



# WILLIAM & MARY

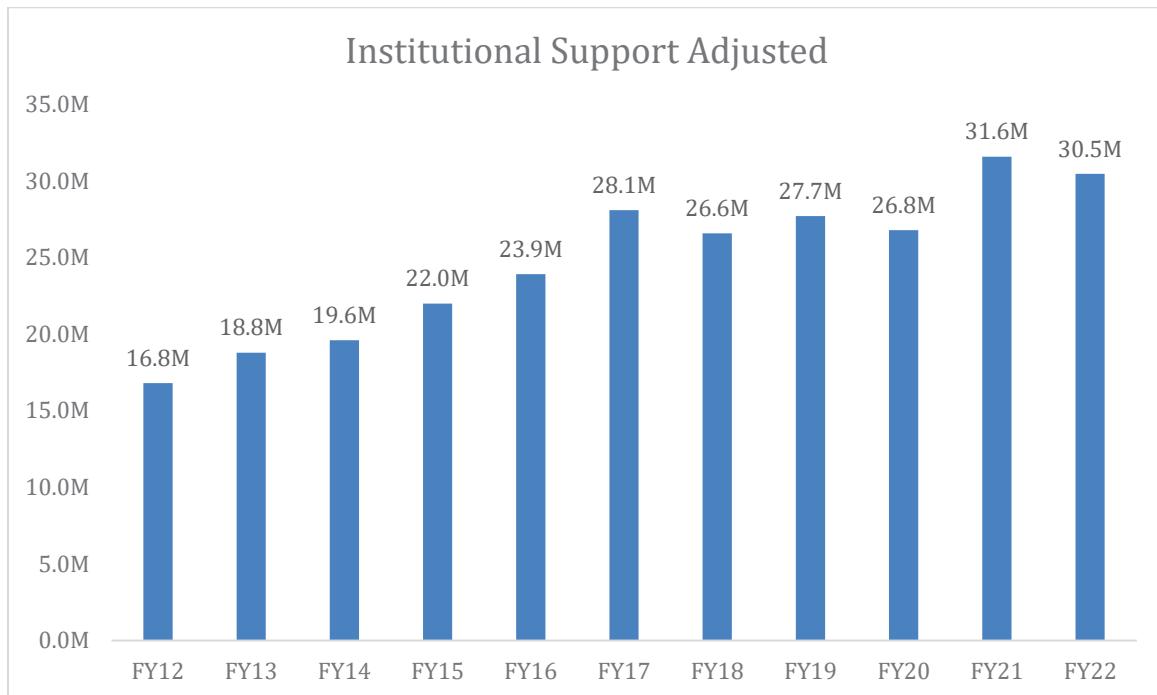
CHARTERED 1693

## Six-Year Plan Fact Packs

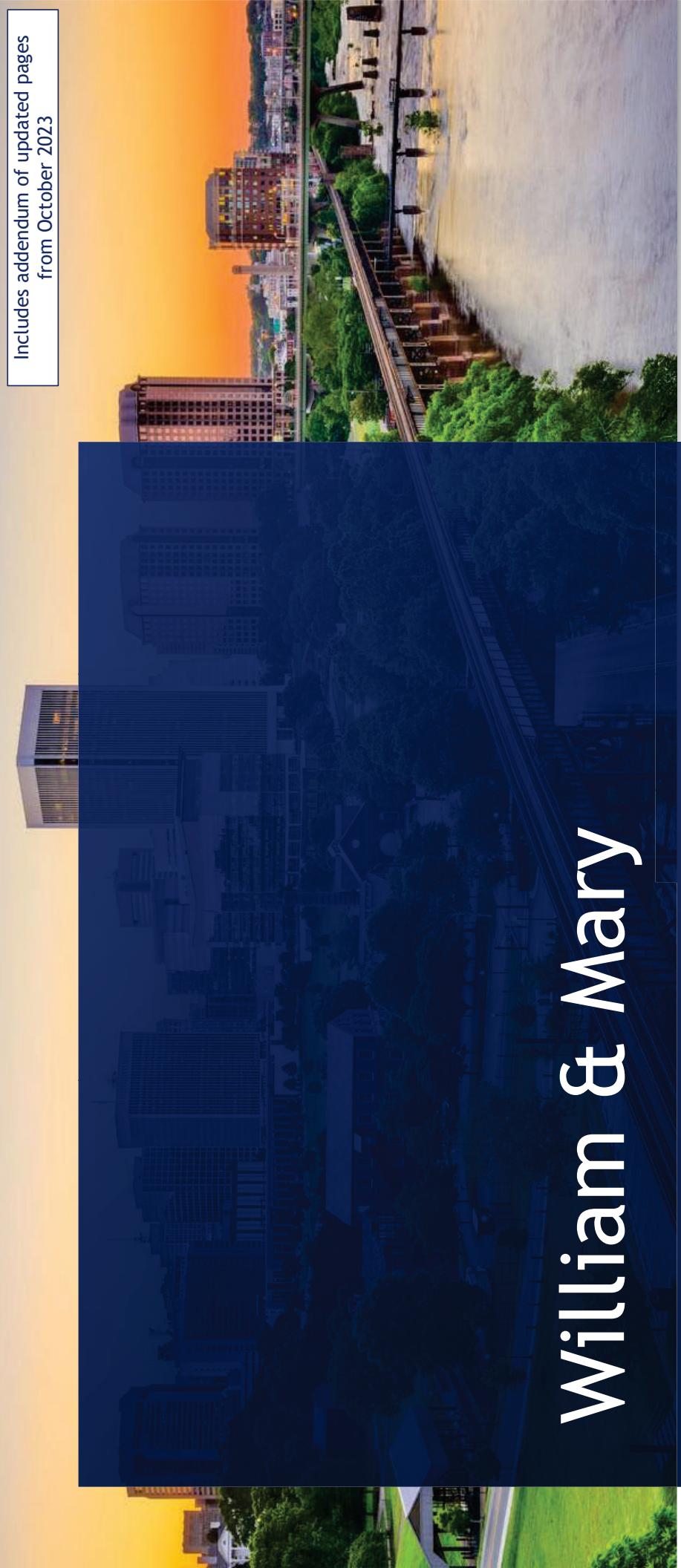
**Summary:** This year the state revised the six-year plan process to include an emphasis on data, fiscal measures, and outcomes. The Commonwealth provided fact packs to each institution of higher education that were organized into sections on enrollment, program alignment and performance, and financial effectiveness and sustainability. Overall, the data reflects William & Mary's focus on and leadership in providing outstanding student outcomes through high persistence and graduation rates across all student categories, consistent enrollment, and commitment to meeting financial need of our students. W&M's full six-year plan narrative submission provides context to much of the data included in the fact pack and highlights the successes associated with providing the most personal educational experience of any public institution in the nation. These fact packs are being posted to SCHEV's website and provided to new board members during the new board member orientation.

**Context:** One area the fact pack highlights is growth in institutional support expenses. It is important to note that fiscal years 21 and 22 include \$6.8M and \$4.0M respectively in non-recurring COVID related expenses on funds provided by the federal government directly for that purpose. Included below is an adjusted graph showing the growth excluding COVID expenses. In addition, institutional support is one of the heaviest personnel program codes at about 95%. Salary and fringe benefit increases at FY12 staffing expenditure levels account for \$6.5M, or 39%, of the total increase.

Also, while there has been growth in institutional support over the 10-year period from 2012-2022, SCHEV data shows that W&M falls right around the average for 4-year public institutions in percent of overall expenditures. All but one of the institutions with lower percentages in this area take advantage of economies of scale with enrollment sizes much larger than W&M. In addition, the data shows that W&M is among the top 2 in instructional spending as a percentage of overall expenditures. This comparison with other institutions displays William & Mary's commitment to supporting the instructional mission.



Institution	Year	% Institutional Support	% Instruction
University of Virginia's College at Wise	2021-22	24%	43%
Virginia State University	2021-22	24%	51%
Norfolk State University	2021-22	23%	46%
University of Mary Washington	2021-22	21%	45%
Radford University	2021-22	20%	53%
Virginia Military Institute	2021-22	18%	45%
Longwood University	2021-22	17%	54%
Old Dominion University	2021-22	16%	49%
James Madison University	2021-22	15%	53%
William & Mary	2021-22	15%	54%
Christopher Newport University	2021-22	14%	46%
Virginia Commonwealth University	2021-22	13%	47%
George Mason University	2021-22	12%	59%
University of Virginia	2021-22	9%	43%
Virginia Tech	2021-22	9%	49%
Total Public Four-Year Institutions	2021-22	13%	50%



Includes addendum of updated pages  
from October 2023



# William & Mary

Institution-specific Fact Pack

MAY 2023

# Institutional fact pack: table of contents

This deck includes updated pages in an addendum, including data from more recent years and several additional pages on completion outcomes, revenue, and cost effectiveness



## Overview

Pg. #

1 - 4

## Enrollment

5 - 10



11 - 31

## Program Alignment & Performance

- Completion outcomes
- Post-completion outcomes
- Workforce alignment

32 - 52

## Financial Effectiveness & Sustainability

- Affordability
- Revenue
- Cost effectiveness

53 - 61

## Post-plan Submission Addendum



## Appendix



62 - 70

2

# Deep Dive | William & Mary background information

## Overview

**Founding year:** 1693

**Location:** Williamsburg

**Size and setting:** Four-Year, Medium, Highly Residential  
**Mission:** Cultivate creative thinkers, principled leaders, and compassionate global citizens equipped for lives of meaning and distinction

**Research Institution:** Undergraduate and Graduate

**Carnegie classification:** Doctoral Universities: Very High Research Activity

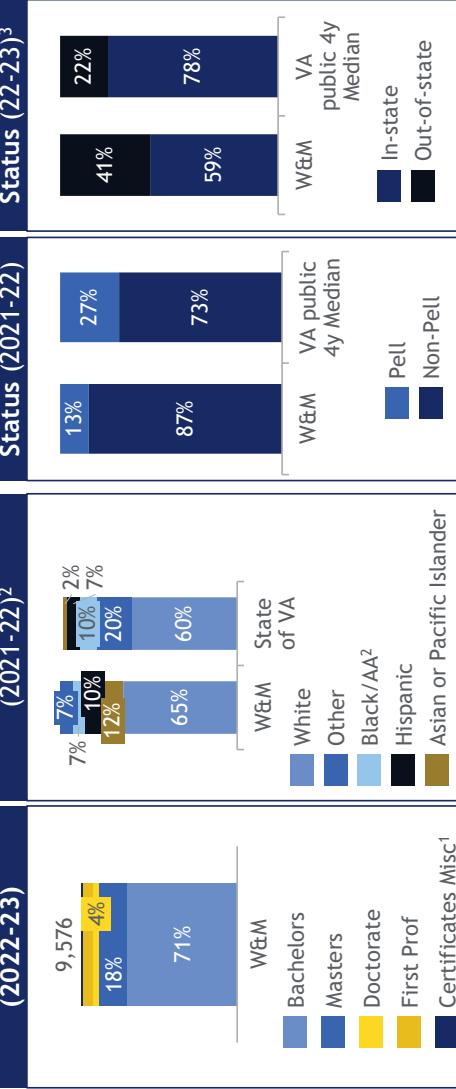
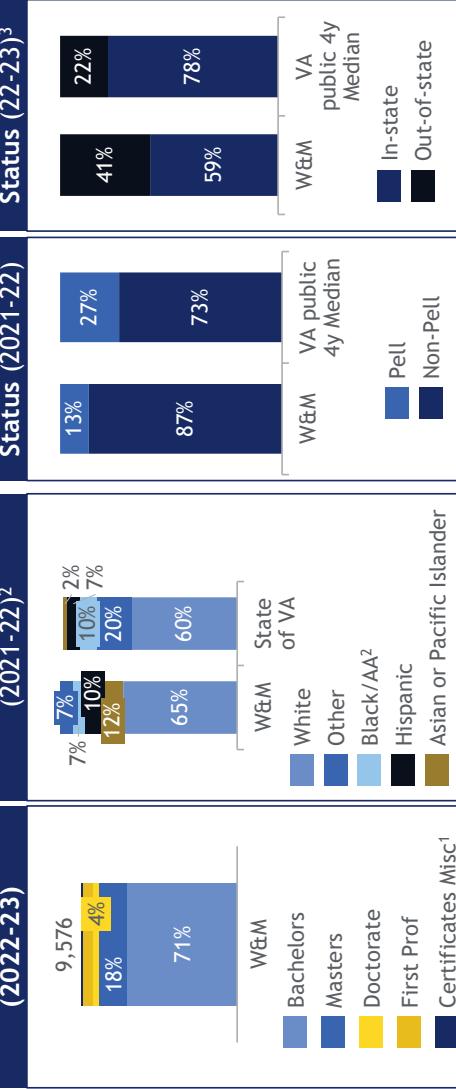
**Program offering:**

- 52 Bachelor's degrees
- 32 Master's degrees
- 17 Doctorates degrees

## Local Context & Economy

**Geography: Suburban**

	Local	State-wide
<b>Median HH income</b>	\$65.3K	\$80.6K
<b>Unemployment rate</b>	3.9%	3.2%
<b>Poverty rate</b>	15.5%	10.2%



<sup>1</sup>. Full-time general UG student charges including tuition, mandatory fees, and average room & board. <sup>2</sup>. Undergraduate headcount, excludes international students and unknown / unreported. <sup>3</sup>. Based on total UG headcount.

# William & Mary: Key metrics at a glance

## Enrollment volume & composition

### Current enrollment: 9.5K students in Fall 2022

- 10% lower-income students in Fall 2021 (2 percentage point increase from Fall 2011)
- 37% acceptance rate in Fall 2022 (+0.56% CAGR since Fall 2012)
- 26% yield in Fall 2022 (-2.65% CAGR since Fall 2012)

## Financial effectiveness & sustainability

### Current cost of attendance: \$40.6K in 2021-22

- \$6.3K annual borrowing per student FTE (0.8% annual growth since 2011)

## Program alignment & performance

### Current 6-year graduation rate: 91% for freshman cohort of Fall 2016

- 4 year avg time-to-degree for first-time in college students who graduated in 2022 (0 change since 2013)

## Current revenue mix: GF is 19% of E&G revenue (\$57M) in 2021-22; 4.8% annual growth since 2011-12

- \$236M of Non-GF E&G total in 2021-22 (81% of total revenue); 7% annual growth since 2011-12
- 26% discount rate in 2021-22 (7 percentage point increase since 2013-14)

## Current per student FTE expenditure (E&G and Auxiliary): \$35K in 2021-22

- \$316M total expenditure in 2021-22 (+3.5% annual growth since 2014-15; +2.5% since 2018-19)
- 1.23 composite financial index ratio in 2021-22 vs. 3.0 benchmark (decrease of 0.02 since 2015-16)

### +1.7% Annual growth in enrollment over 10 years

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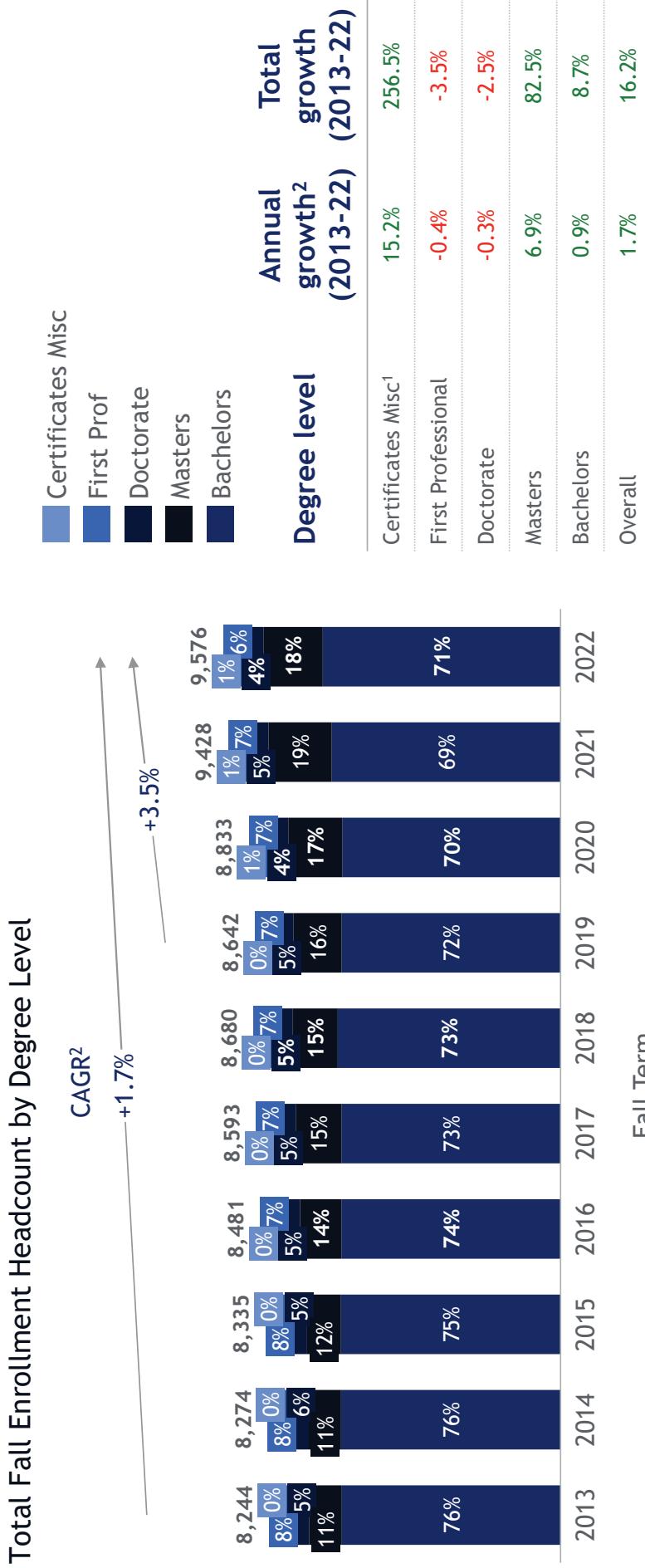
### +4.5% Growth in wages of BA graduates over 9 years

