



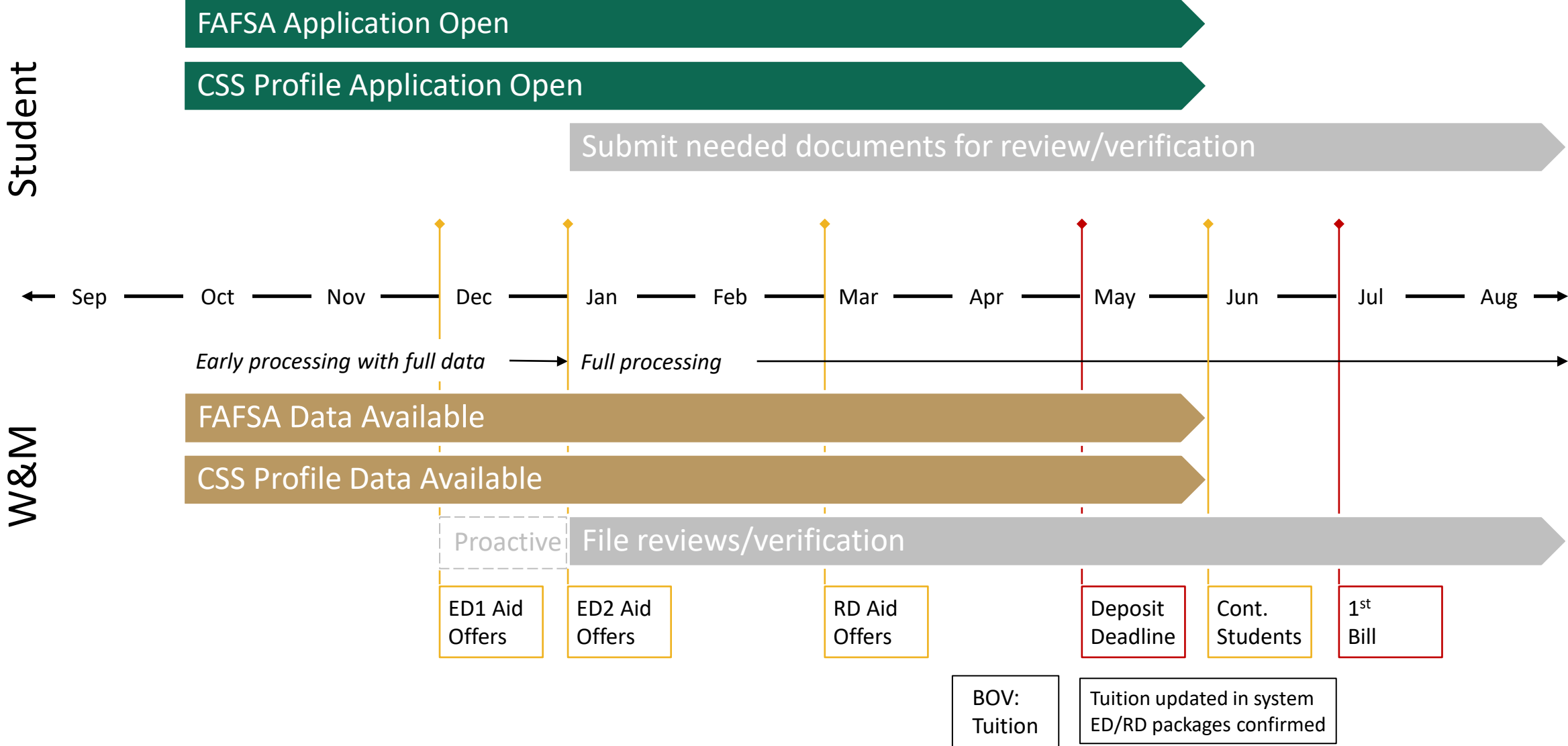
Institutional Advancement Committee

Board of Visitors | April 2024



Financial Aid and Enrollment

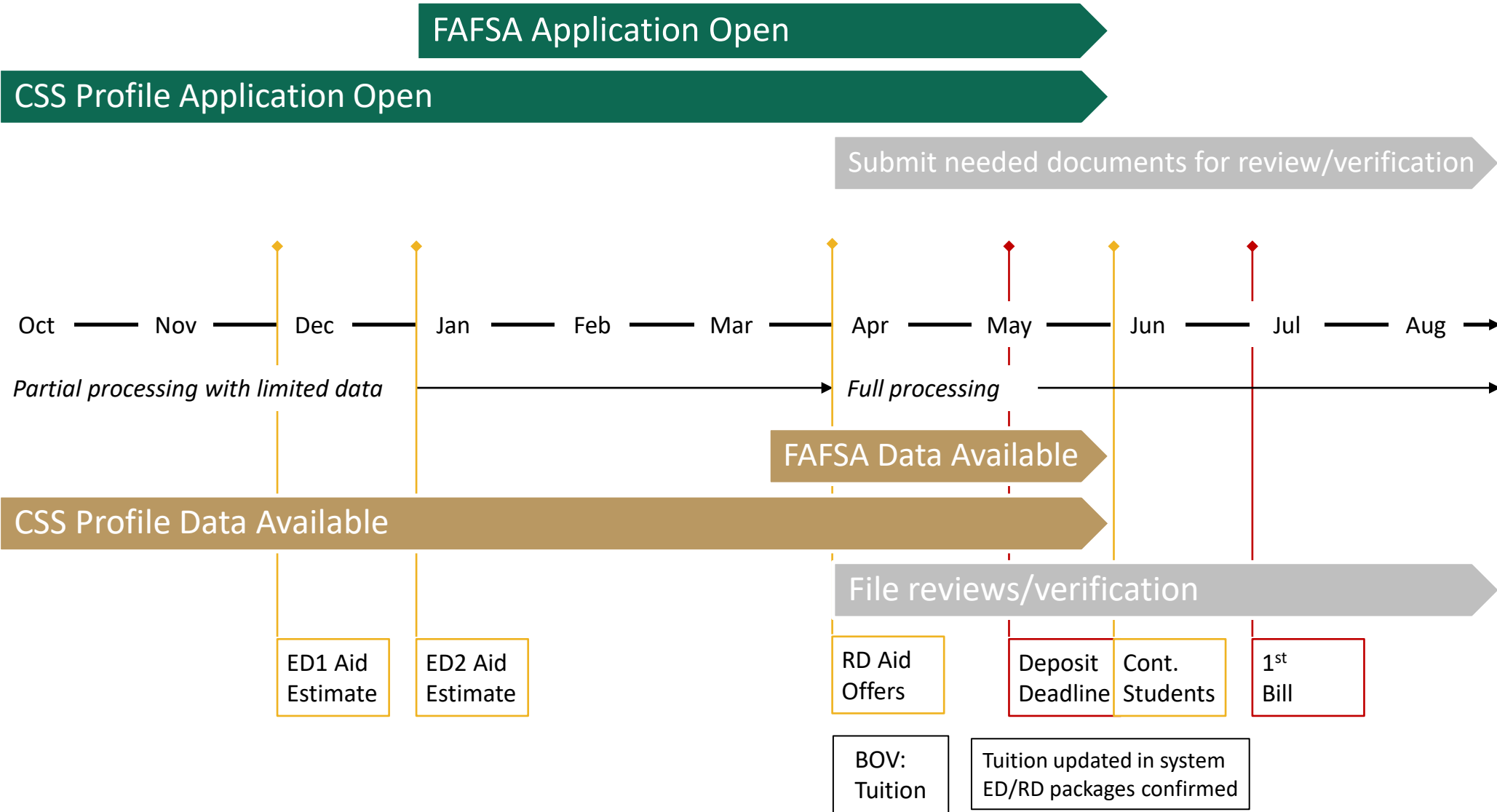
Financial Aid Timeline in a Typical Year



