style-type: none"> <li>Based on peer nominations</li> </ul>		

# School of Education Rankings







Ranking Organization	Category	Prior Year Rank	Current Rank	Key Criteria	Ability to Influence	Value
<p>National Council on Teacher Quality</p> <p>(2014 was first year of rankings. Suspended by NCTQ for 2015)</p>	<p>Undergraduate elementary</p>	<p>NA</p>	<p>Bottom half; no specific ranking</p>	<p>Subjective ratings for:</p> <ul style="list-style-type: none"> <li>• Grounded clinical practice: classroom management, practice planning instruction, measurement, all children can learn [experience with schools that serve students living in poverty], student teaching</li> <li>• Preparation of Elementary School Teachers: early reading, elementary mathematics, elementary content, English language learners, &amp; struggling readers</li> <li>• Entry into Program &amp; Profession: selectivity &amp; outcomes</li> </ul>		

# School of Health & Human Sciences Rankings

Ranking Organization	Category	Prior Year Rank	Current Rank	#4Key Criteria	Ability to Influence	Value of Ranking
National Academy of Kinesiology	Doctoral Program Review	#24 of 61 (2005)	#17 of 68 (2010)	Faculty productivity and national recognition; student quality, admission selectivity, and GA support		
U.S. News & World Report	Best Speech-Language Pathology Programs	#31	#32 (out of 280 programs of which 240 are accredited)	Peer surveys		
The Human Development & Family Science Report (Dr. Claire Kamp Dush, OSU)	Ranking of HDFFS Doctoral Programs in N. America	NA	#7	Peer surveys		
HDFS Report	Top 5 Programs in Child Development	NA	#4	Peer surveys		



# School of Nursing

Ranking Organization	Category	Prior Year Rank	Current Rank	Key Criteria	Ability to Influence	Value
U.S. News & World Report	Adult Gerontological Nurse Practitioner	NA	#10 in 2011	<ul style="list-style-type: none"> <li>Peer assessment surveys</li> </ul>		
U.S. News & World Report	Nursing Master's	NA	#79 in 2011 (#41 in Nursing Anesthesia)	<ul style="list-style-type: none"> <li>Peer assessment surveys</li> </ul>		
U.S. News & World Report	Online Master's in Nursing	NA	#45 in 2014	<ul style="list-style-type: none"> <li>Graduation rate</li> <li>Academic and career support services</li> <li>Admission selectivity</li> </ul>		



# Other Rankings

## **School of Music, Theatre & Dance**

- No preeminent publication rankings
- All three programs accredited by national associations, making UNCG one of 36 universities to have that distinction

## **College of Arts & Sciences**

- Program accreditations, but few publication rankings
- U.S. News & World Report: #79 in Clinical Psychology at graduate level



# Recommendations

- Take a **balanced approach** to rankings; participate without compromising ethics
- Reinforce with key campus leaders (deans, chairs) that **rankings matter** to prospective students, parents, alumni, donors, advisory boards
- **Smartly participate** in the surveys; if data is suspect or not accurate, leave it blank (Ex. Indebtedness data)
- Effectively **manage our resources**: Review known and emerging ratings publications/firms on a regular basis and carefully evaluate whether to begin or end participation in those that are of value to UNCG.
- Review opportunities to **influence rankings in a strategic manner** by leveraging current marketing activities. (Ex. Send Research magazine, marketing materials, newsletters to peer institutions)





# Recommendations

- **Expand PR/advertising** in key publications/industry events to build reputation (Ex. faculty appointments, speaking engagements, sponsorships)
- “Don’t manage to the rankings, manage to vision/mission and always strive for high quality. Then tell others about the great accomplishments.”
- **Leverage strong rankings in marketing** with prospective and current students, alumni, donors, others