### +5.1% Annual growth in student attendance cost over 10 years

### -5pp Growth in share of rev. from Gen. Fund over 10 years

# Enrollment

William & Mary  
**Chart (A): How is overall enrollment trending over time?**

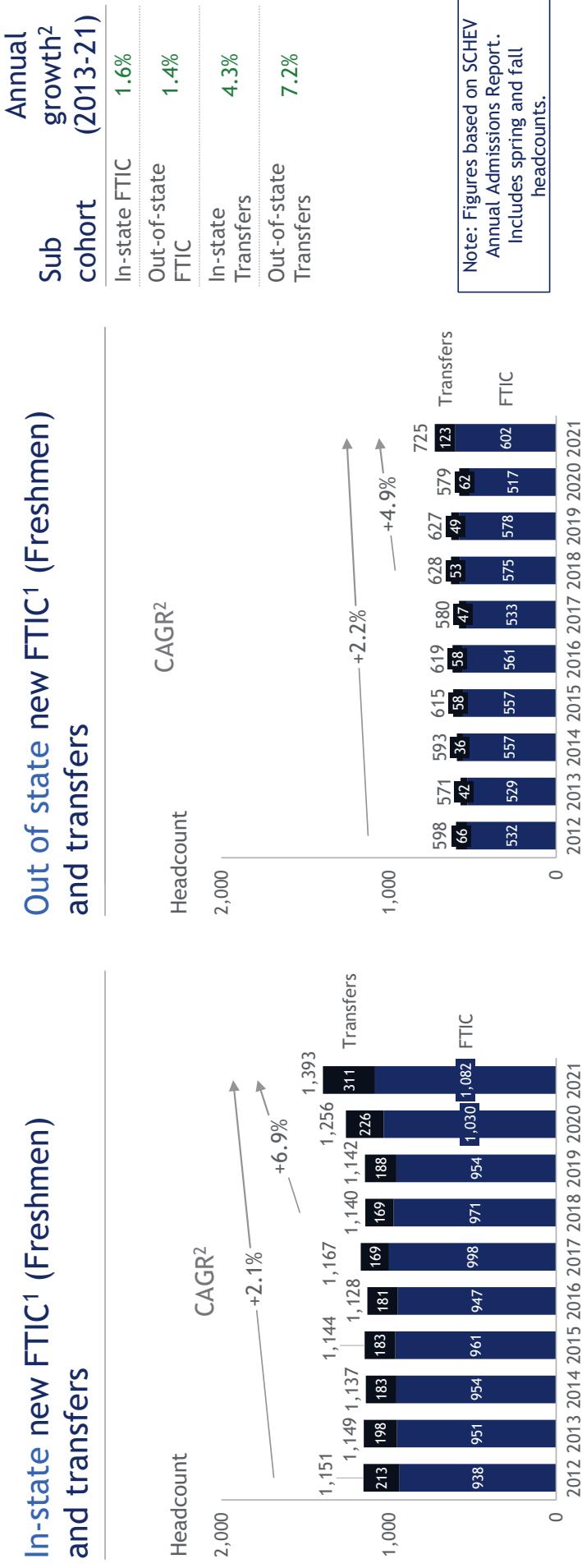


- Sum of less than one-year certificates, one plus year certificates, post bachelors certificates, and post masters certificates. Does not include “students not program placed.”
  - “Annual growth” calculated as compound annual growth rate (CAGR) Note: Assoc. Applied and Certificates Misc. are not visible on some bars because they are less than 1% of yearly enrollment. Not program placed excluded.
- Source: Data from State Council of Higher Education for Virginia (SCHEV) Research Center Enrollment Report E33; Fall Enrollment by Degree Level

## Chart (B): How are new in-state and out-of-state undergraduate enrollment headcount trending over time?

In-state new FTIC<sup>1</sup> (Freshmen) and transfers

Out of state new FTIC<sup>1</sup> (Freshmen) and transfers



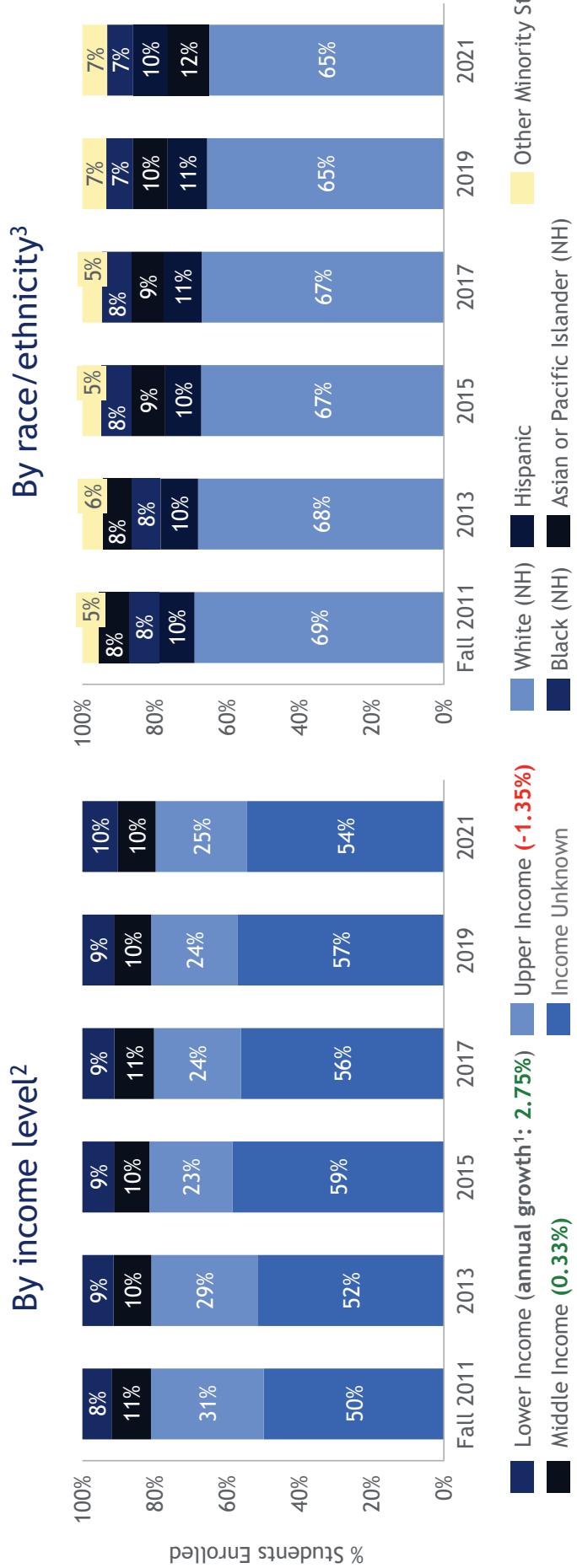
Fall Term

Fall Term

Fall Term

William & Mary  
**Chart (C): How is the student body mix changing over time?**

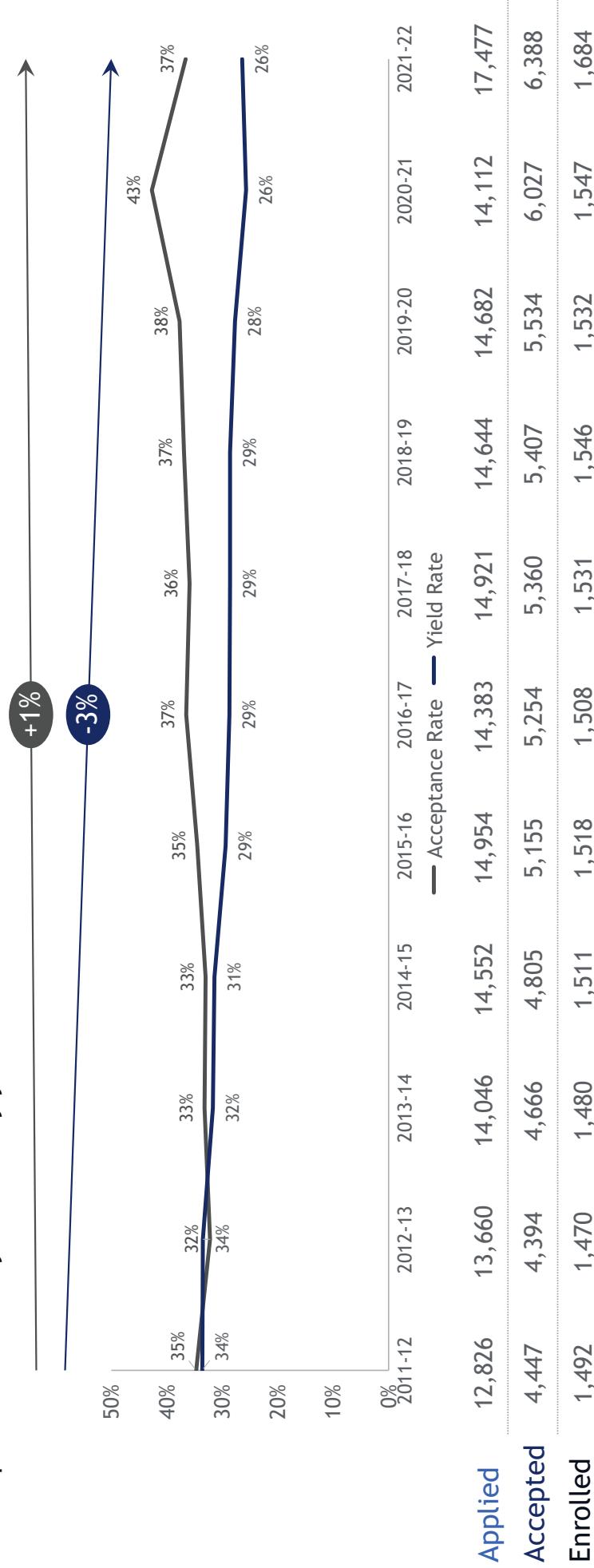
Undergraduate Enrollment Headcount by income & race/ethnicity



1. "Annual growth" calculated as 10-year compound annual growth rate (CAGR) on headcount numbers 2. Income range (i.e., lower, middle and upper) is defined by the federal poverty level (FPL) "Lower Income Range"; 0 to 200% of FPL "Middle Income Range"; 201 to 400% of FPL "Upper Income Range" - 401% of FPL and above. 3. Foreign Students & Unknown/Ureported figures omitted from the data.  
Source: SCHEV Undergraduate enrollment report E58: Enrollment by income range category and Report E52: Fall Headcount Trends in Race Ethnicity; Financial data from FAFSA, typically representing prior year, as reported on in SCHEV's annual financial file

## Chart (D): What changes are happening across the recruitment funnel for first time college students?

Acceptance rate and yield rate by year



Note: Large sudden change in applications/  
acceptances may be due to exogenous  
factors (e.g., move to Common App)

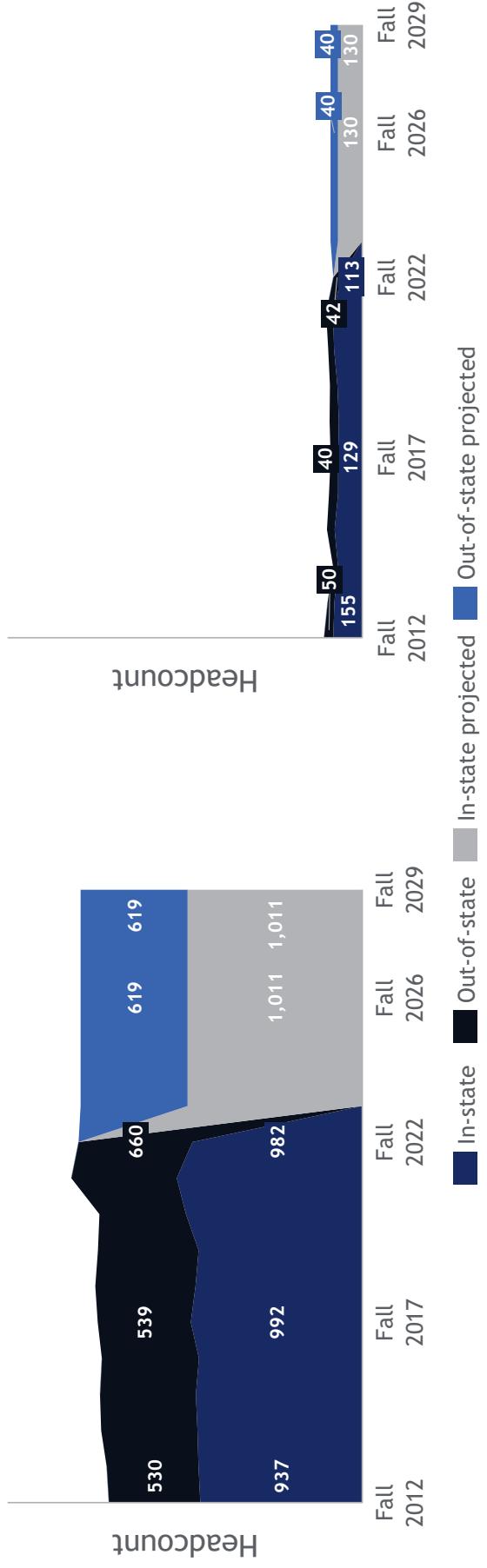
1. First time in college students

Source: Data from State Council of Higher Education for Virginia Research Center Admissions Report B08

## Chart (E): How do enrollment projections compare to historical trends?

New Enrollment Headcount, New FTIC and Transfer students by origin (projections as of 2023)

### New FTIC<sup>1</sup> (Freshmen)



1. First time in college students  
Source: Data from State Council of Higher Education for Virginia Research Center report E02: Fall Headcount Enrollment; SCHEV Enrollment Projection Summary

# Program alignment & performance



# Program alignment & performance: key considerations

## Objective for this section:

- Provide directional insight into how institutions are improving in how they support their unique student population to graduate ready to enter the workforce
- Provide a starting point for institutions to highlight their own proven successes within their unique context

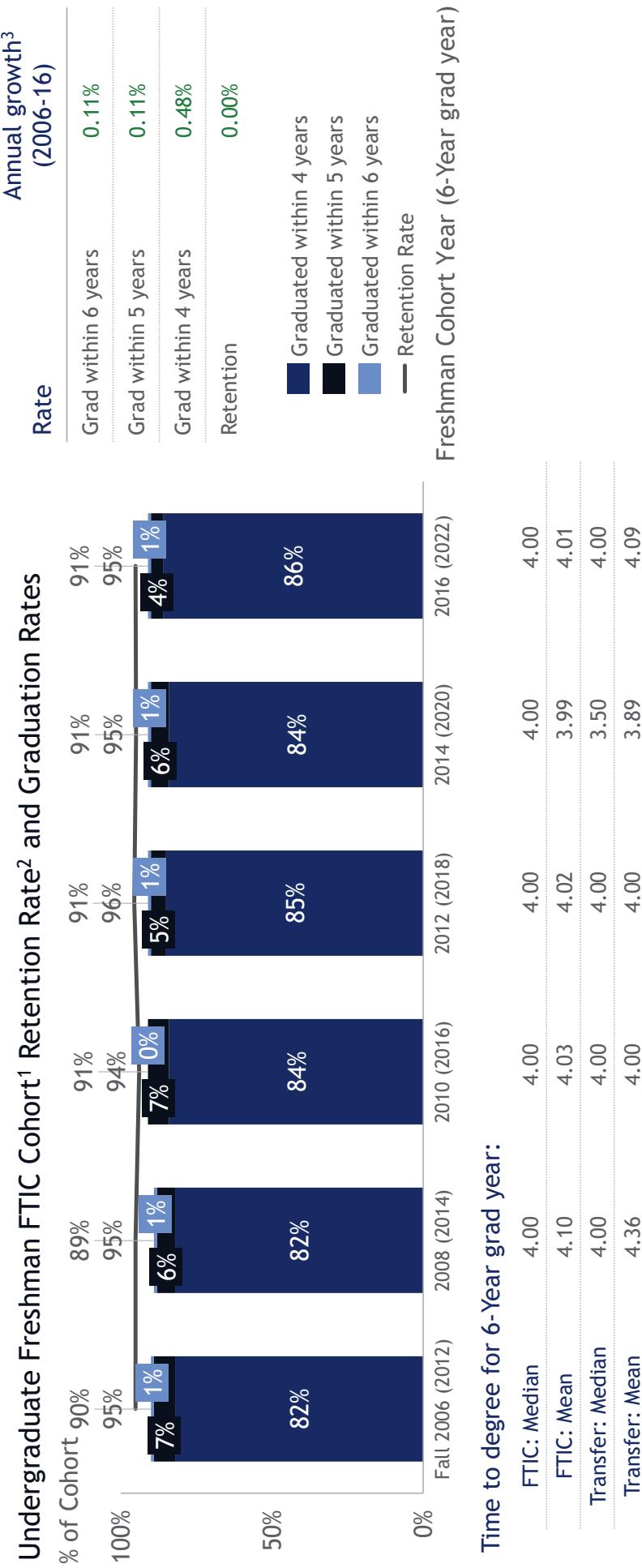


## Considerations:

- Outcomes should be viewed in context of an institution's unique mission, student mix, and local conditions; as such, institutions may have different definitions of success
- Workforce outcomes are influenced by a variety of factors beyond the remit of post-secondary institutions (e.g., local labor market trends, macro-economic environment, individual circumstances, etc.)
- Longitudinal data on post-completion outcomes and workforce alignment may have gaps and limitations
- Institutions have varying programmatic strengths and should be encouraged to build on areas of distinctiveness vs. aiming to be "everything for everybody"