2023-24 Financial Aid Timeline

Student

W&M

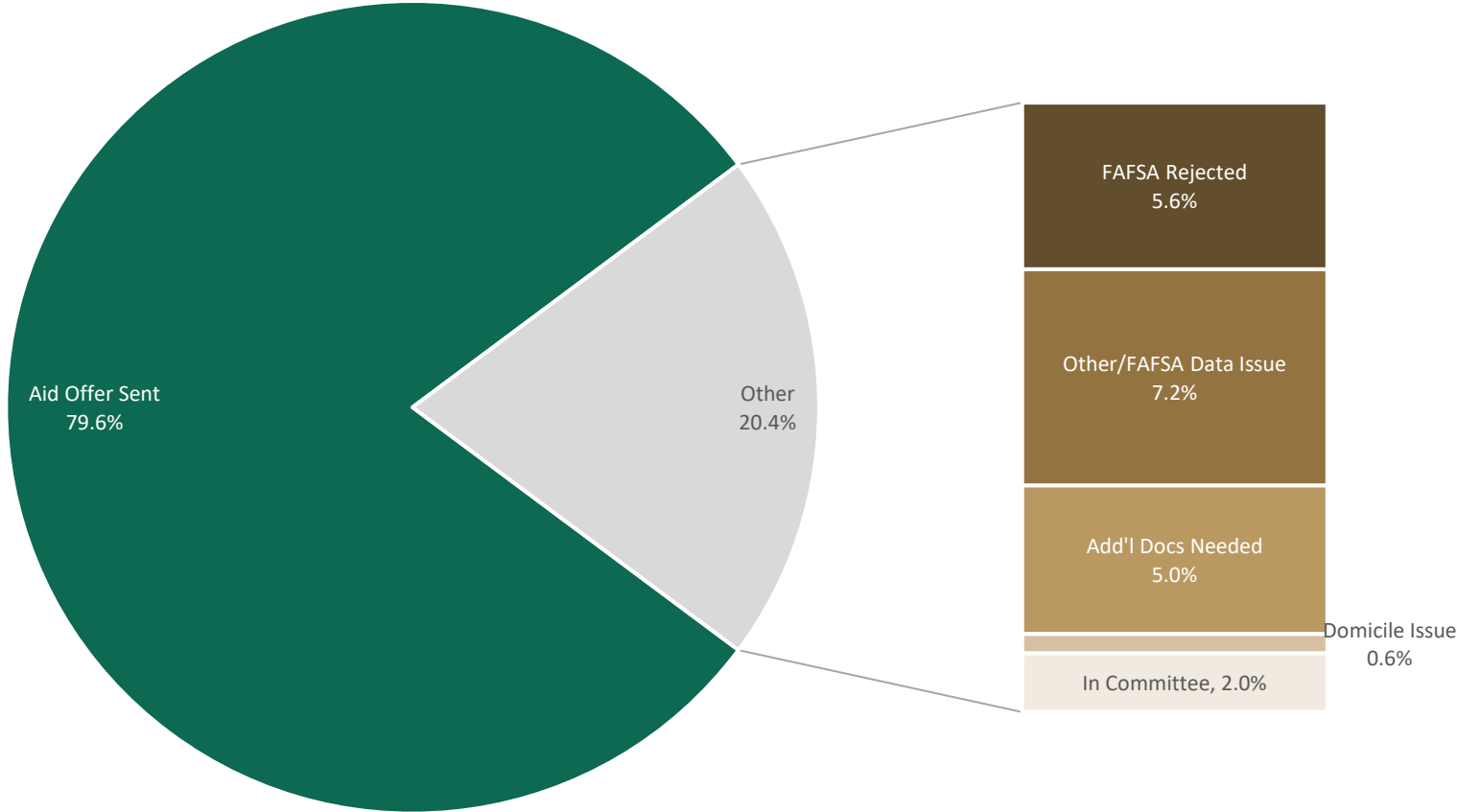


W&M is overcoming challenges to serve students well

- Applications for financial aid are up 13.8% year-over-year (3,566 vs. 3,135)
- Aid offers sent as of April 22:
 - 2023: 82.6%
 - 2024: 79.6%
