

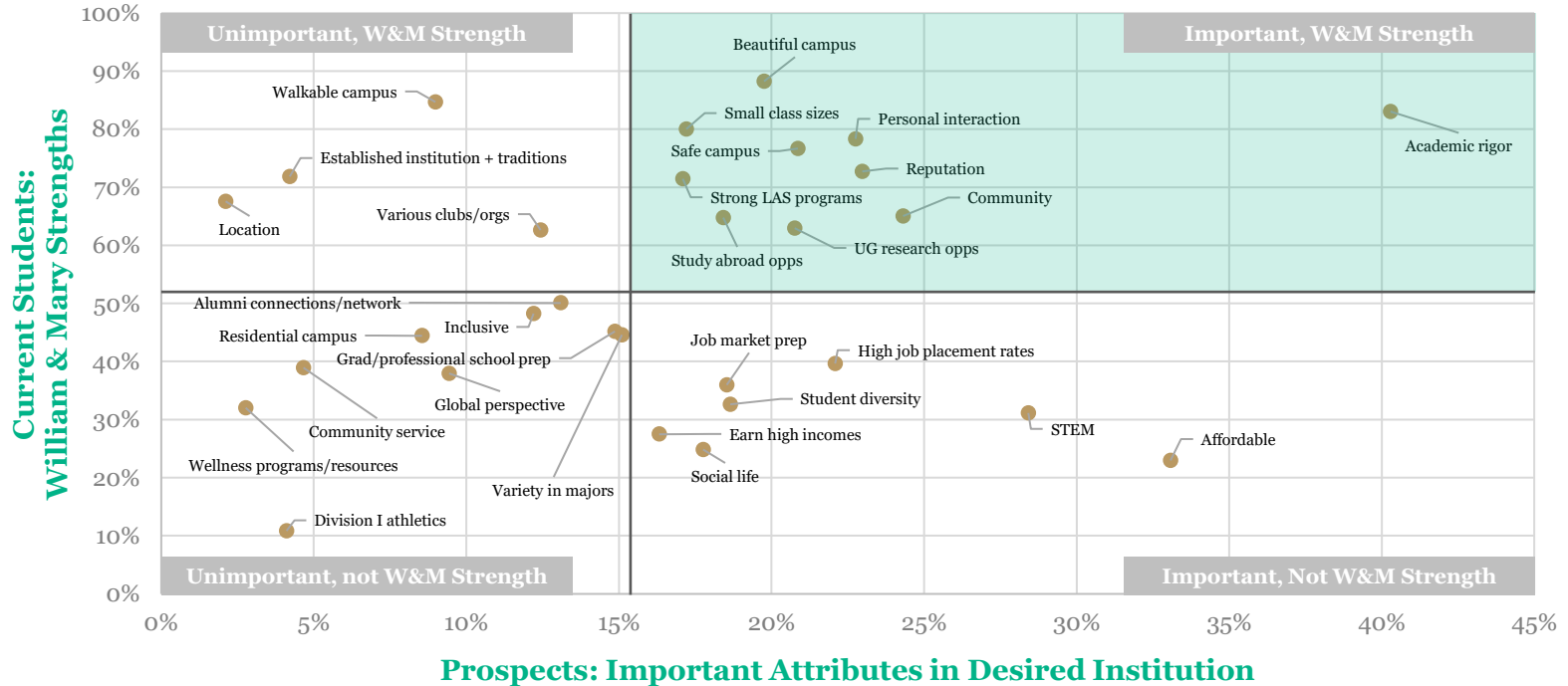


WILLIAM & MARY  
**VISION 2026**

# Vision 2026: Positioning W&M for Success

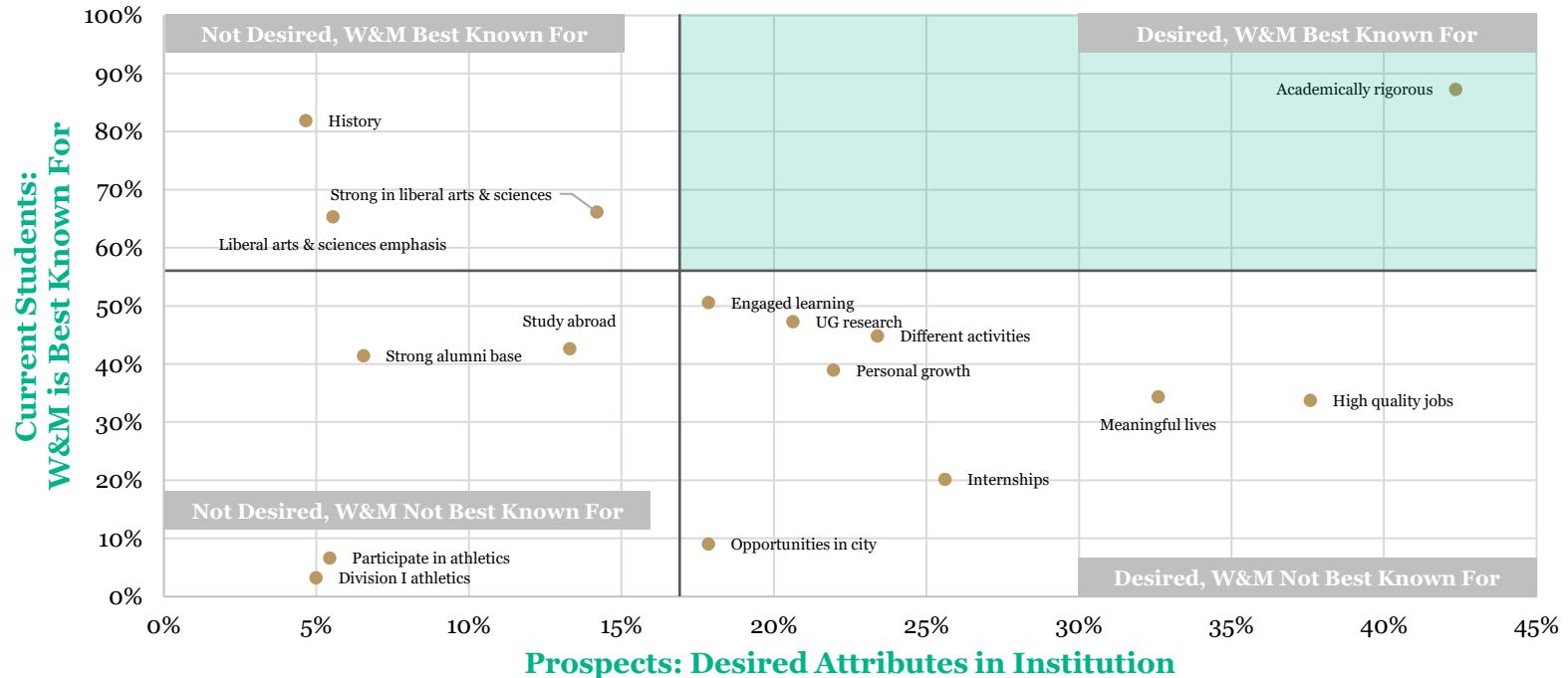
- **Compete for talented students**
- **Rise to the curricular demands of the current moment**
- **Seize the opportunity of the U.S. 250th anniversary**

# W&M Strengths vs. Important Attributes in the Prospective Undergraduate Student Market



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

# Prospects' Desired Attributes vs. What W&M Is Best Known For in the Prospective Undergraduate Student Market



(Prospects) Fill in the blank: I want to attend a college or university that: (select up to 3)  
 (Internal) Fill in the blank: William & Mary is BEST KNOWN for? (select all that apply)