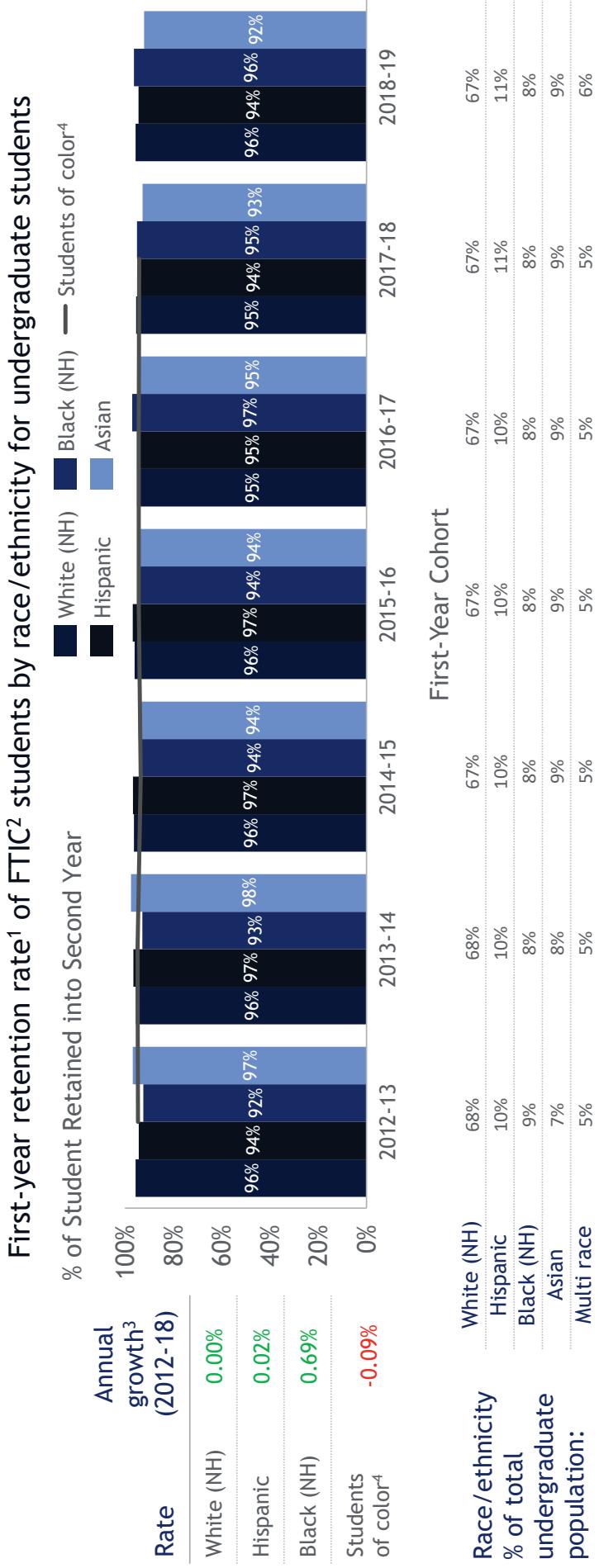
# Completion outcomes

William & Mary  
**Chart (A): How are retention and graduation rates trending over time?**



1. First time in college and full-time freshmen cohorts 2. Percent of first-year students retained for following second-year fall term 3. "Annual growth" calculated as compound annual growth rate (CAGR).  
Source: SCHEV Retention and Graduation report GRS04B: Cohort Graduation Rates, Four-Year Institutions (First-time, Full-time Freshmen Cohorts) by Year; SCHEV time to degree data

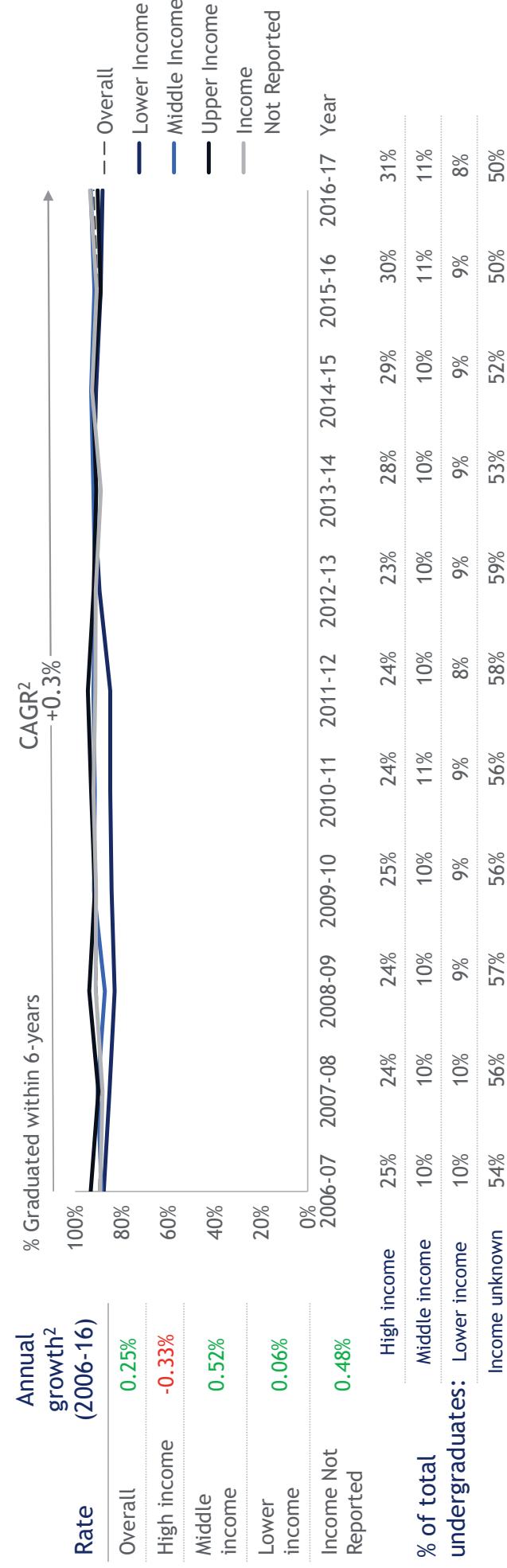
## Chart (B): How are retention rates of students of color trending vs. white students?



1. Rate of first-year students retained into second year 2. First time in college full time students 3. Excludes Native American due to comprising less than 5% of student population each year 4. Retention rate for students of color at William & Mary
- Note: Graph excludes race/ethnicity unknown
- Source: SCHEV Retention and Graduation report Sub-Cohort Retention and Completion Rate Trends; RT01: Retention Report (First-time, Full-time Students); E22 Fall Term Enrollment by Race/ethnicity

William & Mary  
**Chart (C): How do graduation rates differ by income level?**

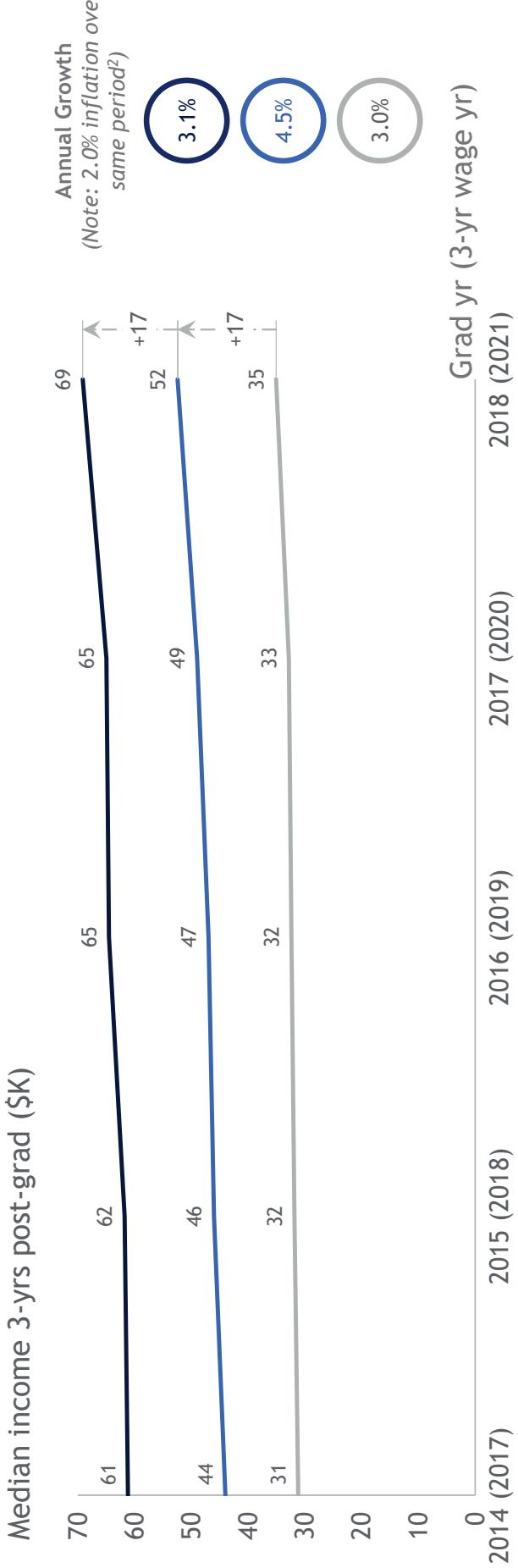
**6-Year Graduation Rate of FTIC<sup>1</sup> Undergraduate Students by Income Level**



1. First time in college, full-time students 2. "Annual growth" calculated as compound annual growth rate (CAGR)
- Note: Income unreported line is excluded in this chart; income categories do not exclude Pell recipients. Income represents family/student income at entry. Includes full-time students, enrolling for the first time in fall, spring, or summer. Income levels based on reported family income on FAFSA and family size (lower income = 200% poverty level and below; middle income = 201-400% of poverty level; high income = 401% poverty level and above)  
Source: SCHEV Retention and Graduation report Sub-Cohort Retention and Completion Rate Trends; GR-SC01: Six-Year Graduation Rate Trends, by Economic Sub cohorts (Low, Middle, High)

# Post-completion outcomes

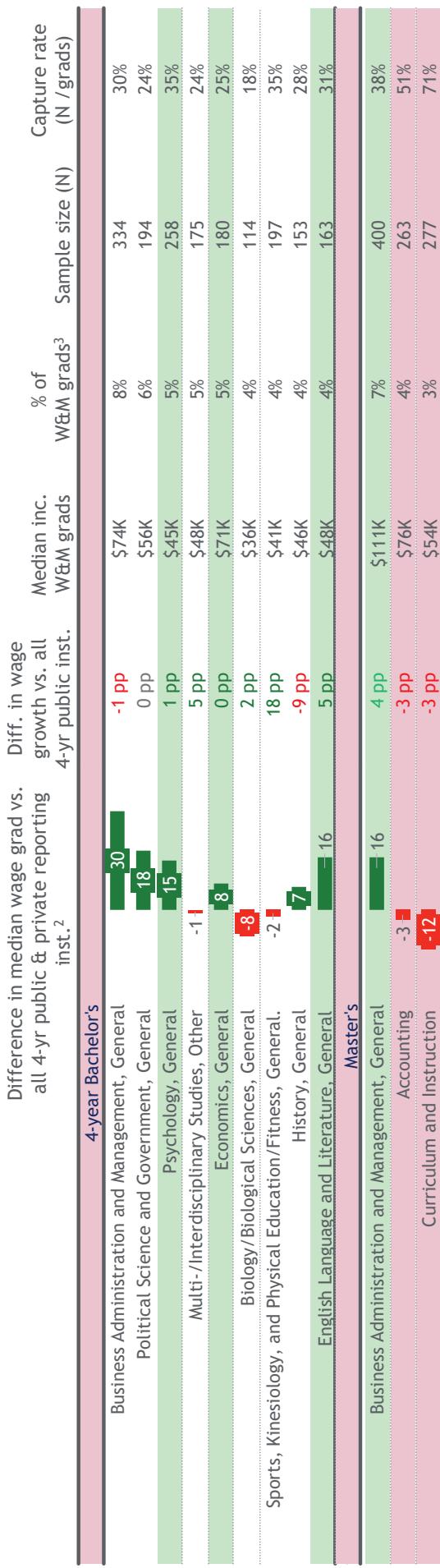
## Graph (A): How much excess wages are generated by higher-ed degrees<sup>1</sup> vs. high school degrees?



— Master's Degree (N=1133) — Four-Year Bachelor's Degree (N=2655) — VA High School grads > 25 yrs old<sup>3</sup>

- Only included degrees with >10% of enrollment to ensure large enough N. CPI 2017-2021 for Washington-Arlington-Alexandria, DC-VA-MD-WV 3. Wages for Virginians ages 25+ with no more than a high school diploma or equivalent, wages defined as wages, salary, Armed Forces pay, commissions, tips, piece-rate payments, and cash bonuses earned before deductions were made for taxes, bonds, pensions, union dues, etc....and net income from self-employment.; 2020 includes 5-year estimates due to COVID-data disruption
  - Note: Years represent median wage 3 years post grad in VA of students who graduated in the year combined and students who graduated in the 4 previous years with wages adjusted for inflation to the most recent year of wages, in order to allow for reporting at the program-level; only includes wage data from VA from employers covered under state unemployment insurance;
  - Only included programs with >10% of enrollment to ensure large enough N
- Source: SCHEV data extraction, April 2023; Bureau of Labor Statistics; US Census Bureau

## William & Mary Graph (B): How do wages for the largest programs<sup>1</sup> compare to other schools?



1. Largest programs based on number of 2018 graduates with sample size (N) at least 100 up to 20 programs;  
 excludes "Multi-/Interdisciplinary studies, other"  
 2. Median wage of class of '18 and 5 preceding classes 3 yrs post-grad 3. 2017-2018 Graduating Year  
 Source: SCHEV data extract, 4/23

Wage growth and absolute wages below peers

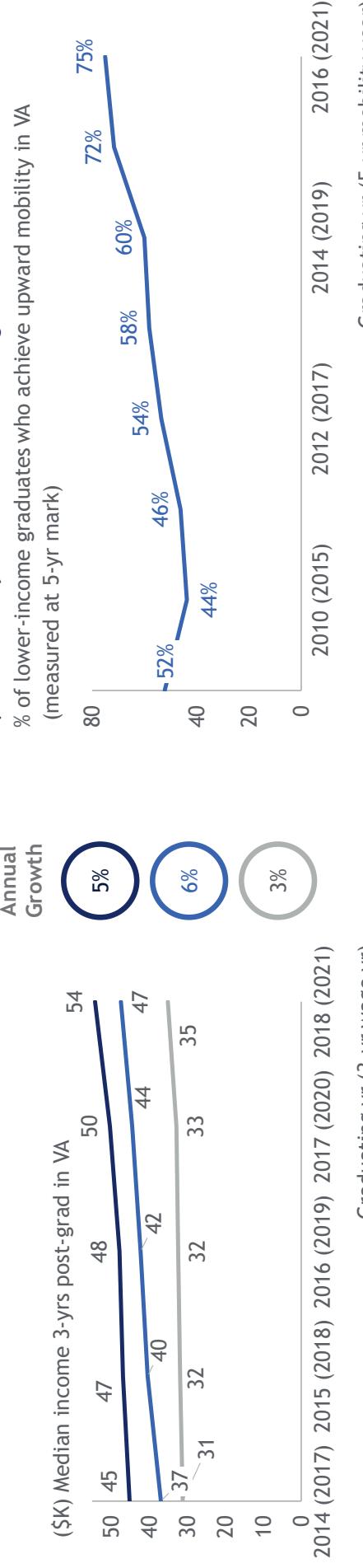
19

Negative diff. | Positive diff. | 0 percentage point diff.

## William & Mary

# Graph (C): How are median wages and upward mobility trending for lower-income students?

Median income for Pell and Non-Pell students



Upward mobility for lower-income undergrads<sup>2</sup>  
% of lower-income graduates who achieve upward mobility in VA  
(measured at 5-yr mark)



— William & Mary Non-Pell grads (N=2168)

— William & Mary Pell grads (N=487)

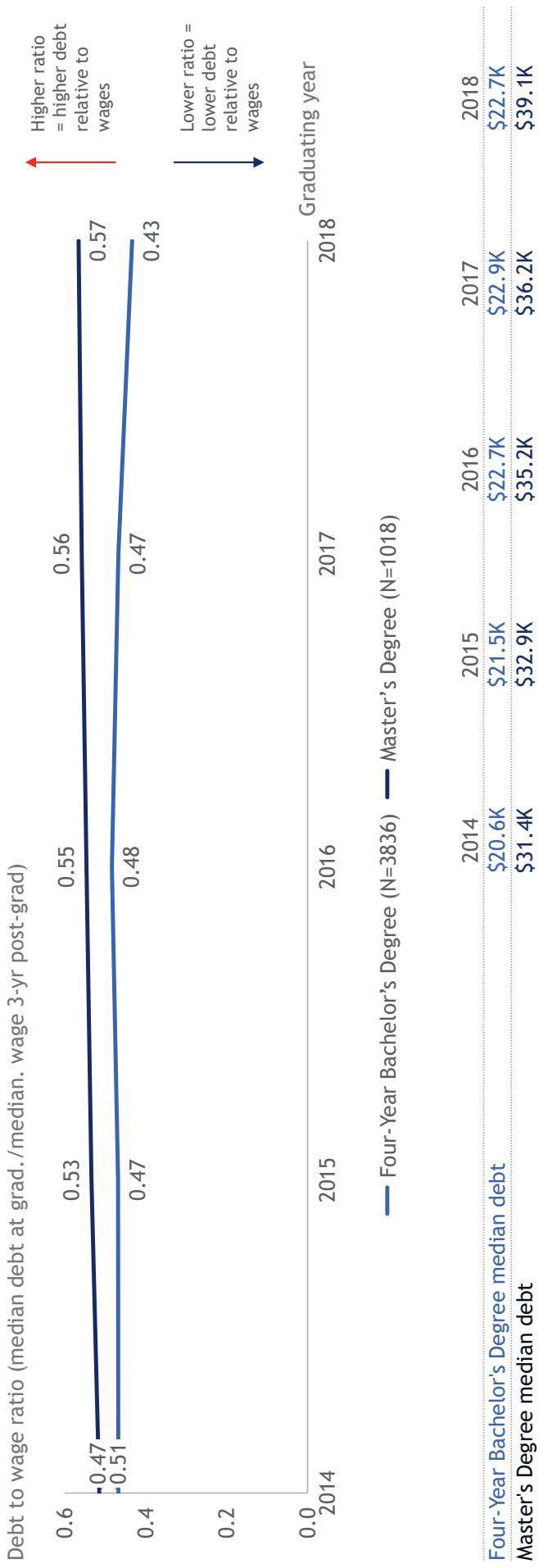
— VA High School grads > 25 yrs old

- Wages for Virginians ages 25+ with no more than a high school diploma or equivalent, wages defined as wages, salary, Armed Forces pay, commissions, tips, piece-rate payments, and cash bonuses earned before deductions were made for taxes, bonds, pensions, union dues, etc....and net income from self-employment.; 2020 includes 5-year estimates due to COVID-data disruption 2. Upward mobility defined as earnings greater than 200% of the federal poverty level (5-yr post-grad) for the average family size for a 25-29 yr old + estimated annual student loan payment; lower-income undergraduates defined as those coming from households at 0-200% of the federal poverty level (income data drawn from FAFSA) – Note: Years represent median wage 3 years post grad in VA of students who graduated in the year combined and students who graduated in the 4 previous years with wages adjusted for inflation to the most recent year of wages, in order to allow for reporting at the program-level; only includes wage data from employers covered under state unemployment insurance