- Potential Pell recipients are up at least 14.8% in the aid pool:
 - 2023: 480
 - 2024: 551*

*Plus an unknown number within the 199 rejected FAFSAs.

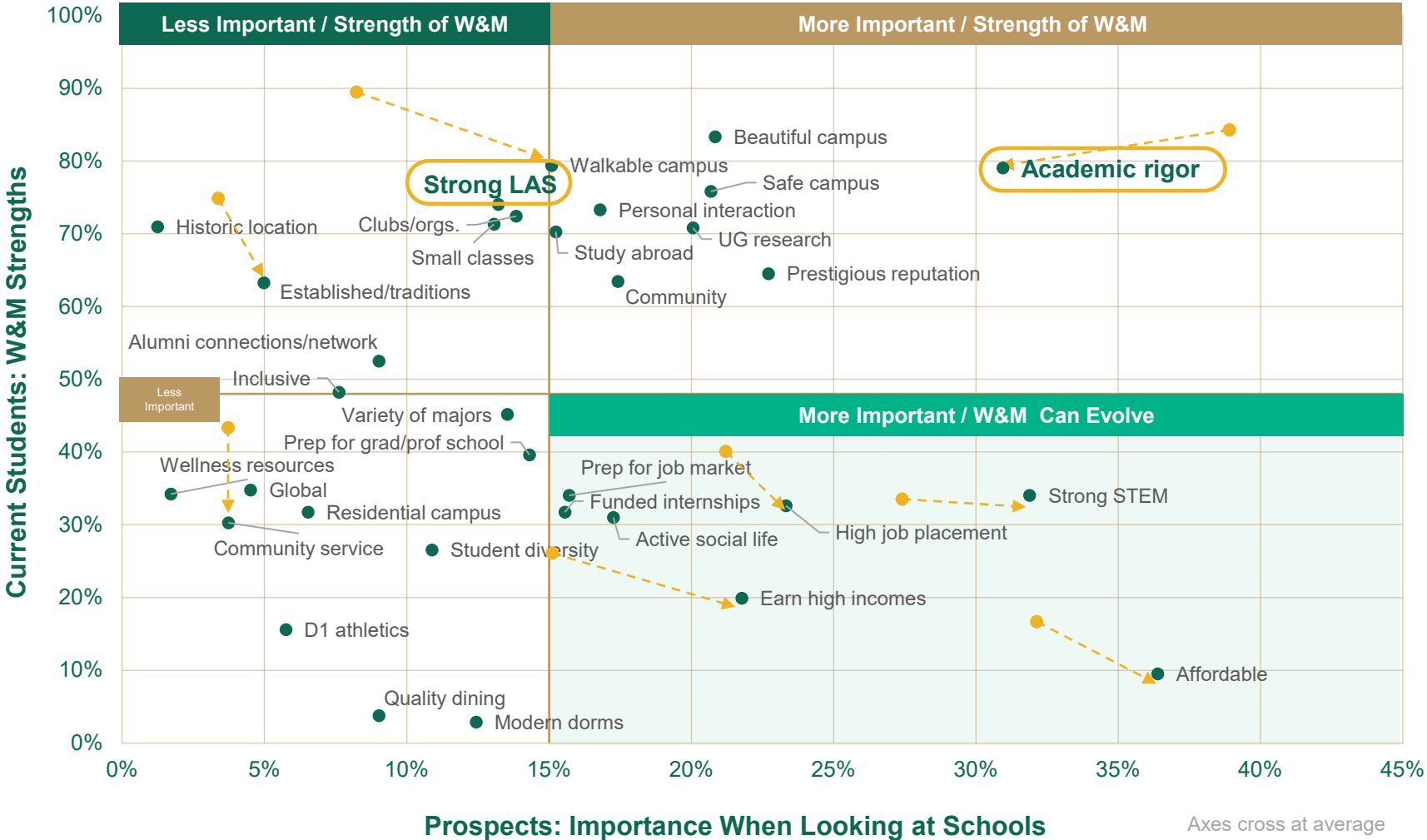
Fall 2024 Active Financial Aid Applications Among Admitted Students (as of April 22)