# W&M Market Position 2019

Attribute	Market Perception		
	Important/Desired, Known W&M Strength	Important/Desired, Not Known W&M Strength	Unimportant/Not Desired, Known W&M Strength
Academics	Rigor	STEM	History
Post-Grad Opportunities		Internships Job Market Prep Job Placement Rate Quality Jobs	
Financial		High Earnings/Incomes Affordable	
Emotional/Social		Personal Growth Meaningful Lives Student Diversity	History

# Vision 2026 Milestones

*Designed to secure future enrollment by advancing quality, reputation, and value in a W&M education.*

Initiative	Key Components	Addressing Market Perception		
		Important/Desired, Known W&M Strength	Important/ Desired, Not Known W&M Strength	Unimportant/ Not Desired, Known W&M Strength
<b>Data</b>	CDS investment	Rigor	STEM	
<b>Water</b>	Undergraduate Major	Exciting Jobs	High Earnings/Incomes	
<b>Careers</b>	Internships Alumni Network Corporate Partnerships Workforce-Oriented Minors	Internships Job Placement Rate High Earnings/Incomes Affordable Personal Growth	Job Market Prep Quality Jobs Student Diversity Meaningful Lives	
<b>Democracy</b>	U.S. 250 <sup>th</sup> Anniversary Co-Curricular Civil Discourse Bray School, African American History/Research	Personal Growth Student Diversity	Meaningful Lives Inclusive History	

# Broad Framework and Competitive Focus

1. **Community-wide, collaborative, three-phase process yielded a comprehensive planning framework**
2. **Cabinet identified cross-university initiatives that advance W&M's competitive position – where we can be the best in the world**



**REMINDER:**  
**Unit-Level Planning and Goals**





# **1. Expand W&M's Reach**

- a. Advance research and scholarship of consequence
- b. Forge global connections
- c. Elevate civic engagement and service for the 21<sup>st</sup> century



## **2. Educate for Impact**

- a. Spur innovation via new programs and integrated disciplines
- b. Expand access to a W&M education
- c. Create meaningful pathways for career success



### **3. Evolve to Excel**

- a. Create more equitable learning environments and workplaces
- b. Champion sustainability
- c. Optimize places, workflows and systems for operational excellence