Source: SCHEV data calculation and extract, April 2023; US Census Bureau

William & Mary

## Graph (D): How much debt do students take on relative to their future earnings?

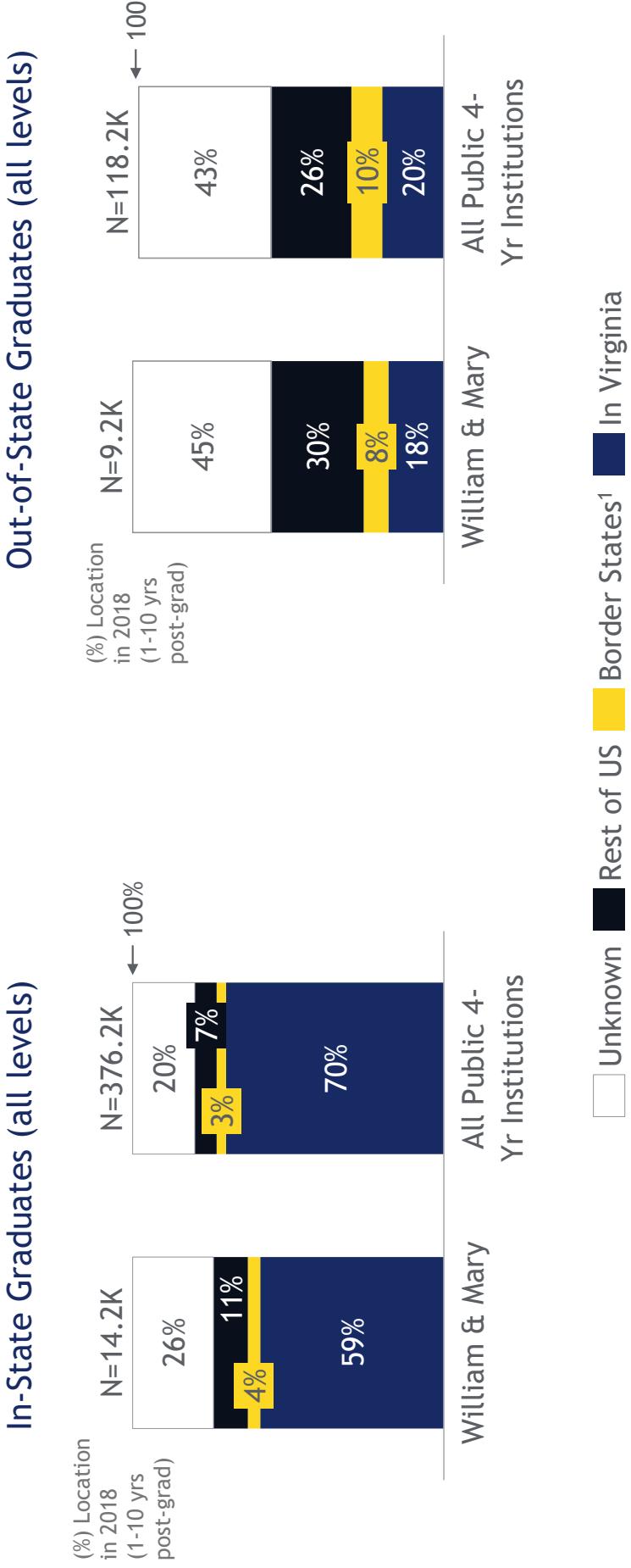


Note: Years represent median wage 3 years post grad in VA of students who graduated in the year combined and students who graduated in the 4 previous years with wages adjusted for inflation to the most recent year of wages, in order to allow for reporting at the program-level; only includes wage data from VA from employers covered under state unemployment insurance; Debt represents median cumulative debt at graduation

# Workforce alignment



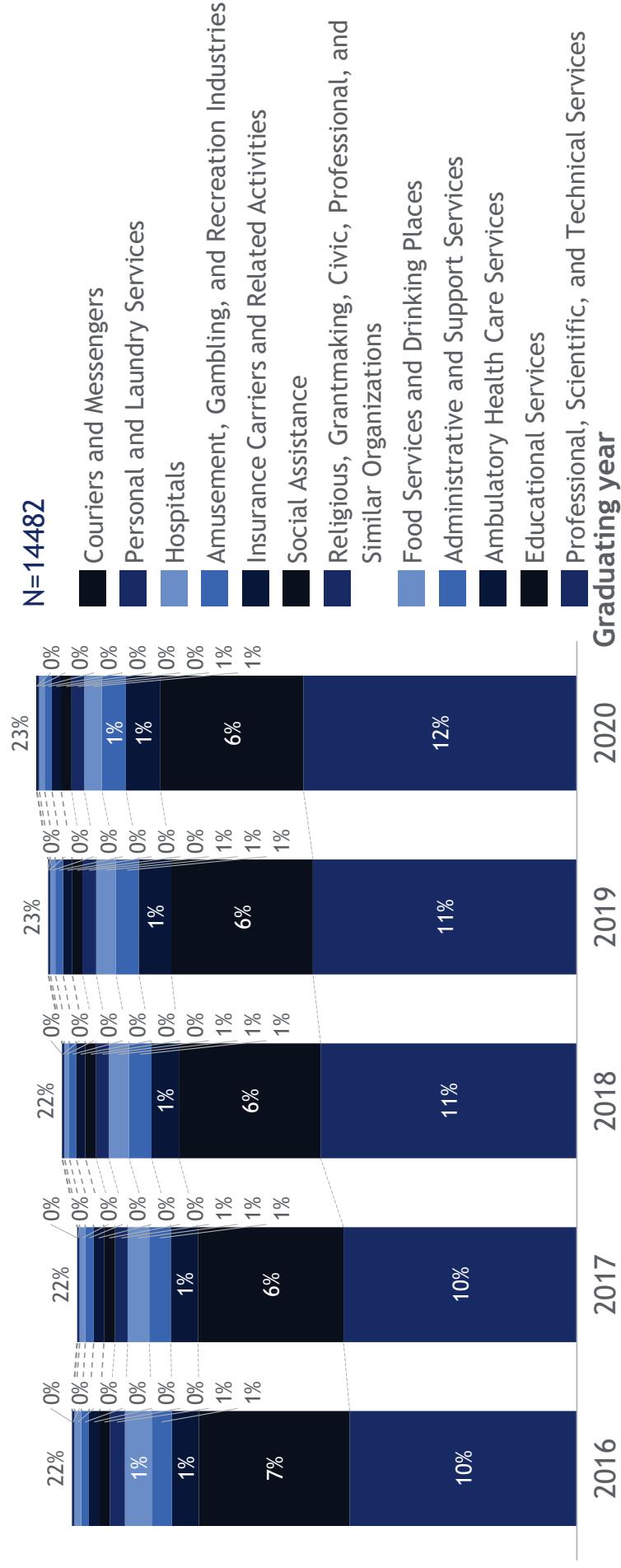
William & Mary  
**Chart (A): Are graduates remaining in Virginia after school?**



Note: Graduates include students from all degree programs and levels from graduating classes of 2007-08-2017-18  
1. Border States include North Carolina, Tennessee, Kentucky, West Virginia, Maryland and Washington, D.C.  
Source: SCHEV Graduate Mobility Website

## Chart (B): Are graduates entering industries with the highest job growth in VA?

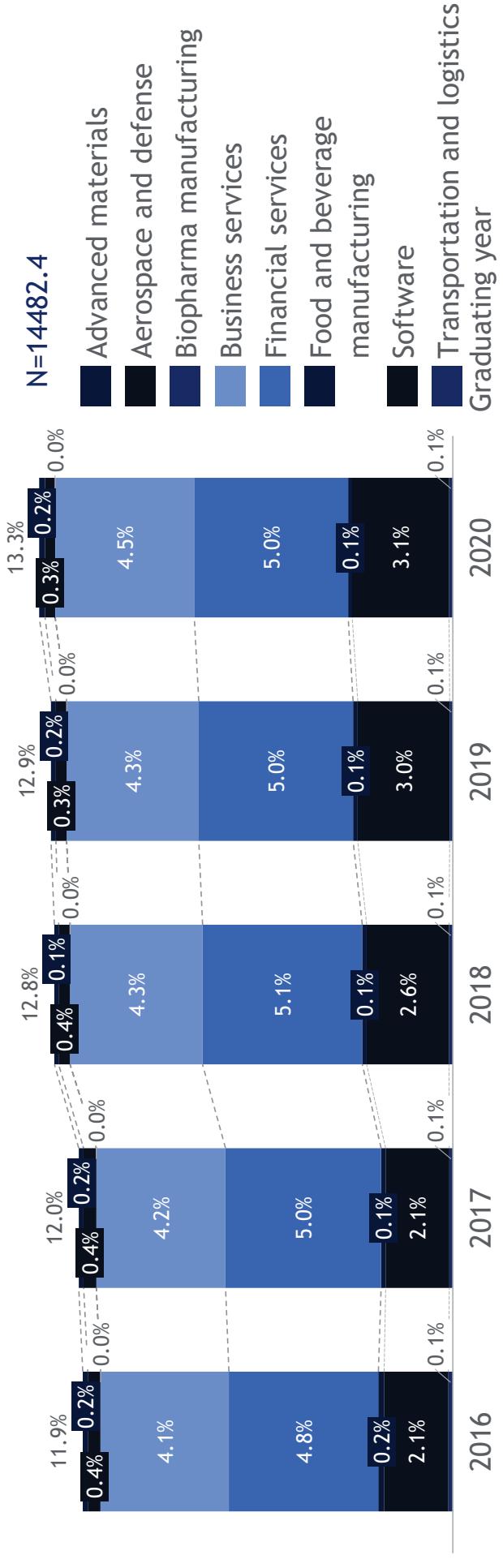
% of graduates working in top 12 high growth industries 1 year post graduation (inclusive of all degree levels)



Note: Excludes State, Local, and Federal Government  
Source: SCHEV graduate data; VOEE data on highest growth industries

William & Mary  
**Chart (C): Are graduates entering VEDP-designated high-priority tradable industries?**

% of graduates working in VEDP priority industries<sup>1</sup> 1 year post graduation (inclusive of all degree levels)



1. Priority industries defined as industries with high potential job growth and alignment to Virginia's strengths that will position Virginia as an unparalleled business location  
Source: SCHEV and VEDP

## Occupational alignment: key considerations



### Objective for this section:

- Provide directional insight into how institutional degree conferrals align to high-growth occupations in the Commonwealth of Virginia



### Approach:

- A tailored set of degree programs at 2 & 4-yr levels matching each occupation was chosen based on CIP codes and the most common degree programs across the state (full list in backup)



### Considerations:

- Occupational alignment data is still nascent; VOEE's "Education and Workforce Alignment" dashboard is pending public release for institutional use.
- The mapping of programs of study to high-growth occupations may have gaps and limitations, as there is no clear 1:1 mapping between degree programs and occupational requirements.
- Some occupations (e.g., business operations specialists) may not capture all projected workforce supply-demand gaps.

William & Mary

## Chart (D): Are students graduating from programs that are aligned to occupations that are expected to see high growth in the next 5 years?



Note: Excludes high growth occupations that typically do not require any college education for entry level positions; excludes "Other Management Occupations" due to lack of consistent "core" associated programs.

Source: VOEE occupation growth estimates, SCHEV degree conferral estimates

# Backup | High-growth occupation - degree program mapping (1 / 4)

Computer Occupations	CIP Code	
Computer and Information Sciences, General	110101	
Information Technology	110103	
Computer Science	110701	
Mathematics and Computer Science	300801	
Computer and Information Systems Security/Auditing/Information Assurance.	111003	
Computer and Information Sciences and Support Services, Other	119999	
Computer Engineering, General	140901	

Business Operations Specialists	CIP Code	
Business Administration, Management and Operations, Other	520299	
Business Operations Support and Secretarial Services, Other	520499	
Business Administration and Management, General	520201	
Business /Commerce, General	520101	
Business Analytics.	307102	
International Business/Trade/Commerce	521101	
Small Business Administration/Management	520703	

Healthcare Diagnosing or Treating Practitioners	CIP Code	
Allied Health Diagnostic, Intervention, and Treatment Professions, Other	510999	
Health Information/Medical Records Technology/Technician	510707	
Registered Nursing/Registered Nurse	513801	

Healthcare Diagnosing or Treating Practitioners	CIP Code	
Emergency Medical Technology/Technician (EMT Paramedic)	510904	
Licensed Practical/Vocational Nurse Training	513901	
Respiratory Care Therapy/Therapist	510908	
Health Services/Allied Health/Health Sciences, General	510000	
Medical/Clinical Assistant	510801	
Nursing Practice	513818	
Nursing Science	513808	
Psychiatric/Mental Health Nurse/Nursing	513810	
Adult Health Nurse/Nursing	513803	
Family Practice Nurse/Nursing	513805	
Medicine	511201	
Nurse Anesthetist	513804	
Registered Nursing, Nursing Administration, Nursing Research and Clinical Nursing, Other	513899	
Geriatric Nurse/Nursing	513806	
Maternal/Child Health and Neonatal Nurse/Nursing	513806	
Pre-Medicine/Pre-Medical Studies	511102	
Clinical/Medical Laboratory Technician	511004	
Dental Hygiene/Hygienist	510602	
Dental Laboratory Technology/Technician	510603	
Diagnostic Medical Sonography/Sonographer and Ultrasound Technician	510910	

## Backup | High-growth occupation - degree program mapping (2/4)

Healthcare Diagnosing or Treating Practitioners	CIP Code	
Medical Office Assistant/Specialist	510710	Health Teacher Education
Medical Radiologic Technology/Science - Radiation Therapist	510907	Physical Education Teaching and Coaching
Occupational Therapist Assistant	510803	Reading Teacher Education
Optician/Ophthalmic Dispensing Optician	511801	Special Education and Teaching, General.
Physical Therapy Assistant	510806	Early Childhood Education and Teaching
Radiologic Technology/Science - Radiographer	510911	Education/Teaching of Individuals in Early Childhood Special Education Programs
Surgical Technology/Technologist	510909	Education/Teaching of the Gifted and Talented
Physician Assistant	510912	Educational Assessment, Testing, and Measurement
		Education, Other
		Education/Teaching of Individuals in Secondary Special Education Programs
		131019
		Education/Teaching of Individuals with Multiple Disabilities
		131007
		Educational Administration and Supervision, Other
		130499
		English/Language Arts Teacher Education
		131305
		French Language Teacher Education
		131325
		History Teacher Education
		131328
		Junior High/Intermediate/Middle School Education and Teaching
		131203
		Kindergarten/Preschool Education and Teaching
		131209
		Mathematics Teacher Education
		131311
		Science Teacher Education/General Science Teacher Education
		131316
		Social Studies Teacher Education
		131318
		Special Education and Teaching, Other
		131099

## Backup | High-growth occupation - degree program mapping (3 / 4)

Counselors, Social Workers, and Other Community and Social Service Specialists		CIP Code
Preschool, Elementary, Middle, Secondary, and Special Education Teachers	CIP Code 131501	131101
Teacher Assistant/Aide		511506
Teacher Education, Multiple Levels	CIP Code 131206	511504
Biology Teacher Education	CIP Code 131322	422803
Online Teaching for K-12 Teachers	CIP Code 139998	
Geography Teacher Education	CIP Code 131332	
Physics Teacher Education	CIP Code 131329	
Technology Teacher Education/Industrial Arts Teacher Education	CIP Code 131309	511501
Financial Specialists		512310
Accounting and Related Services, Other	CIP Code 520399	422899
Finance, General	CIP Code 520801	511509
Accounting	CIP Code 520301	
Accounting and Finance	CIP Code 520304	470608
Accounting and Business/Management	CIP Code 520305	470607
Finance and Financial Management Services, Other	CIP Code 520899	470604
Actuarial Science	CIP Code 521304	460000
Counselors, Social Workers, and Other Community and Social Service Specialists		CIP Code
Mental and Social Health Services and Allied Professions, Other	CIP Code 511599	470605
Social Work	CIP Code 440701	460302
Skilled Trades		470201
Aircraft Powerplant Technology/Technician		
Airframe Mechanics and Aircraft Maintenance Technology/Technician		
Automobile/Automotive Mechanics Technology/Technician		
Construction Trades, General		
Diesel Mechanics Technology/Technician		
Electrician		
Heating, Air Conditioning, Ventilation and Refrigeration Maintenance Technology/Technician		

## Backup | High-growth occupation - degree program mapping (4/4)

Skilled Trades	CIP Code
Industrial Electronics Technology/Technician	470105
Mechanics and Repairers, General	470000
Precision Metal Working, Other	480599
Welding Technology/Welder	480508
Electrical, Electronic, and Communications Engineering Technology/Technician.	150303