Institutional Reputation

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

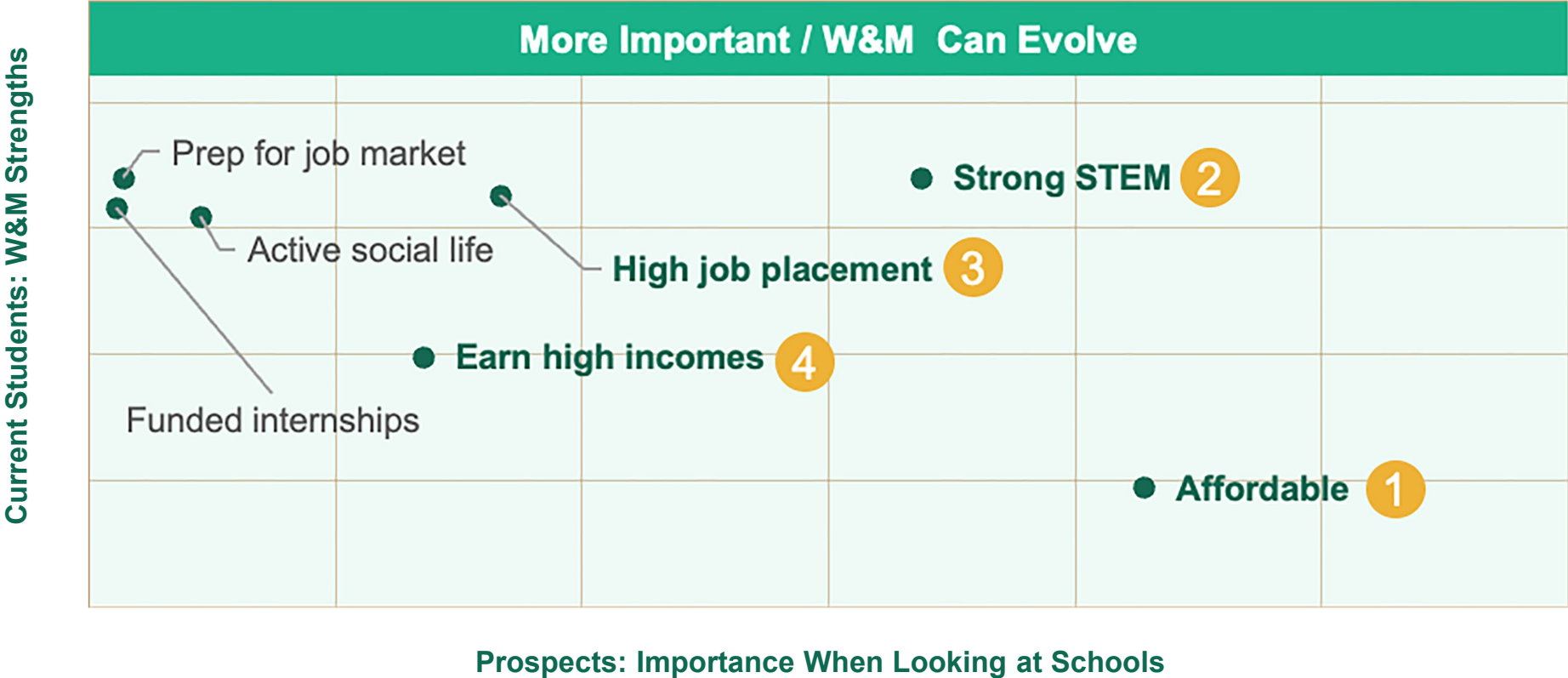


Axes cross at average values for each audience.

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).

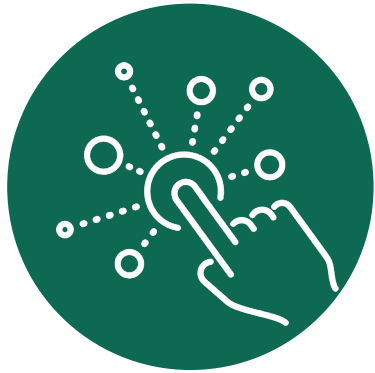
Perceptions of W&M / Strengths vs. Importance 2023



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).

Brand archetypes



Performance

Rational and
results-oriented



Striver

Lofty in
ambitions



Beehive

Nurturing and
inclusive



Image

Thought leading
and proud

Powerful brands forge connections that transcend all four archetypes, but are most strongly associated with one