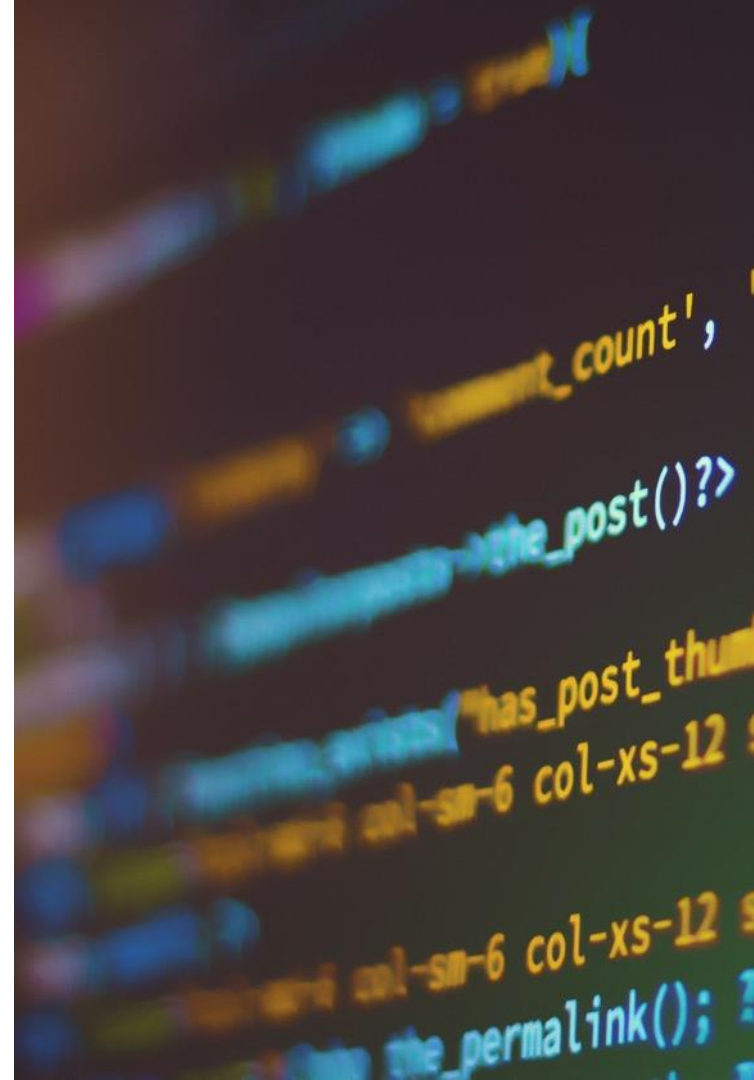
**UPDATES:  
University Initiatives**

A woman's face is the central focus, overlaid with various digital elements. The background is a dark space filled with glowing blue and green binary code (0s and 1s). Overlaid on the woman's face and hair are semi-transparent windows of code, including snippets like 'elif op', 'mirror', '#sele', 'mirror\_e', 'modifi', 'bpy.c', and 'prin'. The woman's hair is dark and long, and she has a neutral expression. The overall aesthetic is futuristic and tech-oriented. Two teal-colored geometric shapes, resembling stylized brackets or chevrons, are positioned on the left and right sides of the image, framing the central content.

**DATA**

## AY23 Milestones

- ✓ \$100M for ISC4 fully funded by the state.  
Groundbreaking February 2023 for this future home of computing and data sciences.
- ✓ \$500k in federal funding: faculty capacity and pre-planning for growth in data science
- ✓ Fall 22: faculty-led concept for a new school
- Spring 23: a university steering committee seeking broad input and engagement
- Summer 23: the Provost and COO will deliver a business case to validate feasibility.





**WATER**

## AY23 Milestones

- Spring 23: VIMS completes implementation of a bold new strategic plan focused on proactive engagement in the most pressing environmental and socioeconomic issues in coastal & marine systems.
- Spring 23: VIMS cluster hire of faculty members to advance science for solutions.
- Spring 23: Draft outline for a new undergraduate major in marine science submitted to provost.





A satellite-style map of the United States is shown against a dark background of space. The map is overlaid with a glowing cyan grid that follows the state boundaries and major cities. The word "DEMOCRACY" is written in large, bold, white capital letters across the center of the map. The background shows the Earth's surface with some clouds and city lights visible from space. There are two large, semi-transparent brown rectangular shapes on the left and right sides of the image, partially overlapping the map.

**DEMOCRACY**

## AY23 Milestones

- ✓ Student Affairs partnership with the Constructive Dialogue Institute (CDI); spreads across VA publics
- ✓ W&M VA Pell commitment: free tuition and fees
- ✓ Robert M. Gates Global Policy Center with GRI: *Gates Forum* on global strategic communications
- Charter Day 2023: National visibility in new revolutionary histories: Bray School, Brafferton



An overhead view of a business meeting around a wooden table. Several people are seated, with their hands and arms visible. They are looking at various documents, including spreadsheets and charts. A laptop is open on the right side of the table. The word "CAREERS" is overlaid in large white letters in the center. There are green geometric shapes on the left and right sides of the image.

# CAREERS

## AY23 Milestones

- ✓ Platform play: an integrated, one-stop shop Career Development & Professional Engagement website, aligning student and employer needs
- Spring 23: Tiger Team on microlearning and credentialing designing a W&M career-ready toolkit
- Spring 23: 65% of W&M majors now offering a credit-bearing internship course / goal of 100% by 2026.
- Summer 23: The Charles Center offers a pre-major internship course, an earlier experience for students.





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