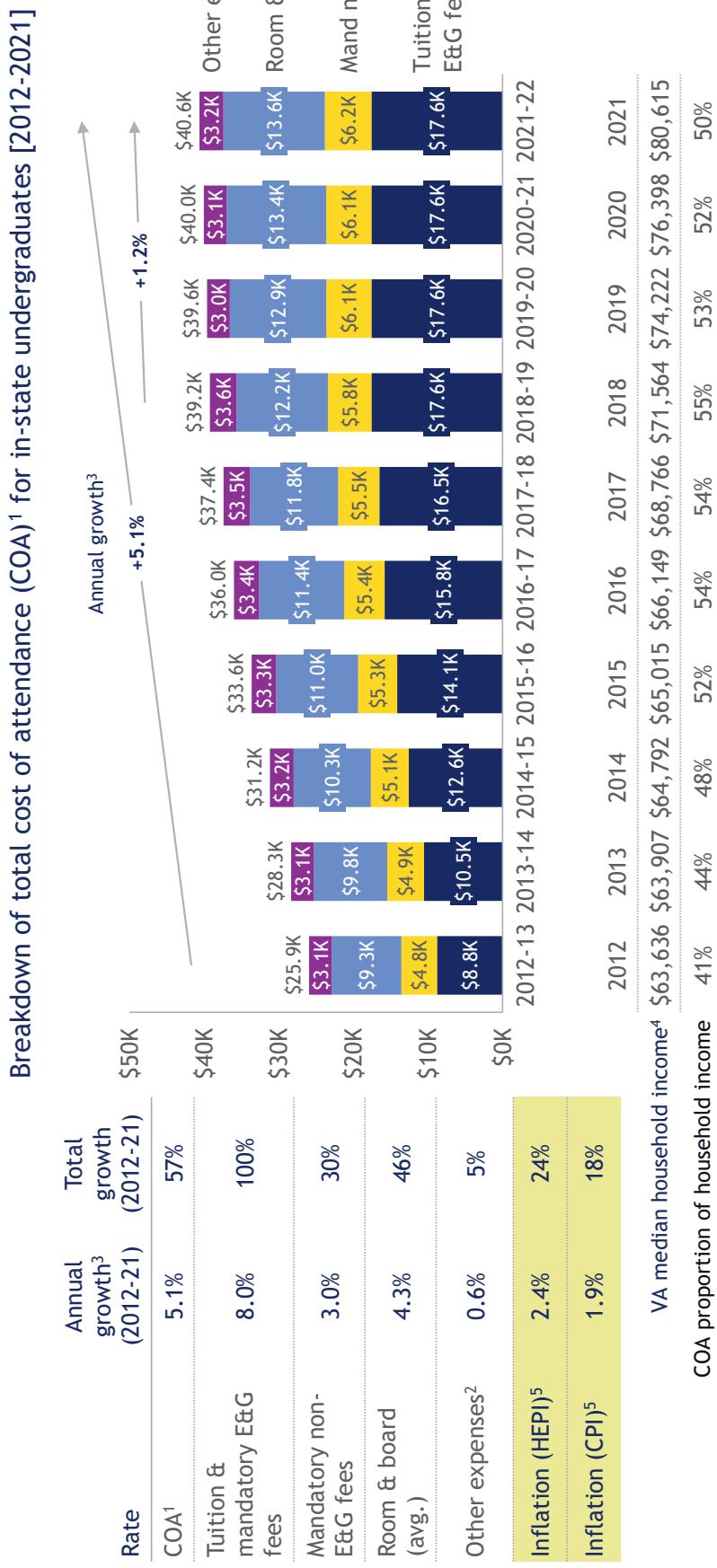
# Financial effectiveness & sustainability

# Affordability



## Affordability

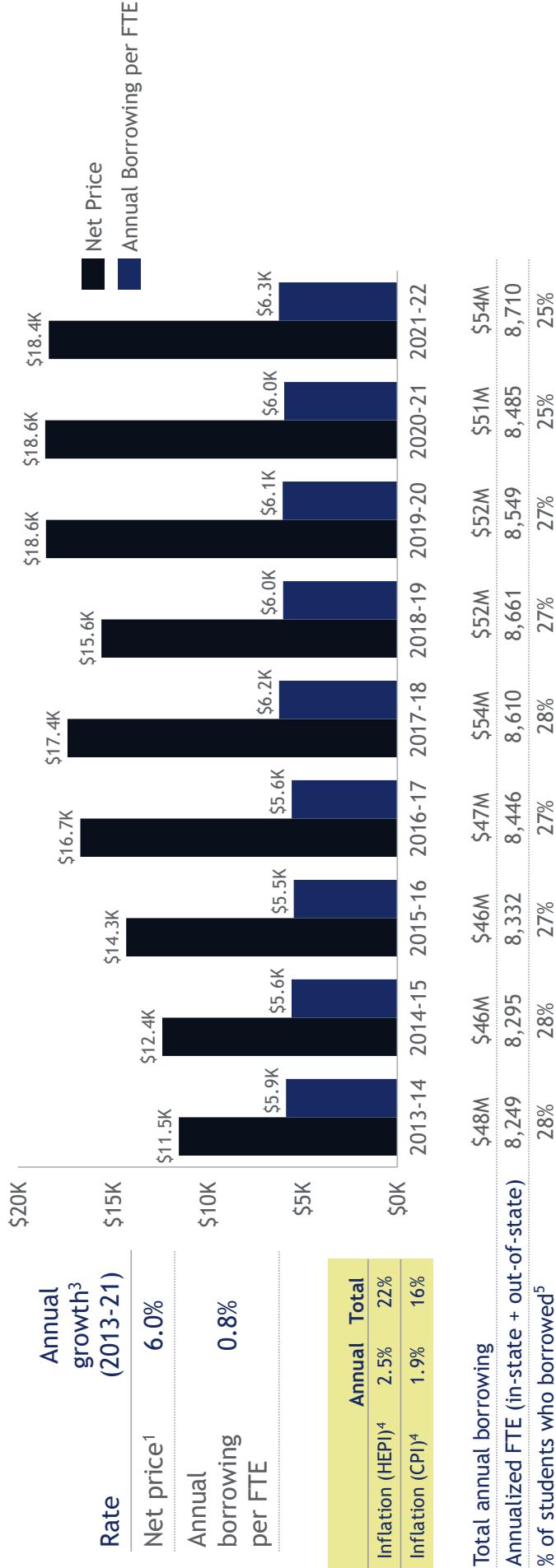
### William & Mary Chart (A): How has the total cost of attendance been changing over time?



## Affordability

### William & Mary Chart (B): How much debt do students need to take on to cover net price?

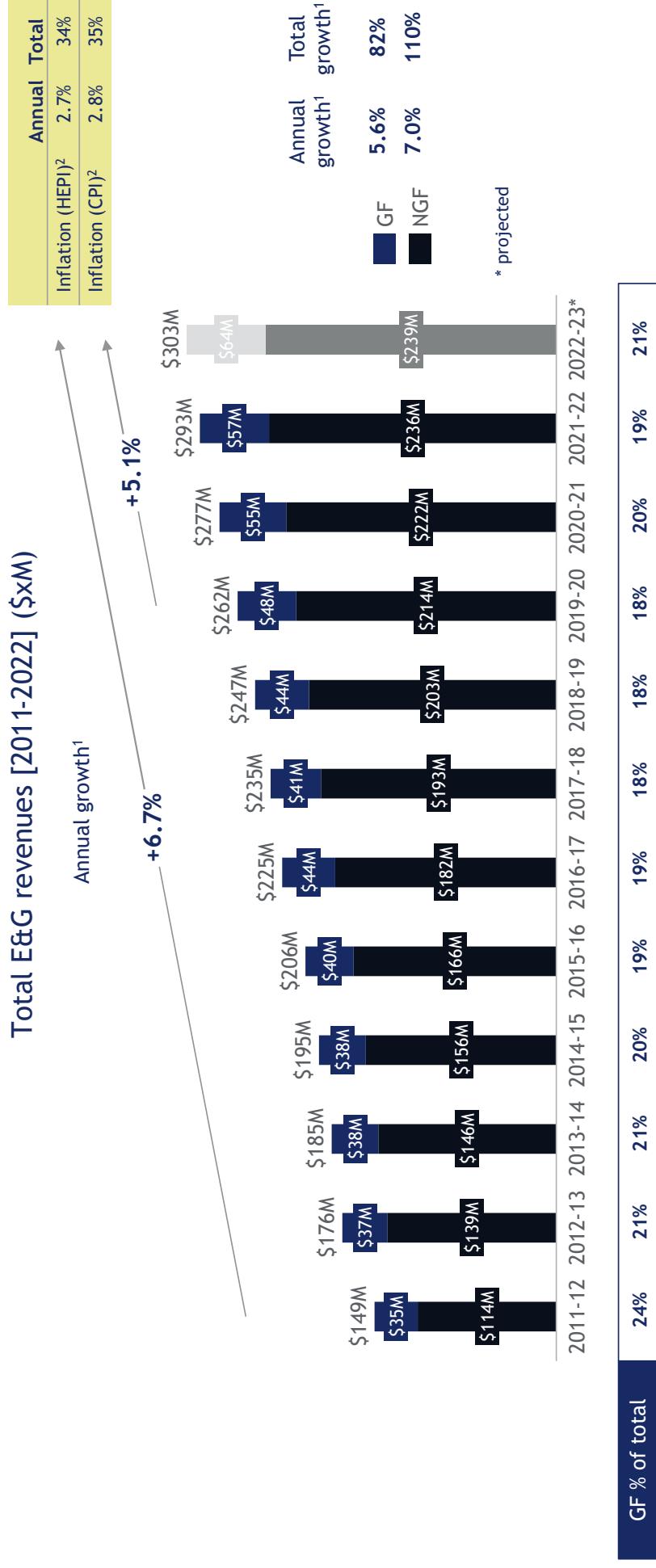
Net price<sup>1</sup> vs. annual borrowing per total full time equivalents (FTE)<sup>2</sup> [2013-2021]



1. Net price for full-time first-time undergraduates 2. Determined as total annual borrowing (e.g., private Perkins, Stafford, Plus loans) divided by annualized FTE 3. "Annual growth" calculated as compound annual growth rate (CAGR) 4. Determined as annual growth in Higher Education Price Index over period 5. Determined as the number of students with loans divided by total reported enrollment; excludes non-degree, unclassified, and certificate programs; only includes associate, bachelor's, master's, first professional, and doctor's degree programs  
Source: Data from SCHEV Research Center Financial Aid Report FA19C: Trends in Annual Borrowing Per Annualized Student FTE; IPEDS for net price

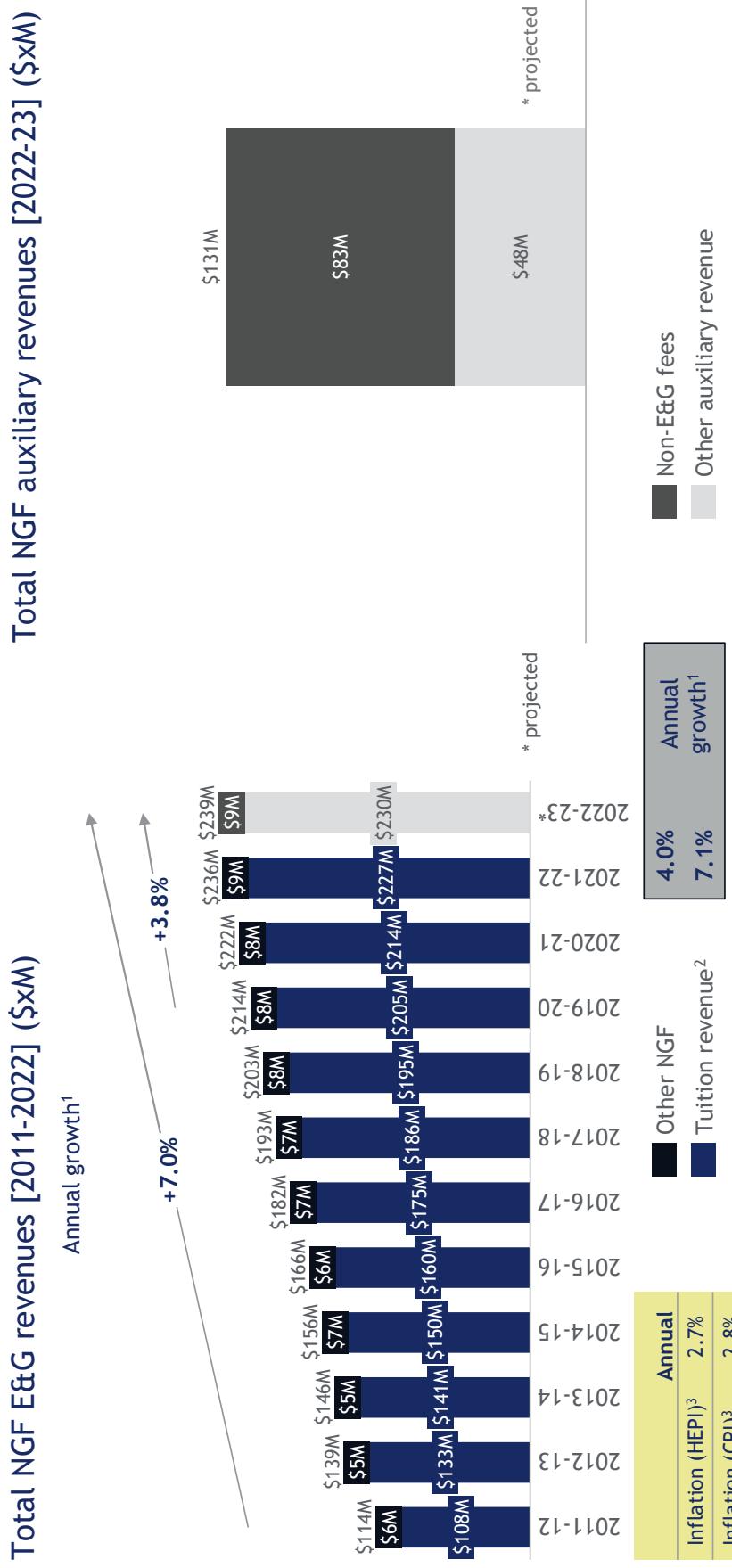
# Revenue

## William & Mary Chart (A): How much do E&G revenues rely on state general funds?



1. "Annual growth" calculated as compound annual growth rate (CAGR) 2. Determined as growth in HEP/CPI  
 Notes: GF=general funds; NGF=non-general funds; total E&G revenues = E&G GF appropriations + total E&G NGF revenue (as reported by institutions)  
 Source: SCHEV

## William & Mary Chart (B): How quickly have NGF sources of revenue been changing?



1. "Annual growth" calculated as compound annual growth rate (CAGR). 2. Total NGF tuition revenue included tuition revenue used for financial aid. 3. Determined as growth in HEP/CPI Notes: NGF=non-general funds; projected revenues for FY2023 year included; total auxiliary revenue available from FY21  
Source: SCHEV

William &amp; Mary

## Chart (C): How is institutional financial aid (e.g., discounts/waivers) offsetting institutional tuition revenue over time?

Institutional financial aid (e.g., tuition discounts/waivers)<sup>1</sup> vs. net tuition revenue<sup>2</sup> [2013-21]

1. Institution financial aid = SCHEV S1/S2 collections; includes tuition discounts/waivers (foregone revenue) and non-general fund tuition revenues applied toward financial aid (redirected revenue) 2. Net tuition revenue = gross tuition revenue - total institutional financial aid 3. Tuition discount rate = total institutional aid (tuition discounts/waivers) / gross tuition revenue 4. "Annual growth" calculated as compound annual growth rate (CAGR) 5. Determined as annual growth in HEPI/CPI over period Source: SCHEV

# Cost effectiveness

# Expenditures by category

Expenditures by category

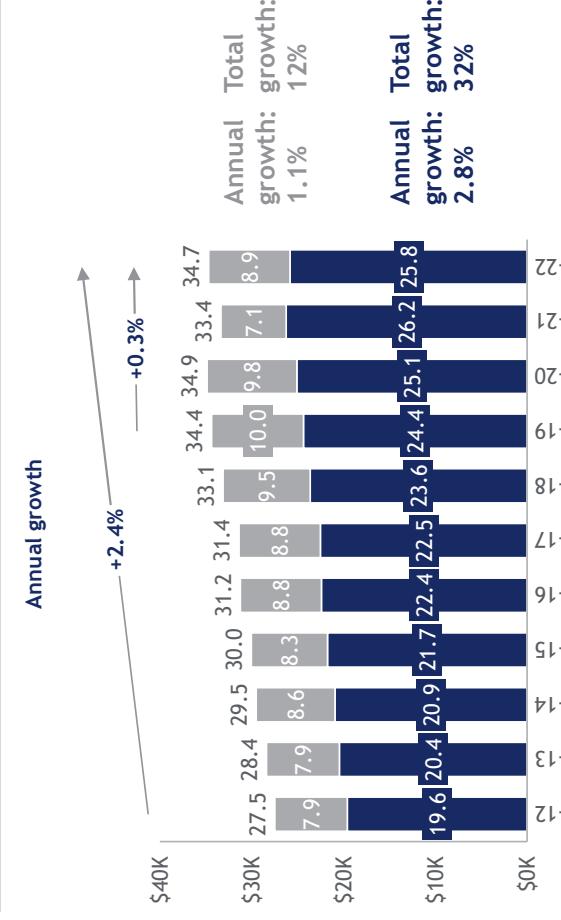
## Expenditures by category

# William & Mary Chart (A): How are E&G and Auxiliary expenditures (overall and per student) changing over time?

## E&G and Auxiliary expenditure [2011-2021] (\$xM)



## Expenditure per student FTE [2011-2021] (\$xK)



	Annual	Total
Inflation (HEPI) <sup>1</sup>	2.7%	30%
Inflation (CPI) <sup>1</sup>	2.5%	28%

1. Determined as growth in HEP/CPI over period  
 Note: Excludes student financial assistance and financial assistance for E&G services (program codes 108 and 110) and program code 199 ("admin/support services"). During the COVID-19 pandemic, institutions incurred one-time expenses such as testing, quarantine housing, and upgrades for distance learning, as well as suppressed personnel expenditures like travel, professional development, and hiring. Including these COVID-related expenses may skew comparisons across those years.