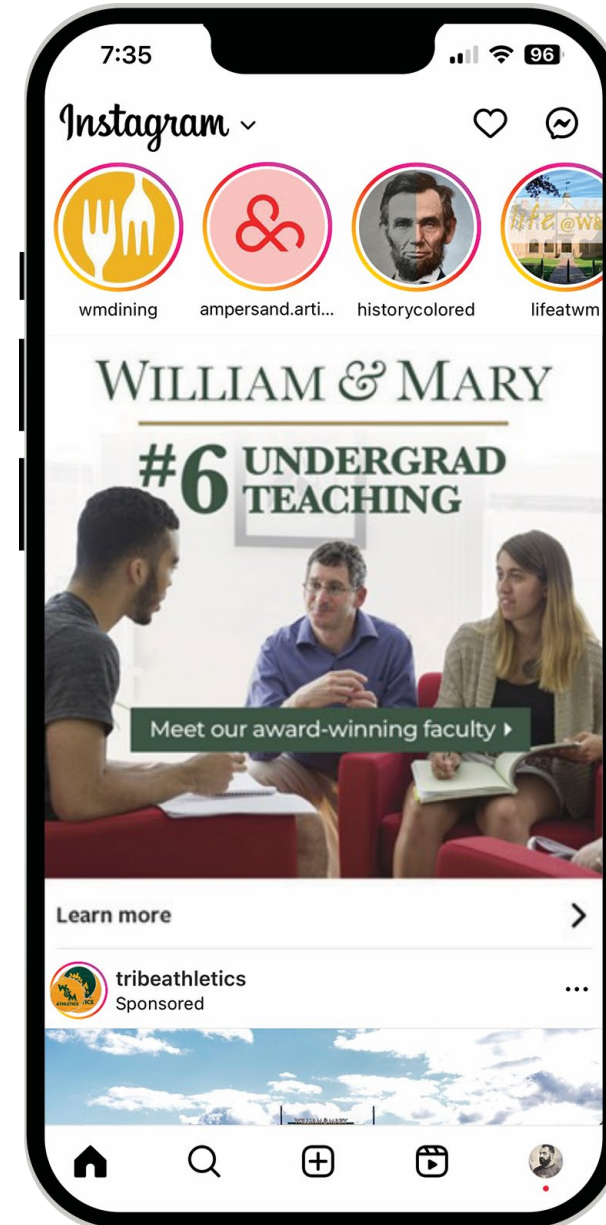


Increasing Yield

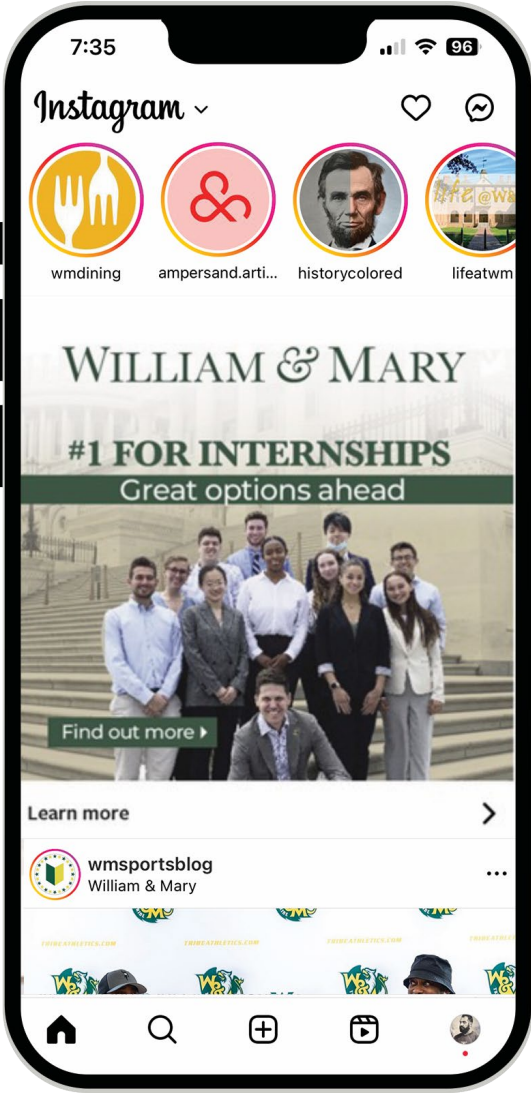
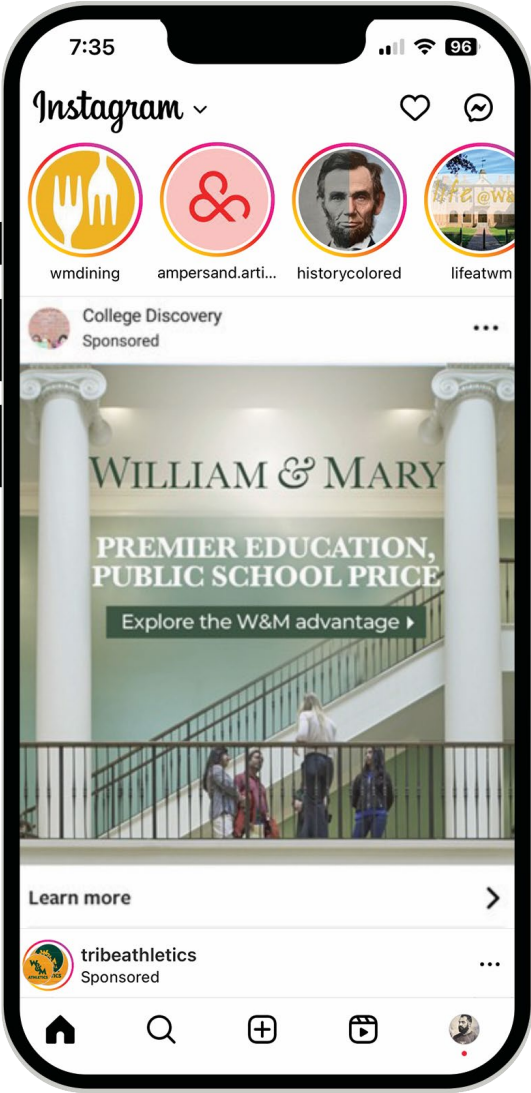
Bottom of Funnel

