



# Perceptions of U.S. News Ranking Faculty Senate

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# Student reactions to ranking

"Anonymous" 3wks

POLL

**DENIAL**

Be honest- where in the national rankings do you think Wake should fall in?

76

Top 10

38 Fizzes 2%

11-19

64 Fizzes 3%

20-29

1390 Fizzes 75%

30-39

297 Fizzes 16%

40-49

10 Fizzes 1%

50+

47 Fizzes 3%

1,846 Total Fizzes

**ANGER**

3wks

I think the best way to fix the ranking problem is by storming the capital (Wente's office) and having an insurrection. Who's with me??

19



**BARGAINING**

If the ranking goes down, tuition should follow

940





# Student reactions to ranking

"Anonymous" 3wks

**DEPRESSION**



EVENT

i didn't choose wake because of its ranking at all. however, i find the ranking maddening because i love it here so much and feel discredited for how hard all of us worked to get here and stay here.

^  
216



"Anonymous" 3wks

**ACCEPTANCE**

What if I like the school how it is? Sure the ranking went down, but if I wanted to go to a school like the ones US News is putting above us now, I would have

^  
203  
v



# Student reactions to ranking

student**POLL**

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"Anonymous" 2wks

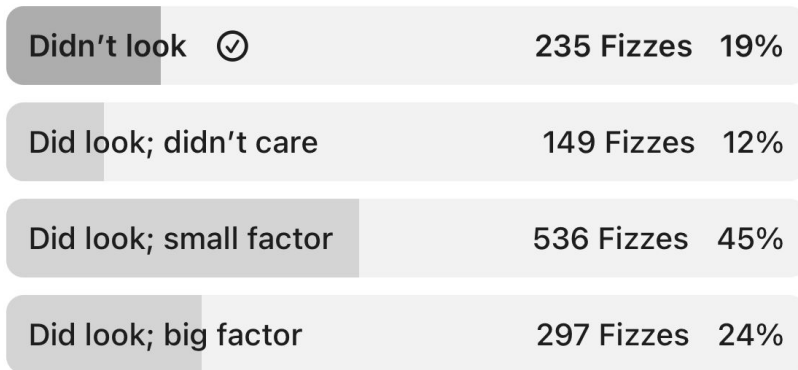


POLL

Did you look at the US News rankings before applying/deciding on Wake, and were they a factor in your decision?



14



1,217 Total Fizzes

“To the extent that prospective students do pay attention to individual schools’ *U.S. News* rank, they appear interested in using it to understand stature more as a function of broad categorical neighborhood than specific ‘street number.’ Most strikingly, and nearly unanimously, specific institutional rankings do not appear to live top of mind once prospects have sorted their options.”



## Art & Science Research: 2022-2023

- How is Wake Forest perceived by **undergraduate** applicants, inquirers and industry leaders?
- Admitted students named 127 other schools in competition with Wake Forest
- Students who chose not to apply or turned down our offer of admission view Wake Forest very differently from applicants and matriculants.
- Recommendation: Explicitly frame the WFU experience around “purpose and values” as the *the* reason for all other institutional commitments and priorities



# “Quick, Bold, Visible, Complete, Sustainable”

Phase 1 (Now)	Phase 2 (Soon)	Phase 3 (When Ready)
<b>Message Development &amp; Opportunity Audit</b>	<b>Establish the Purpose &amp; Values Platform</b>	<b>Brand Activation</b>

## **Academic Alignment**

- Amplify existing courses, programs, projects, research, etc.
  - Incorporate new elements as practical

*What is our new shorthand for prestige and quality?*



# Ideas to Explore

- Academic rigor + personal support = courageous curiosity
- Wake Forest University develops leaders of character for lives of impact
- Constructive discourse and debate are the norm
- Outcome focused: 98% of students are employed or in graduate school within six months of graduation
  
- **Does it help Wake Forest stand out in the marketplace?**
- **Can we back it up?**