■ Auxiliary

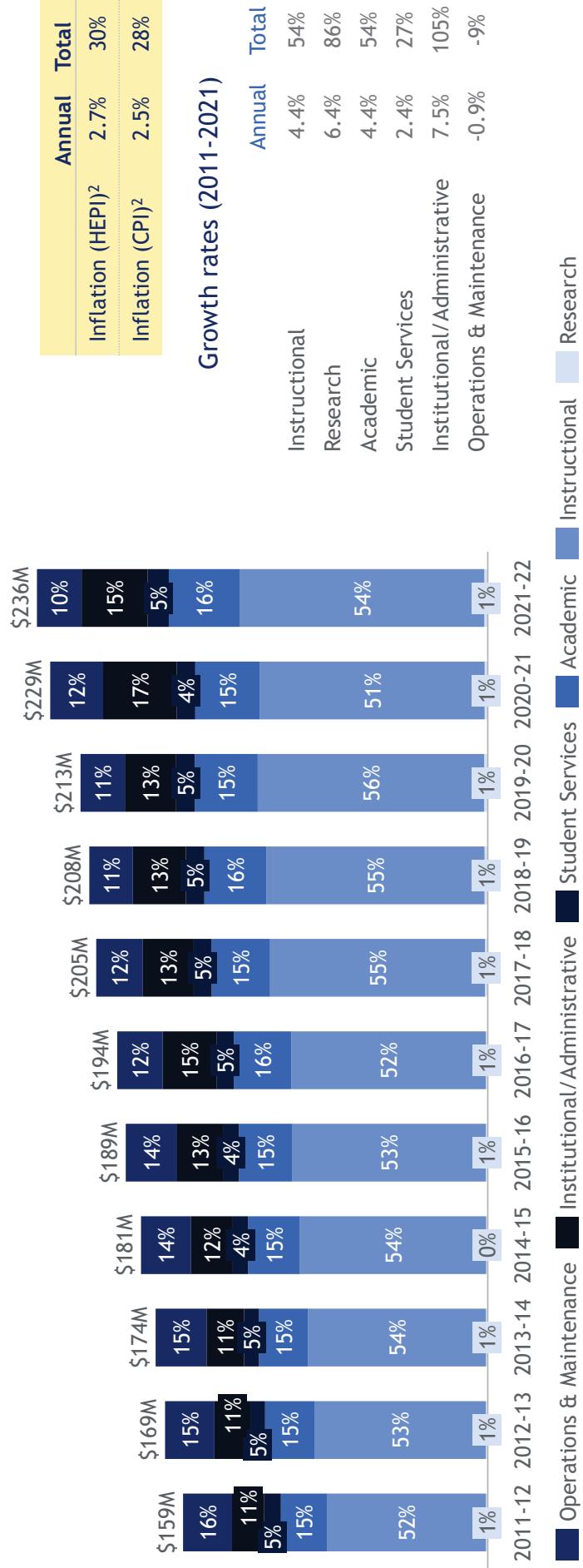
■ E&G

Source: Cardinal Expenditure data; SCHEV report E5 FTE data

## Expenditures by category

# William & Mary Chart (B): How are E&G expenditures changing over time?

Proportional breakdown of E&G expenditures by category [2011-2021]



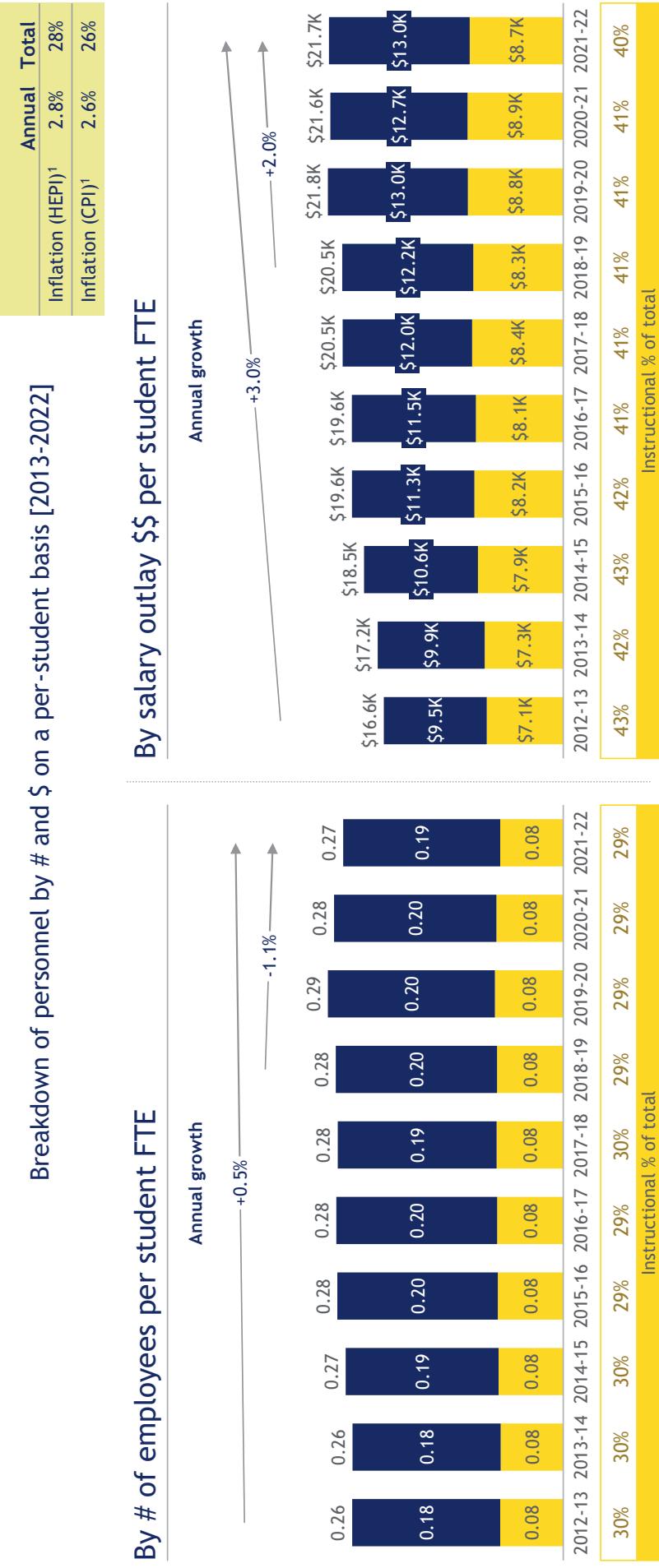
1. "Annual growth" calculated as compound annual growth rate (CAGR). 2. Determined as growth in HEPI/CPI over period  
Note: Excludes student financial assistance and financial assistance for E&G services (program codes 108 and 110) and public services due to small expenditures; excludes program code 199 ("admin/support services") and program code 809 ("auxiliary enterprises")  
Source: Cardinal Expendwise data

# Personnel numbers & costs

Personnel #'s and costs

## William & Mary Personnel #s and costs

### Chart (C): How has personnel increased on a per-student basis?



- Determined as growth in HEP/CPI over period  
Note: full-time personnel only; includes personnel from all sources of funding; William & Mary includes VIMS and VT/VSU include extension campuses  
Source: IPEDS

# Fastest-growing expenditures (E&G + Auxiliary)

Fastest-growing expenditures

### Fastest-growing expenditures

William & Mary  
Chart (D): Which of the biggest expenditure categories are growing fastest?



### Growth in E&G program expenditures (by service areas) [2011-2021]

	\$ of spend (2021-22)	% of spend (2021-22)	Annual growth rate <sup>3</sup>		
			Inflation (HEPI) <sup>2</sup>	Annual Total	Inflation (CPI) <sup>2</sup>
General Academic Instruction	\$128M	54%	+4%	4.4%	8.0%
Academic Administration	\$15M	6%			
Public Relations And Development	\$15M	6%			
Libraries	\$11M	5%			
Computing Support	\$9M	4%			
Building Repairs And Maintenance	\$8M	3%			
Logistical Services	\$6M	3%			
Executive Management	\$6M	2%			-0.1%
Student Admissions And Records	\$5M	2%			
General Administrative Services	\$4M	2%			

### Top 5 service areas — All other service areas

1. May be less than 10 depending on institutional use of Cardinal accounting service areas 2. Determined as growth in HEPI/CPI over period. 3. "Annual growth" calculated as compound annual growth rate (CAGR).
- Note: Excludes student financial assistance and financial assistance for E&G services (program codes 108 and 110); includes program code 199 ("admin/support services") and program code 809 ("auxiliary enterprises"); personnel spending determined by personal services, non-personnel spending all other major objects
- Source: Cardinal Expenditure

### Fastest-growing expenditures

William & Mary

## Chart (E): Is expenditure growth driven by personnel or non-personnel costs?



Growth in expenditures, personnel vs. non-personnel [2011-2021]

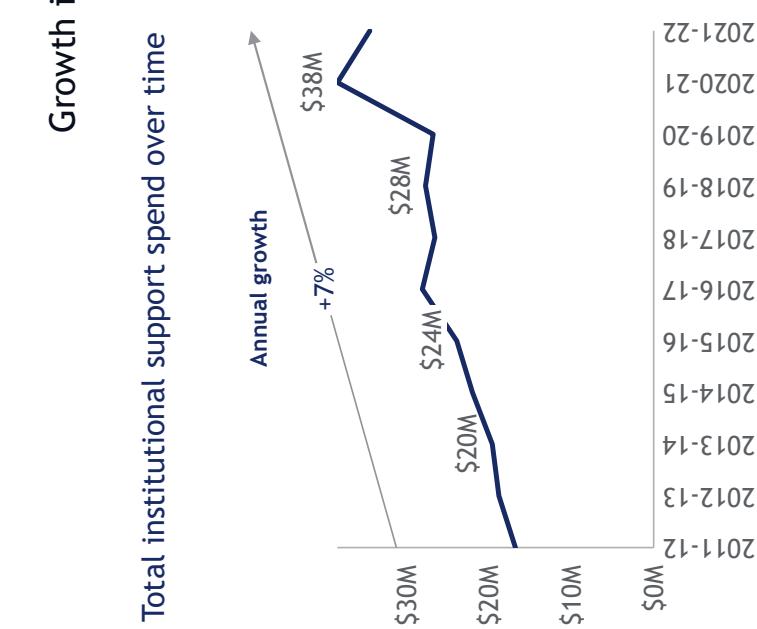
Spending for top 5 service areas

		Annual growth rate <sup>1</sup>		
		\$ of spend (2021-22)	% of spend (2021-22)	Annual growth rate <sup>1</sup>
Top 5 service areas (E&G only)		(2021-22)	(2021-22)	
General Academic Instruction		\$108M	59%	3.1%
Academic Administration		\$13M	7%	7.7%
Public Relations And Development		\$12M	6%	11.0%
Building Repairs And Maintenance		\$8M	4%	7.6%
Custodial Service		\$7M	4%	9.8%
General Academic Instruction	Personnel	\$19M	10%	21.0%
Libraries		\$5M	3%	1.5%
Logistical Services		\$5M	3%	n/a
Debt Service Educational And General Plant		\$4M	2%	-9.0%
Computing Support	Non-personnel	\$2M	2%	5.8%

1. "Annual growth" calculated as compound annual growth rate (CAGR). 2. Determined as growth in HEP/ CPI over period Note: Excludes student financial assistance and financial assistance for E&G services (program codes 108 and 110); includes program code 199 ("admin/support services") and program code 809 ("auxiliary enterprises"); personnel spending determined by personnel services, non-personnel spending all other major objects  
Source: Cardinal

### Fastest-growing expenditures

William & Mary  
Chart (F): Which types of administrative spend are growing fastest?



Full Cardinal category listing in appendix

Growth in institutional support spend objects [2011-2021]

	\$ of spend (2021-22)	% of spend (2021-22)	Annual growth rate <sup>1</sup>		
			Annual	Total	
Inflation (HEPI) <sup>2</sup>	\$20M	59%	2.7%	30%	
Inflation (CPI) <sup>2</sup>	\$2M	6%	2.5%	28%	

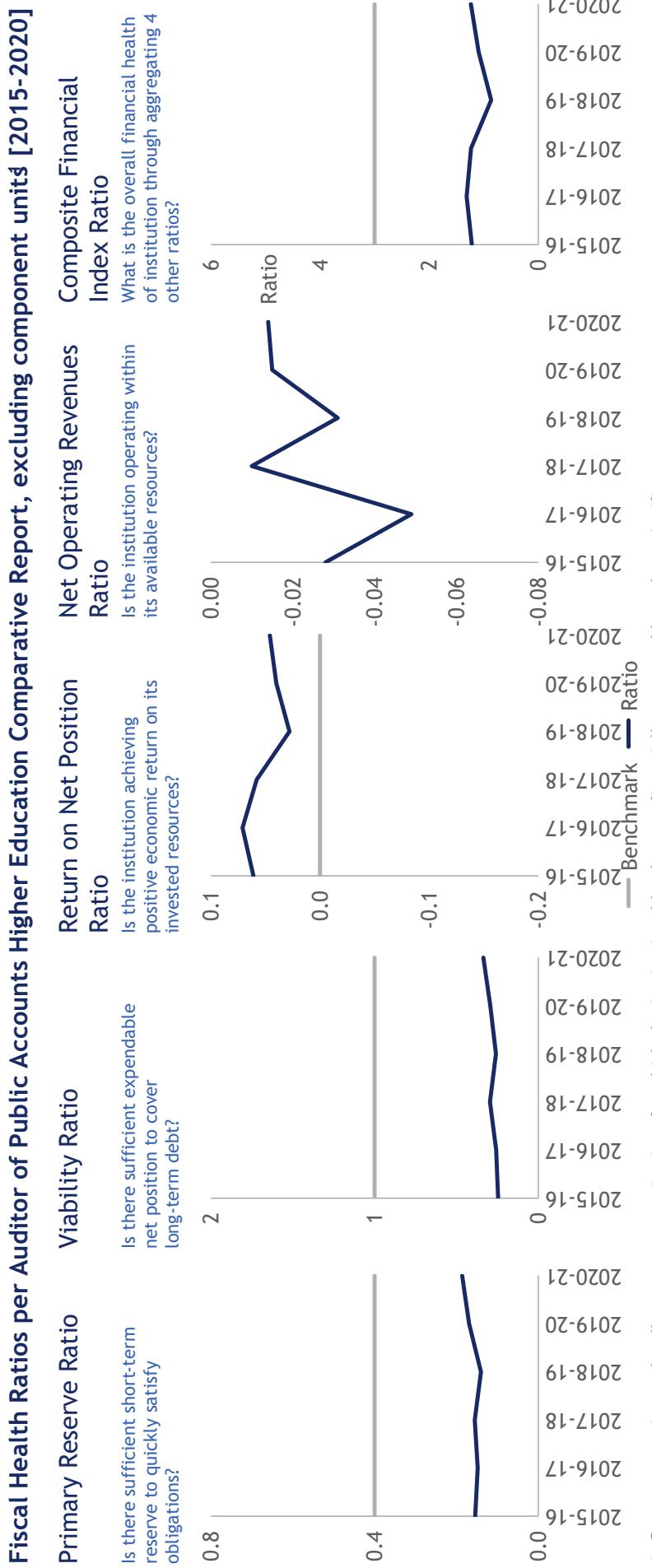
1. "Annual growth" calculated as compound annual growth rate (CAGR). 2. Determined as growth in HEPI/CPI over period  
Note: Only program code 106 (institutional support)  
Source: Cardinal

# Financial health

Financial health

## Financial health

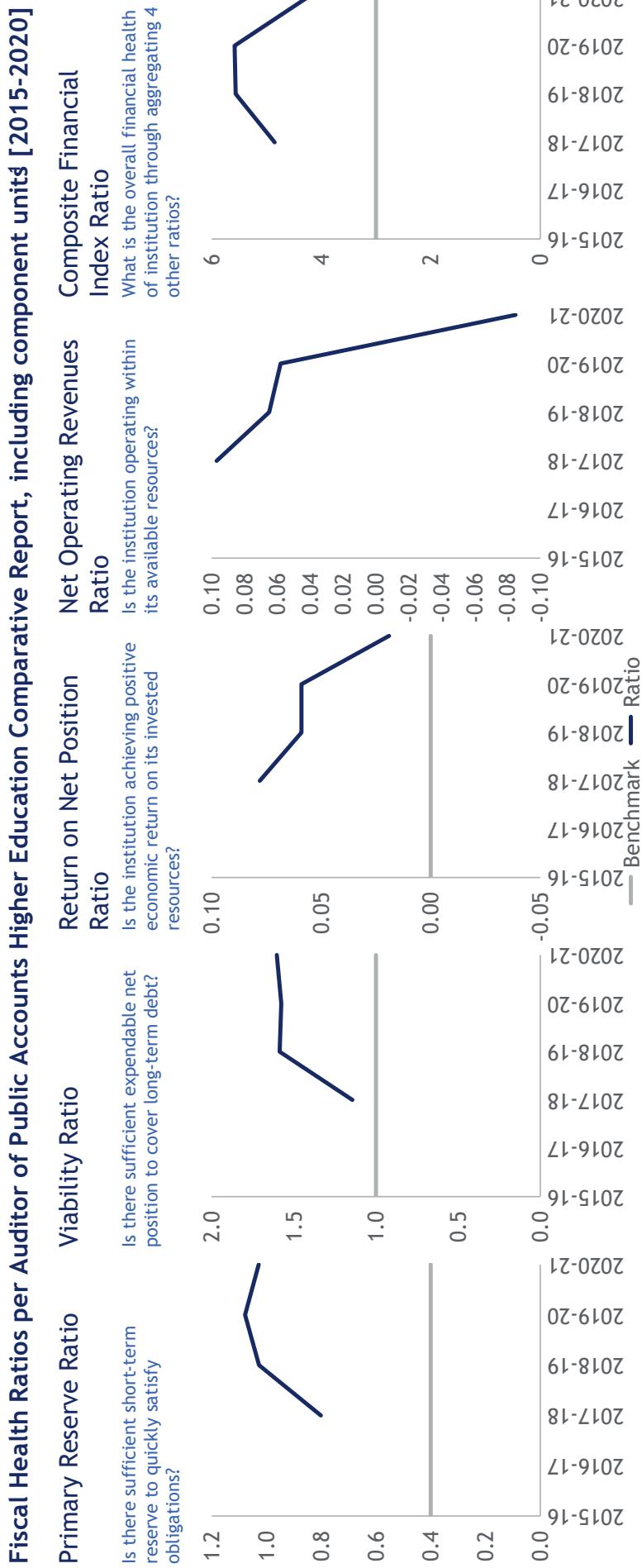
### William & Mary Chart (G): Is institutional financial health a concern? (exclude components<sup>1</sup>)



1. Component units are legally separate organizations for which the institutional leaders are financially accountable and are significant to institution finances  
Note: Net operating revenues ratio has no fixed benchmark; however, institutions should attempt to achieve positive income before consideration of capital and other revenues  
Source: SCHEV; Auditor of Public Accounts Higher Education Comparative Report for FY 2020 ([link](#))