A Yield Optimization Pilot

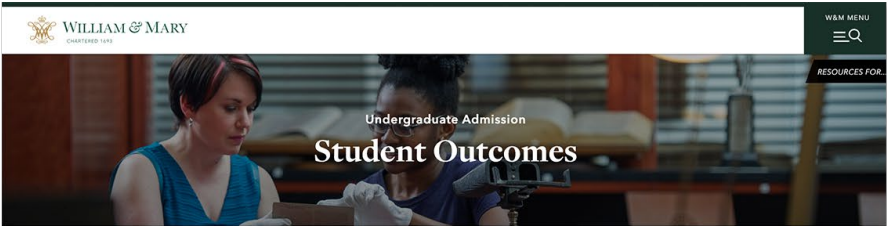
- **Partner:** Encoura
- **Goal:** Hyper-target admitted students & their parents to increase yield
- **Action:** Individual and residential paid social targeting
- **Result:** Early in-market reads in late April; much more to come



A Yield Optimization Pilot



New Landing Pages



Undergraduate Admission
Student Outcomes


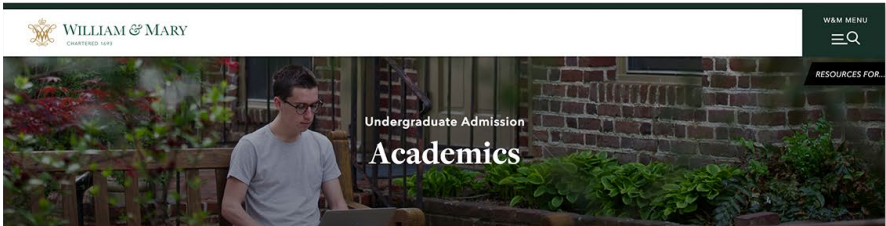
Career-Ready for Lifelong Success

William & Mary offers access to a vast array of resources and experiences to support lifelong career success. From the first internship to the last job, we will help ensure graduates are well prepared to excel in their chosen career.

<p>97%</p> <p>WORK IN JOBS THAT ALIGN WELL WITH CAREER INTERESTS</p> <p>as reported by the Class of 2022</p>	<p>93%</p> <p>EMPLOYED OR IN GRADUATE SCHOOL WITHIN SIX MONTHS OF GRADUATION</p> <p>as reported by the Class of 2022</p>	<p>91%</p> <p>SIX-YEAR GRADUATION RATE for first-year students</p>
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#13 Best Career Placement

The Office of Career Development & Professional Engagement hosts over 175 workshops, panels, seminars and other events each year to mentor and teach students about resumes, interviews, networking and more. Multiple career and internship fairs are held each year with almost 500 employers in attendance. (#13 ranking from The Princeton Review.)


Undergraduate Admission
Academics

It's an ideal combination. William & Mary brings together the global opportunities of a larger research university with the personal education of a liberal arts and sciences institution. What does that mean for you? To be a W&M student is to think critically and express yourself creatively, to question and to innovate. If you're seeking to be challenged & engaged & inspired – to earn a one-of-a-kind education – you might belong at W&M.

Majors & Minors

Choose from 115 majors, minors and pre-professional programs with more than a third in STEM and computational-related fields – anything and everything from business analytics to integrative conservation to a major you design yourself.

[EXPLORE PROGRAMS](#)



Award-Winning Faculty

William & Mary professors are not just teachers; they are mentors, career advisors and lifelong collaborators for their students – and their unwavering dedication and engagement don't go unnoticed. Few schools can boast the same personalized attention you'll receive at W&M.

#6	13:1	100%
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Raising Brand Awareness

Top of Funnel

A Full Funnel Investment

- **Partner:** OHO
- **Goal:** Raise brand awareness with out-of-state students, expand applicant pipeline, and increase conversions
- **Action:**
 - SEO audit, intent modeling and execution
 - Paid Search strategy and execution
 - New channel experimentation
- **Result:** Early paid search analytics late May



SEO Strategy – Organic Search

- Build W&M's brand
- Engage and convert prospective undergraduate students
- Create strong organic results to save on paid campaigns
- Build competitive advantage
- Learn about key audience behavior to inform content strategy
- **MAKE FINDING ANSWERS EASY!**

The screenshot shows a Google search for "William & Mary MBA". The search results are categorized into "Sponsored" and "Organic".

Sponsored Results:

- Executive MBA Program | UVA Darden School of Business** (PAID)
 - URL: connect.darden.virginia.edu
 - Snippet: Lifelong Learners Make Great Leaders. Create Opportunity with an Executive MBA. Learn More

Organic Results:

- Full-Time MBA | William & Mary School of Business** (ORGANIC)
 - URL: mason.wm.edu
 - Snippet: Earn your MBA at William & Mary with our full-time MBA program. Specialize in various market-driven areas and earn your MBA in 22 months.
 - Links: Admissions · Academics · Career Outcomes · Student Experience
- Master of Business Administration**
 - URL: mason.wm.edu
 - Snippet: William & Mary offers a variety of master of business administration programs including executive MBA, full or part-time MBA & online options.

People also ask:

- Is William and Mary a good MBA program?
- What is the average GPA for William and Mary MBA?
- How much does William and Mary MBA cost?
- Is William and Mary MBA stem?