## Financial health

### William & Mary Chart (H): Is institutional financial health a concern? (include components<sup>1</sup>)

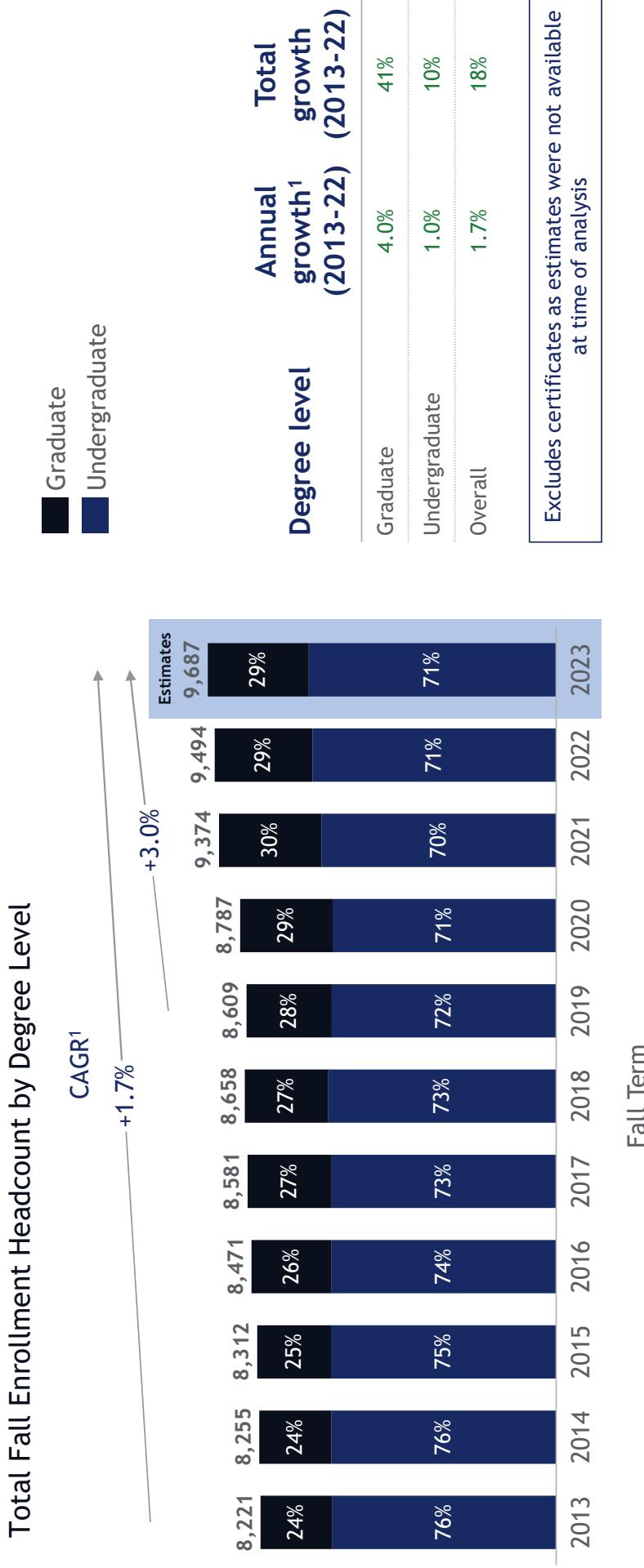


1. Component units are legally separate organizations for which the institutional leaders are financially accountable  
Note: Ratios for 2015 and 2016 w/ component units not available; net operating revenues ratio has no fixed benchmark - however, institutions should attempt to achieve positive income before consideration of capital and other revenues

Source: SCHEV; Auditor of Public Accounts Higher Education Comparative Report for FY 2020 ([link](#))

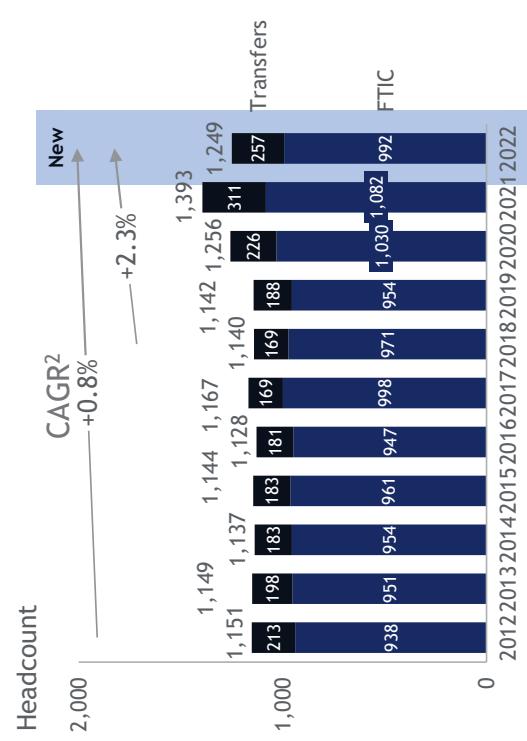
# Post-Plan Submission Addendum

William & Mary  
**Chart (A): How is overall enrollment headcount trending over time?**

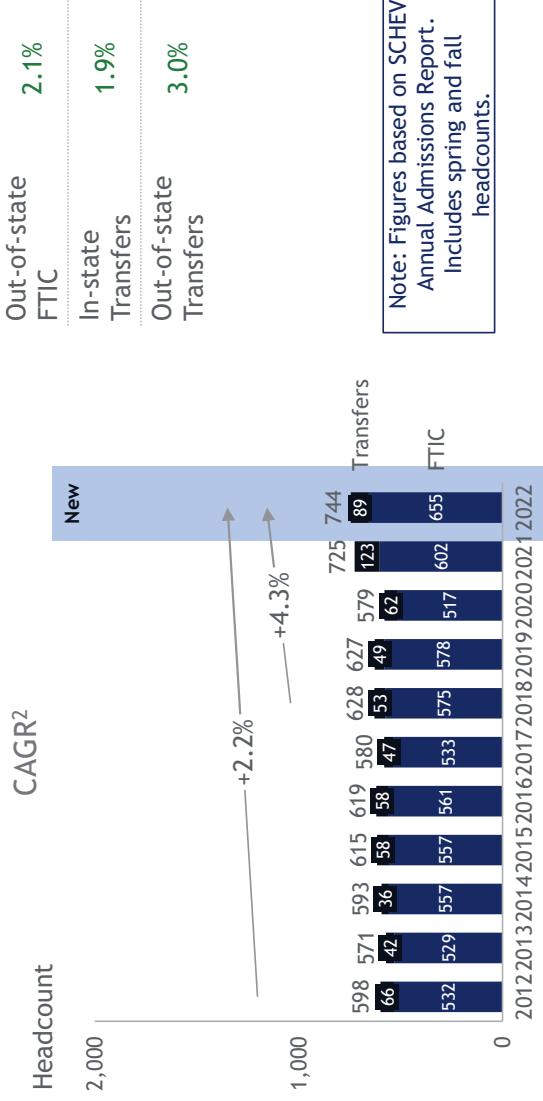


## Chart (B): How are new in-state and out-of-state undergraduate enrollment headcount trending over time?

In-state new FTIC<sup>1</sup> (Freshmen) and transfers

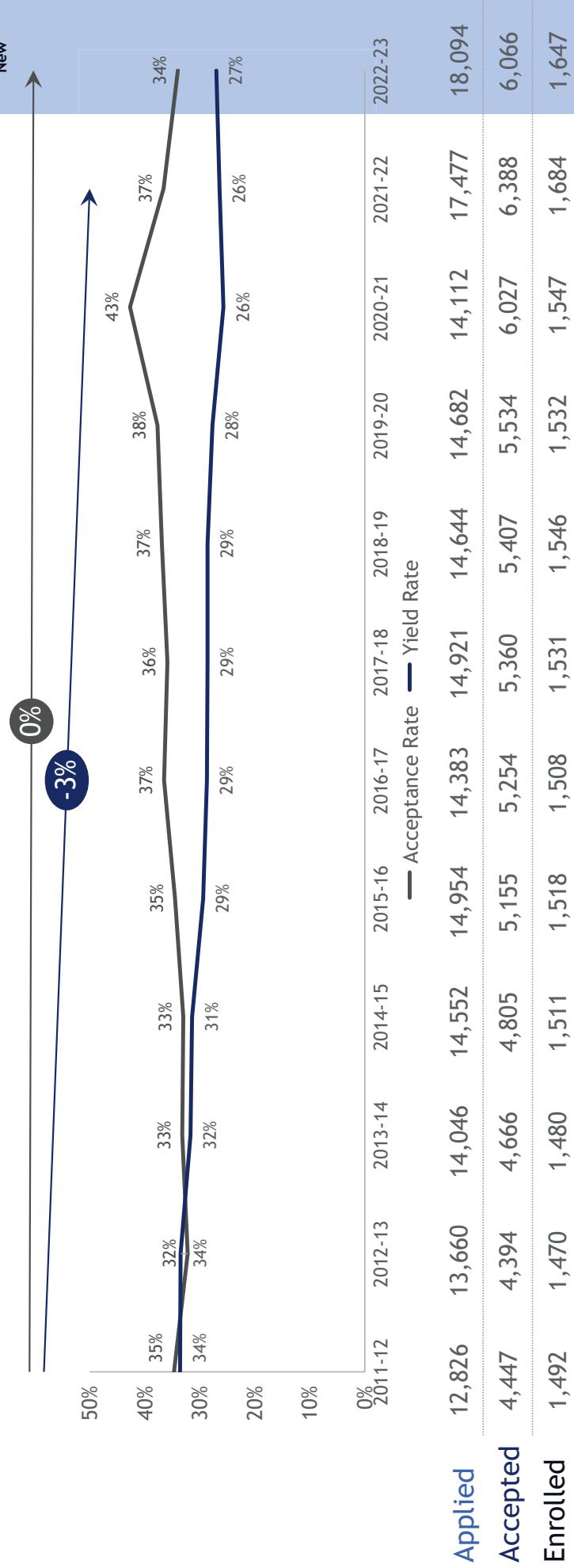


Out of state new FTIC<sup>1</sup> (Freshmen) and transfers



## Chart (D): What changes are happening across the recruitment funnel for first time college students?

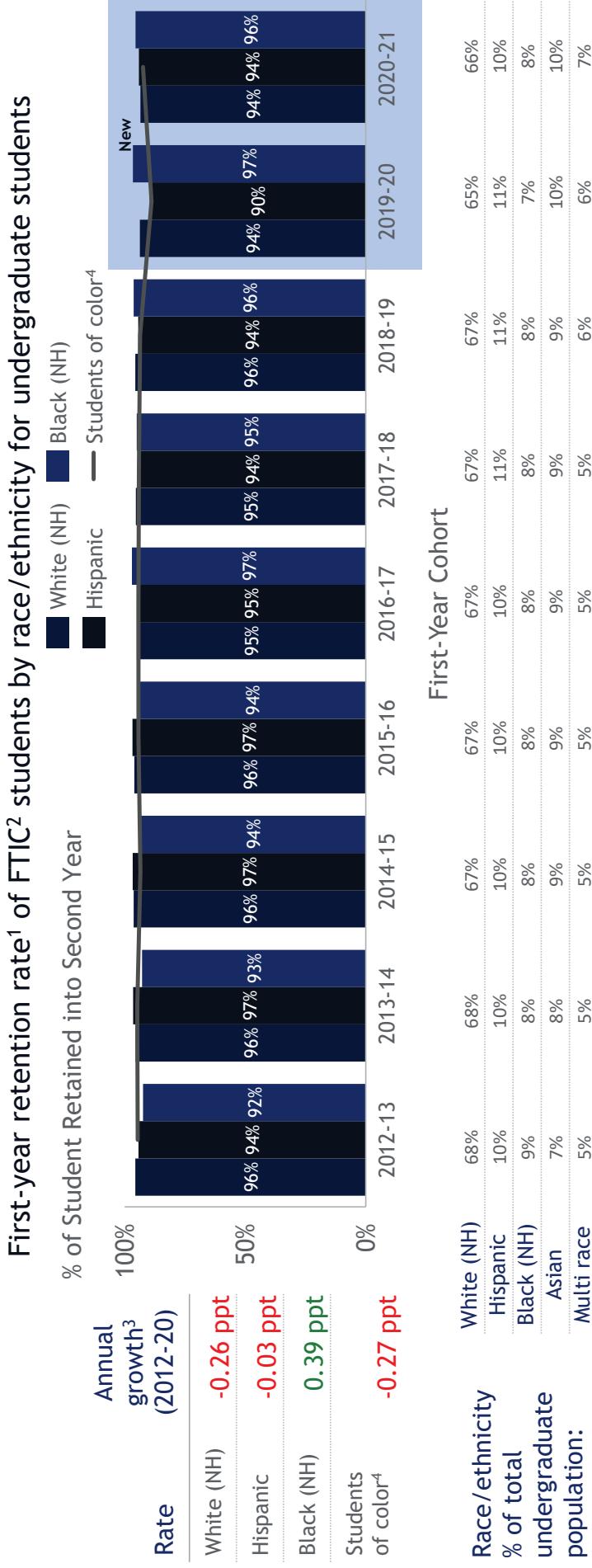
Acceptance rate and yield rate by year



<sup>1</sup>. First time in college students

Source: Data from State Council of Higher Education for Virginia Research Center Admissions Report B08

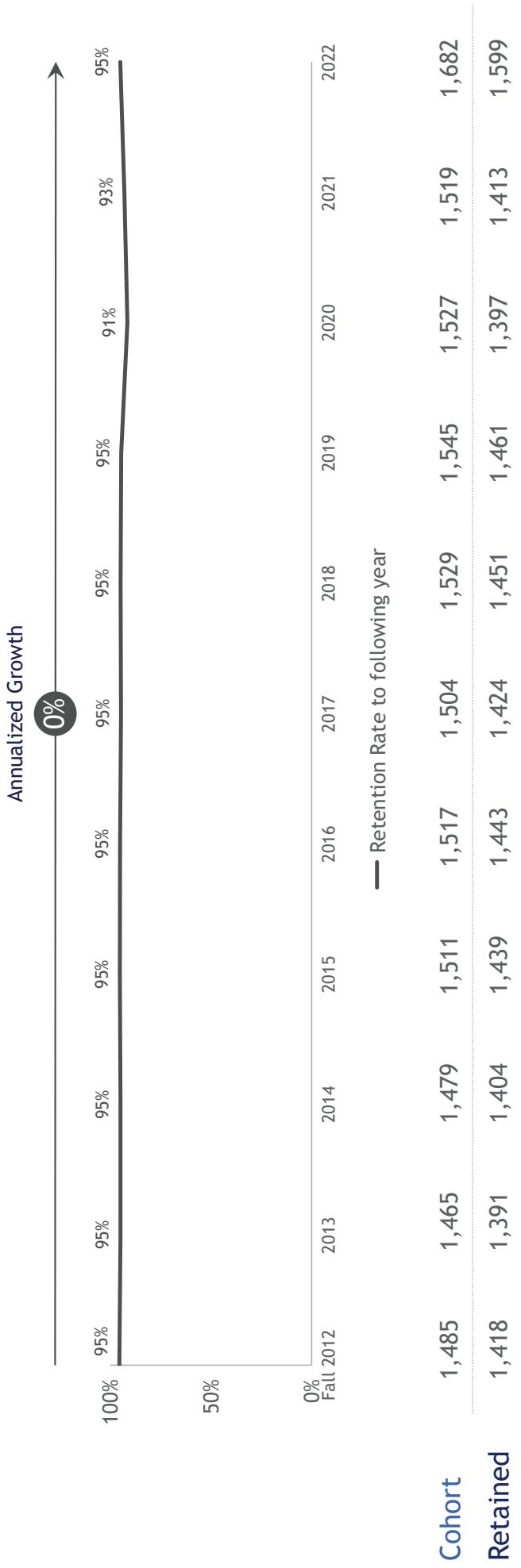
## Chart (B): How are retention rates of students of color trending vs. white students?



1. Rate of first-year students retained into second year 2. First time in college full time students 3. Excludes Native American due to comprising less than 5% of student population each year 4. Retention rate for students of color at William & Mary
- Note: Graph excludes race/ethnicity unknown  
Source: SCHEV Retention and Graduation report Sub-Cohort Retention and Completion Rate Trends; RT01: Retention Report (First-time, Full-time Students); E22 Fall Term Enrollment by Race/ethnicity

William & Mary  
**Chart (D): How is retention of FTIC freshman changing over time?**

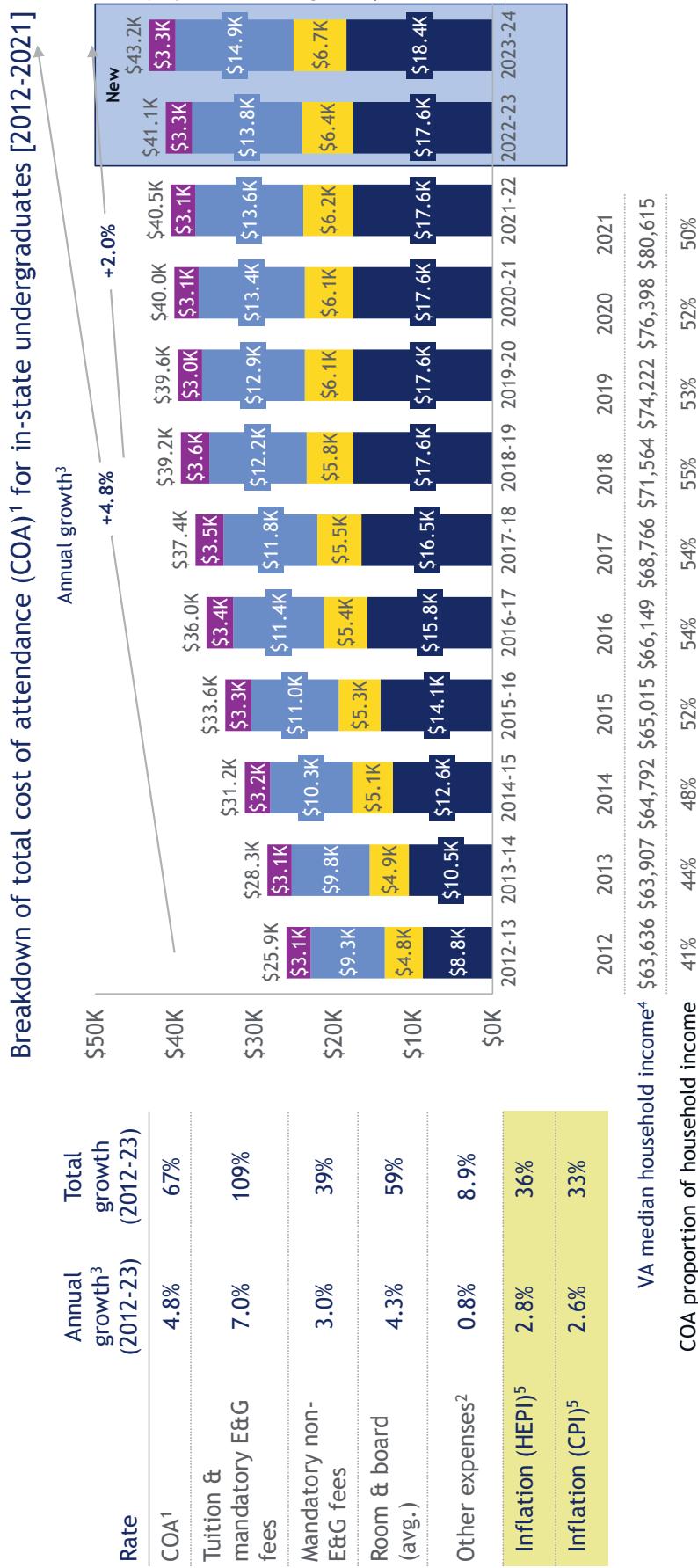
Undergraduate Freshman FTIC Cohort<sup>1</sup> Retention Rate<sup>2</sup>