Additional Organic Result:

- Online MBA, No GMAT Required | William & Mary**
 - URL: online.mason.wm.edu
 - Snippet: Explore William & Mary's Online MBA and learn how it can help you grow as a leader and problem-solver. No GMAT required.
 - Links: Tuition · Application Requirements · MBA Career Outcomes

SEO Audit Goals

- Are we directing prospective undergraduate students and families to the best pages possible to meet their needs?
- Is this the best experience we want to give users?
- What can we do to make top-ranked organic pages better?

The screenshot shows a web page for the Data Science program at William & Mary. The page features a navigation bar with the university logo and the text "Data Science | William & Mary". The URL in the browser is "wm.edu/majorsminors/datascience/". The main content area includes a header image of graduates with the text "Majors & Minors Data Science". Below this is a paragraph of text describing the program, followed by a section titled "Paths of Study" with four options: "Major in Data Science", "Minor in Data Science", "Graduate Certificate in Data and Computer Sciences", and "Ph.D. in Applied Science, Data Science Track".

Annotations on the screenshot indicate the following SEO goals:

- 1x in Page Tag (pointing to the navigation bar)
- 1x in URL (pointing to the browser address bar)
- 1x in Headline (H1) (pointing to the "Data Science" text in the header image)
- 2-4x in Content and in alt text in images (pointing to the main text paragraph)

SEO Audit Key Takeaways

- Understand what information can be obtained through search without clicking – and create content accordingly
- Focus on non-branded, competitive keywords
- Make simple technical tweaks – title tags, urls, meta descriptions, headers – to create big impact
- Understand intent – and use keywords accordingly
- Include clear calls to action
- Add student/alumni testimonials

42%

The screenshot shows a search engine results page for William & Mary. The page is framed by an orange border. At the top, the search engine identifies the page as 'William & Mary' with the URL 'https://www.wm.edu'. Below this, the page title 'William & Mary' is displayed, followed by a meta description: 'We are a premier public research university, widely recognized for our outstanding academic reputation, beautiful campus and vibrant community.' A search bar with the text 'Results from wm.edu' is visible. The main content area lists several navigation links: 'Schools & Departments', 'Academics', 'About W&M', 'Admission & Aid', and 'Graduate Programs'. Below this, a 'People also ask' section is shown with four questions and their corresponding dropdown arrows. The questions are: 'Is William and Mary a prestigious school?', 'Is William and Mary an Ivy League school?', 'Is William and Mary a Division 1 school?', and 'What is the average SAT score for William and Mary?'. A 'Feedback' link is located at the bottom right of the page.

Paid Search – Potential Channel Strategies



Corollary Efforts

- Pell Commitment/Commonwealth Impact Program
- Guidance Counselor Engagement – Scoir
- College Search Platforms Retargeting - Niche.com





Government & External Affairs

Office updates

- Long-term effort to reimagine Government & External Affairs
 - Expanding reach in regional partnerships
 - Additional support for state and federal affairs
- Community Affairs & Partnerships introduction



General Assembly Session Update

General Assembly Session – Process Update

- **March** – House and Senate conference report
- **April 8** – Governor released 233 amendments to budget conference report
- **April 17** – Reconvene Session
- **May 13** – New budget bill
- **May 15** – Special Session



W&M and VIMS Session Priorities

W&M and VIMS Session Priorities

- Construction funding for critical historic campus renovations of the Wren Building
- State support for James Monroe's Highland
- State support for VMSDEP waivers
- 9c auxiliary debt authorization for dorm renovations
- Construction funding for VIMS Marine Operations Complex

Other funding priorities

- Operating support
- F/S salaries
- Maintenance reserve
- Financial aid
- Pell initiative
- Internships



Legislation

New approved legislation

- Admissions – legacy admissions
- Student health/campus safety – emergency preparedness training, SANE nurses
- Procurement – capital construction, SWaM
- Academic affairs – AI, animal testing
- Student affairs – disability accommodations
- Finance – student transcripts
- Athletics – Name Image Likeness



Federal Affairs

Federal Affairs

- Increasing federal engagement
- Principal Investigator program
- FY24 appropriations requests
 - Whole of Government Center of Excellence National Security Internship Program (\$500K)
- FY25 appropriations requests
 - Community Project Funding requests
 - Programmatic requests
 - Report language requests



University Advancement

Professional Development Week

- 19 volunteer speakers for 8 virtual sessions
- 1750+ registrants for 17 events
- 7 alumni hosts in key cities
- 10 alumni and 67 students for Etiquette Dinner
- One Network: 5,632 members, Alumni Job Board launched, and 5 Industry Communities activated





Traditions Weekend April 19-21

- Presidential Conversation: Alma Mater of Innovation: Data Revolution
- Deep Dive Into the Arts Quarter
- 50th Reunion Luncheon
- Olde Guarde Induction Ceremony
- Olde Guarde Induction Luncheon
- 1987 Women's Soccer Team Training Center, Jill Ellis Field and Goody Tyler Scoreboard Dedication
- Boyle Legacy Society Luncheon