1. First time in college and full-time freshmen cohorts 2. Percent of first-year students retained for following second-year fall term  
Source: SCHEV Retention report RT01

## William &amp; Mary

## Chart (A): How has the total cost of attendance been changing over time?



Source: Data from SCHEV Research Center Tuition & Fees Report TF01; Student Charges by Student Level and Residency Status; IPEDS; U.S. Census Bureau, American Community Survey 5-yr estimates  
59

**William & Mary**  
**Chart (C): How are unfunded discounts & waivers and tuition used for financial aid offsetting tuition revenue over time?**

**Discount rate: Institution discounting as % of gross tuition revenue**

	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
Tuition used for Financial Aid	18.4%	20.0%	19.7%	22.3%	23.8%	24.5%	24.3%	25.5%	25.7%
Unfunded Discounts & Waivers	14.7%	15.2%	16.4%	18.0%	17.6%	19.4%	19.4%	20.1%	19.8%
	3.7%	4.8%	3.3%	4.3%	6.2%	5.1%	4.9%	5.3%	5.9%

**Redistribution rate: Tuition used for Financial Aid as % of paid/collected tuition**

	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
Tuition used for Financial aid / tuition revenue for operations	18.0%	19.0%	20.5%	23.2%	23.2%	25.6%	25.7%	27.0%	26.6%
( <b>\$M</b> )									
Gross Tuition Rev	\$146.1	\$157.5	\$165.5	\$182.8	\$198.1	\$206.1	\$215.7	\$226.4	\$241.2
- Unfunded Discounts & Waivers	\$5.4	\$7.5	\$5.5	\$7.9	\$12.2	\$10.6	\$10.5	\$12.1	\$14.2
- Tuition Rev for Financial Aid	\$21.5	\$23.9	\$27.2	\$32.9	\$35.0	\$39.9	\$41.9	\$45.5	\$47.7
= Tuition Rev for Operations	\$119.2	\$126.1	\$132.8	\$142.0	\$150.9	\$155.6	\$163.2	\$168.7	\$179.3
% of Gross Tuition for Operations	81.6%	80.0%	80.3%	77.7%	76.2%	75.5%	75.7%	74.5%	74.3%

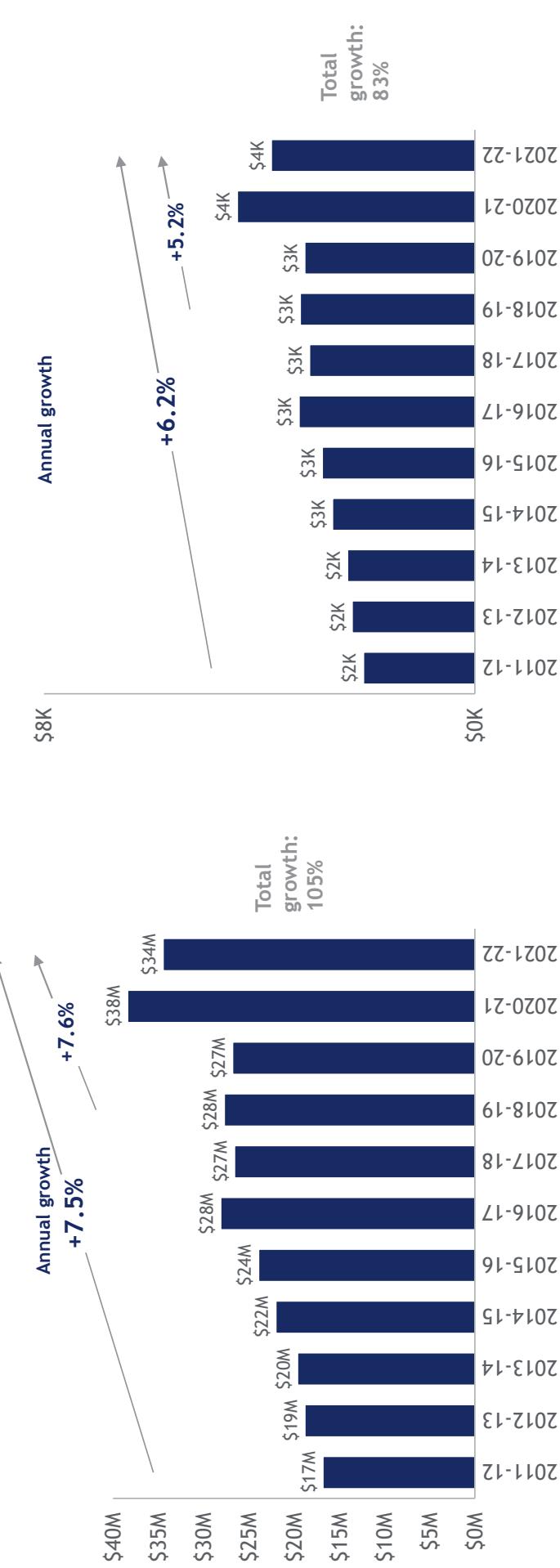
Source: Previously submitted by plans, S1S2 report, SCHEV analysis

## William &amp; Mary

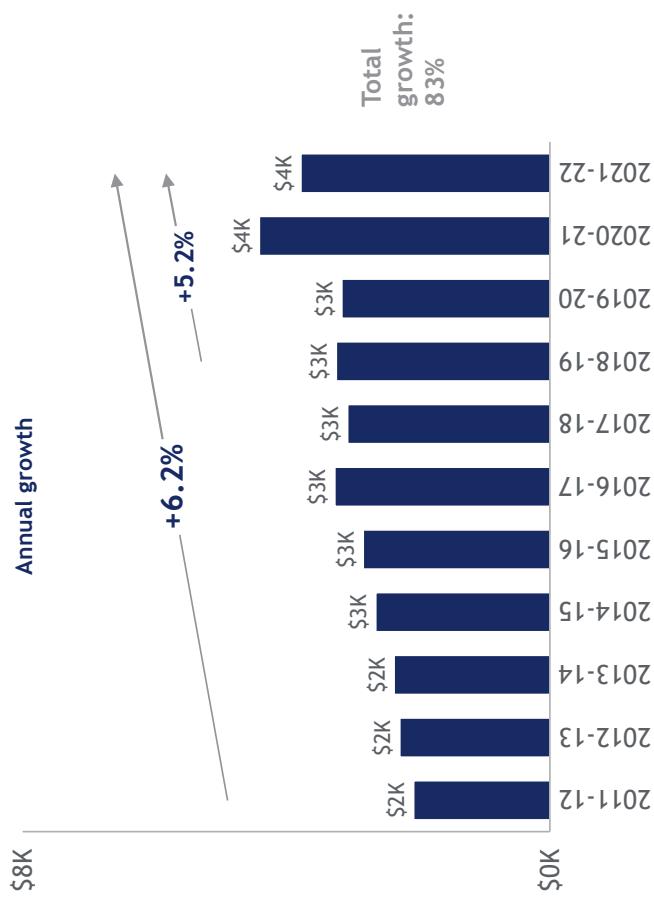
## Chart (C): How are institutional/admin expenditures (total and per student) changing over time?

Total institutional/admin (106) expenditures and expenditures by student FTE over time

Total expenditure [2011-2021] (\$xM)



Expenditure per student FTE [2011-2021] (\$xK)



1. Determined as growth in HEPI/CPI over period  
Source: Cardinal Expenditure expenditure data; SCHEV report E5 FTE data

# Appendix

## Expenditures by category

## Backup | Cardinal programs & service areas (I/III)

Note: level of available detail and relevance of certain categories differ widely by institution

Instruction	Research
General Academic Instruction	Institutes And Research Centers
Remedial Instruction	Individual Or Project Research
Vocational Education	Agriculture And Forestry Research
Community Education	Coal And Energy Research
Dentistry Instruction	Environmental And Water Resources Research
Medicine Instruction	Marine Science, Resources, And Environmental Research
Family Practice Residency Instruction	Industrial And Economic Development Research
Veterinary Instruction	Supporting Research
Unique Academic Program Activities	Veterinary Medical Research

## Expenditures by category

## Backup | Cardinal programs & service areas (II/III)

Note: level of available detail and relevance of certain categories differ widely by institution

Academic Support	Student Services	Institutional/ Administrative <sup>1</sup>
Libraries	Student Service Administration	Executive Management
Museums And Galleries	Social And Cultural Development	Fiscal Operations
Audio/Visual Services	Counseling And Career Guidance	General Administrative Services
Computing Support	Student Admissions And Records	Logistical Services
Ancillary Support	Financial Aid Administration	Public Relations And Development
Academic Administration, Personnel Development, and Course and Curriculum Development	Student Health Services	
All Other Subprograms		

1. "Institutional Support" in Cardinal

## Backup | Cardinal programs & service areas (III / III)

### Expenditures by category

Operations & Maintenance	Non-E&G
Administration And Supervision	Auxiliary
Alumni Hall	Food Services
Custodial Service	Bookstores And Other Stores
Building Repairs And Maintenance, Care And Maintenance Of Grounds, And Utility Lines And Maintenance Repairs	Residential Services
Utilities	Parking And Transportation Systems And Services
Property And General Liability Insurance	Telecommunications Systems And Services
Property Rentals	Student Health Services
	Student Unions And Recreational Facilities
	Recreational And Intramural Programs
	Other Enterprise Functions
	Intercollegiate Athletics

Note: level of available detail and relevance of certain categories differ widely by institution

## Expenditures by category

# Backup | Cardinal objects (I/II)

Contractual Services [Objects]	Contractual Services [SubObjects]	Contractual Services [Objects]	Contractual Services [SubObjects]
<b>Communication services</b>	<ul style="list-style-type: none"> <li>• Shipping &amp; postal services</li> <li>• Messenger services</li> <li>• Printing services</li> <li>• Telecom services</li> </ul>	<b>Repair &amp; maintenance services</b>	<ul style="list-style-type: none"> <li>• Custodial services</li> <li>• Electrical repair &amp; maintenance</li> <li>• Equipment repair &amp; maintenance</li> <li>• Extermination</li> <li>• Highway repair</li> <li>• Mechanical repair</li> <li>• Plant repair</li> <li>• Vehicle repair</li> </ul>
<b>Employee development services</b>	<ul style="list-style-type: none"> <li>• Memberships</li> <li>• Publication subscriptions</li> <li>• Employee training courses, workshops, and conferences</li> <li>• Employee tuition reimbursement</li> </ul>	<b>Support services</b>	<ul style="list-style-type: none"> <li>• Architectural &amp; engineering services</li> <li>• Clerical services</li> <li>• Food &amp; dietary services</li> <li>• Laundry &amp; linen services</li> <li>• Manual labor services</li> <li>• Production services</li> </ul>
<b>Health services</b>	<ul style="list-style-type: none"> <li>• Clinic services</li> <li>• Dental services</li> <li>• Hospital/medical services</li> <li>• Nursing home services</li> <li>• X-ray and laboratory services</li> <li>• Insurance premiums</li> </ul>	<b>Technical services</b>	<ul style="list-style-type: none"> <li>• Information hardware services</li> <li>• Computer software development services</li> <li>• Computer operating services</li> </ul>
<b>Management &amp; informational services</b>	<ul style="list-style-type: none"> <li>• Auditing</li> <li>• Fiscal services (banking, accounting)</li> <li>• Attorney services / legal services</li> <li>• Management services</li> <li>• Public information &amp; public relations</li> <li>• Media &amp; advertising services</li> </ul>	<b>Transportation services</b>	<ul style="list-style-type: none"> <li>• Moving &amp; relocation services</li> <li>• Travel</li> <li>• Meal reimbursements</li> </ul>

Note: level of available detail and relevance of certain categories differ widely by institution

## Expenditures by category

## Backup | Cardinal objects (III/II)

Note: level of available detail and relevance of certain categories differ widely by institution

Supplies & Materials	Equipment	Personnel <sup>1</sup>
Administrative supplies	Computer hardware & software	Salaries
Energy supplies	Educational and cultural equipment	Employee benefits
Manufacturing & merchandising supplies	Medial & laboratory equipment	Special payments
Medial & laboratory supplies	Motorized equipment	Wages
Repair & maintenance supplies	Office equipment	Disability benefits
Residential supplies	Specific use equipment	
Specific use supplies	Stationary equipment	
		Insurance
		Capital lease payments
		Operating lease payments
		Service charges
		Installment purchases
		Payments for state employee health insurance programs

1. "Personal services"

## Backup | Fiscal health ratio definitions

### Fiscal Health Ratios per Auditor of Public Accounts Higher Education Comparative Report

Formula	Key Question
$\frac{\text{Expendable net position}}{\text{Total expenses}}$	Is there sufficient short-term reserve to quickly satisfy obligations?
$\frac{\text{Expendable net position}}{\text{Long-term debt obligations}}$	Is there sufficient expendable net position to cover long-term debt?
$\frac{\text{Change in net position}}{\text{Net position at beginning of fiscal year}}$	Is the institution achieving positive economic return on its invested resources?
$\frac{\text{Net income (excl. capital revenues)}}{\text{Total non-capital revenues}}$	Is the institution operating within its available resources?
$\text{Weighted avg. of 4 other ratios}$	What is the overall financial health of institution through aggregating 4 other ratios?
Composite Financial Index Ratio	

Source: Auditor of Public Accounts Higher Education Comparative Report for FY 2020 ([link](#))

## Financial health

# William & Mary Backup | Component units for each VA IHE (I/II)

University	Non-University Component Units
Christopher Newport University (CNU)	<ul style="list-style-type: none"><li>• CNU Educational Foundation</li><li>• CNU Real Estate Foundation</li></ul>
William & Mary (W&M) (includes Virginia Institute of Marine Science (VIMS) and Richard Bland College)	<ul style="list-style-type: none"><li>• W&amp;M Foundation</li><li>• Marshall-Wythe School of Law Foundation</li><li>• W&amp;M Alumni Association</li><li>• W&amp;M Athletic Educational Foundation</li><li>• W&amp;M School of Business Foundation</li><li>• VIMS Foundation</li><li>• Richard Bland College Foundation</li><li>• W&amp;M Real Estate Foundation</li><li>• Intellectual Property Foundation</li></ul>
George Mason University (GMU)	<ul style="list-style-type: none"><li>• GMU Foundation</li><li>• Mason Housing</li><li>• GMU Instructional Foundation</li><li>• Mason Korea, LLC</li><li>• Mercatus Center</li></ul>
James Madison University (JMU)	<ul style="list-style-type: none"><li>• JMU Foundation</li></ul>
Longwood University (LU)	<ul style="list-style-type: none"><li>• LU Foundation</li><li>• LU Real Estate Foundation</li><li>• LU Trust</li></ul>
Norfolk State University (NSU)	<ul style="list-style-type: none"><li>• NSU Foundation</li><li>• Athletics Foundation of NSU</li><li>• NSU Research &amp; Innovation Foundation &amp; Affiliates</li></ul>
Radford University (RU)	<ul style="list-style-type: none"><li>• RU Foundation</li></ul>
University of Mary Washington (UMW)	<ul style="list-style-type: none"><li>• UMW Foundation</li></ul>

Note: Excludes Virginia Community College System (VCCS), as not compared to 4-yr colleges in comparative report  
Source: Auditor of Public Accounts Higher Education Comparative Report for FY 2020 ([link](#)); 2020 financial statements for each institution

## William & Mary Backup | Component units for each VA IHE (II/II)

University	Non-University Component Units
Old Dominion University (ODU)	<ul style="list-style-type: none"> <li>• ODU Educational Foundation</li> <li>• ODU Real Estate Foundation</li> <li>• ODU Athletic Foundation</li> <li>• ODU Research Foundation</li> </ul>
University of Virginia (UVA) (includes UVA-Wise)	<ul style="list-style-type: none"> <li>• UVA Global, LLC</li> <li>• UVA Law School Foundation</li> <li>• College Foundation of UVA</li> <li>• UVA Darden School Foundation</li> <li>• Alumni Association of UVA</li> <li>• Jefferson Scholars Foundation</li> <li>• Virginia Athletics Foundation</li> <li>• UVA Foundation</li> <li>• UVA Physicians Group</li> <li>• UVA Investment Management Company</li> </ul>
Virginia Commonwealth University (VCU)	<ul style="list-style-type: none"> <li>• Medical College of Virginia Foundation</li> <li>• VCU Foundation</li> <li>• VCU Real Estate Foundation</li> <li>• VCU School of Business Foundation</li> <li>• VCU School of Engineering Foundation</li> <li>• Dentistry@VCU</li> <li>• VCU Health System Authority</li> </ul>
Virginia Military Institute (VMI)	<ul style="list-style-type: none"> <li>• VMI Alumni Agencies</li> <li>• VMI Research Laboratories</li> </ul>
Virginia Polytechnic Institute & State University (VT)	<ul style="list-style-type: none"> <li>• VT Foundation</li> </ul>
Virginia State University (VSU)	<ul style="list-style-type: none"> <li>• VSU Foundation</li> <li>• VSU Real Estate Foundation</li> </ul>

Note: Excludes Virginia Community College System (VCCS), as not compared to 4-yr colleges in comparative report  
Source: Auditor of Public Accounts Higher Education Comparative Report for FY 2020 ([link](#)); 2020 financial statements for each institution