TRIBE¹ DAY

1,357
NEW DONORS

651
STUDENTS

5,978
ALUMNI

2,599
PARENTS

764
FACULTY
AND STAFF

TOTAL DONORS
IN 2024

11,516

MORE THAN

\$3.7 MILLION

RAISED

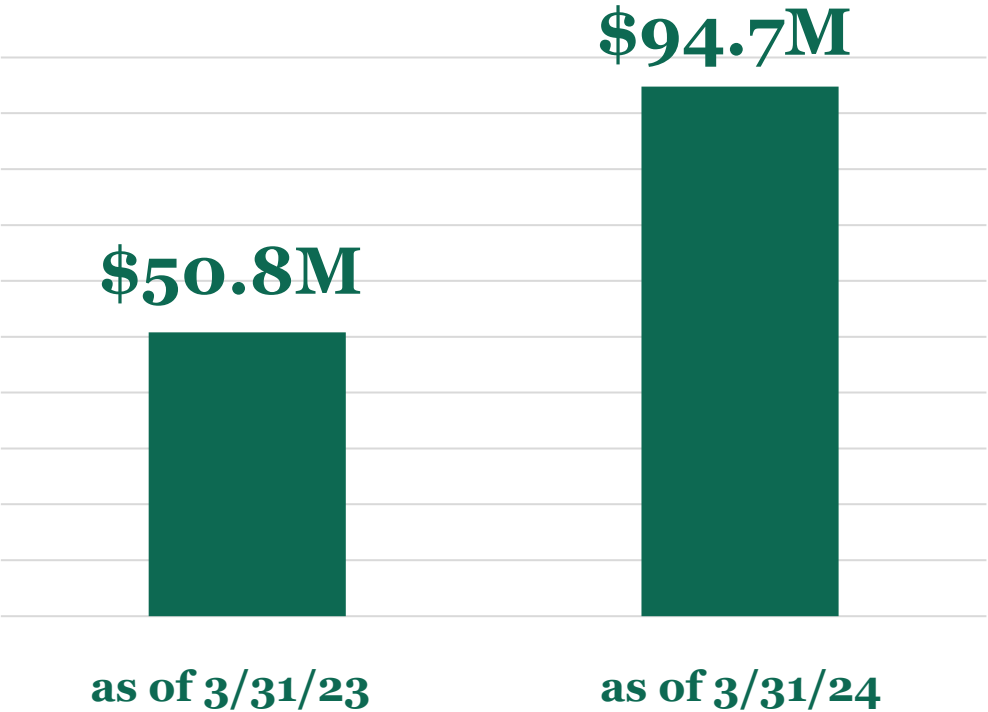
881
AREAS SUPPORTED

\$1+ MILLION
RAISED FROM MORE THAN
25 CHALLENGES

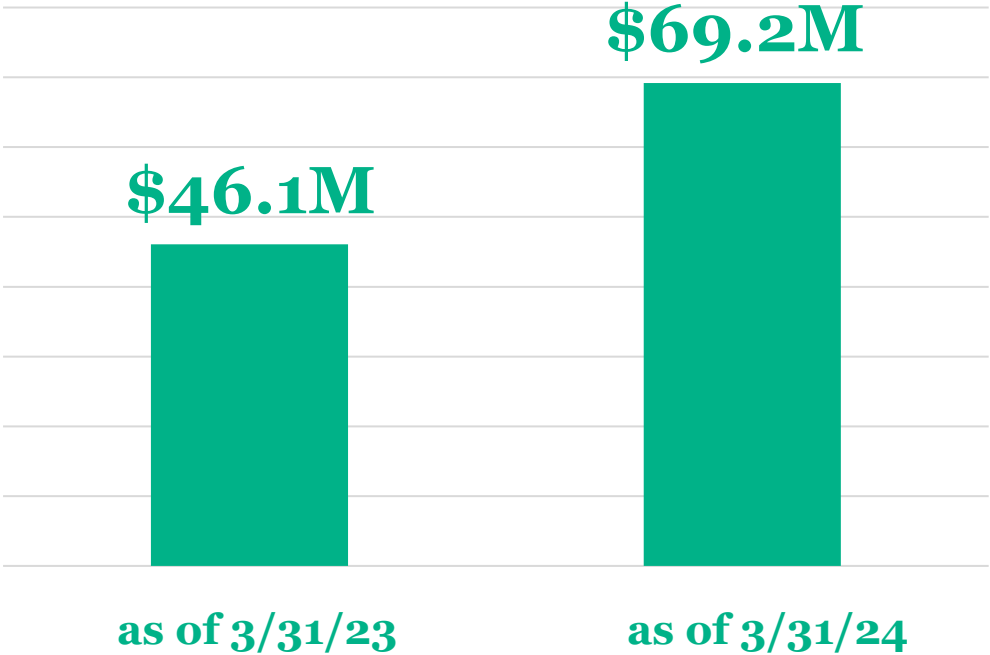
500+
#ONETRIBEDAY
SOCIAL POSTS

Fundraising Progress

New Commitments



Gift Income



FY24 Scale of Donors

Range	Donor Household	Actual Total
\$5M+	1	\$30,491,000
\$2.5M - \$4.9M	1	\$2,884,500
\$1M - \$2.49M	16	\$22,492,123
\$100K - \$999K	78	\$18,529,751
Under \$100K	18,519	\$20,440,482
TOTAL:	18,615	\$94,837,856

**FY24 Goal:
\$85M***

**Total raised in
Major/Annual
Gifts: \$64.3M**



Thank you!

WILLIAM & MARY