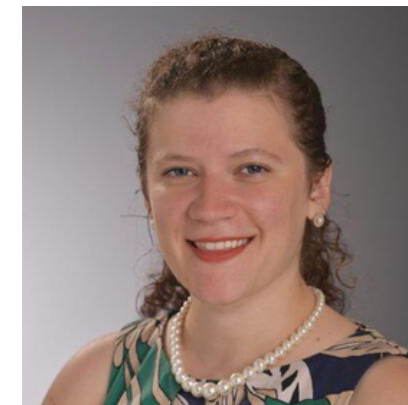


*Outranking the rankings:
Helping value outshine prestige*



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About us



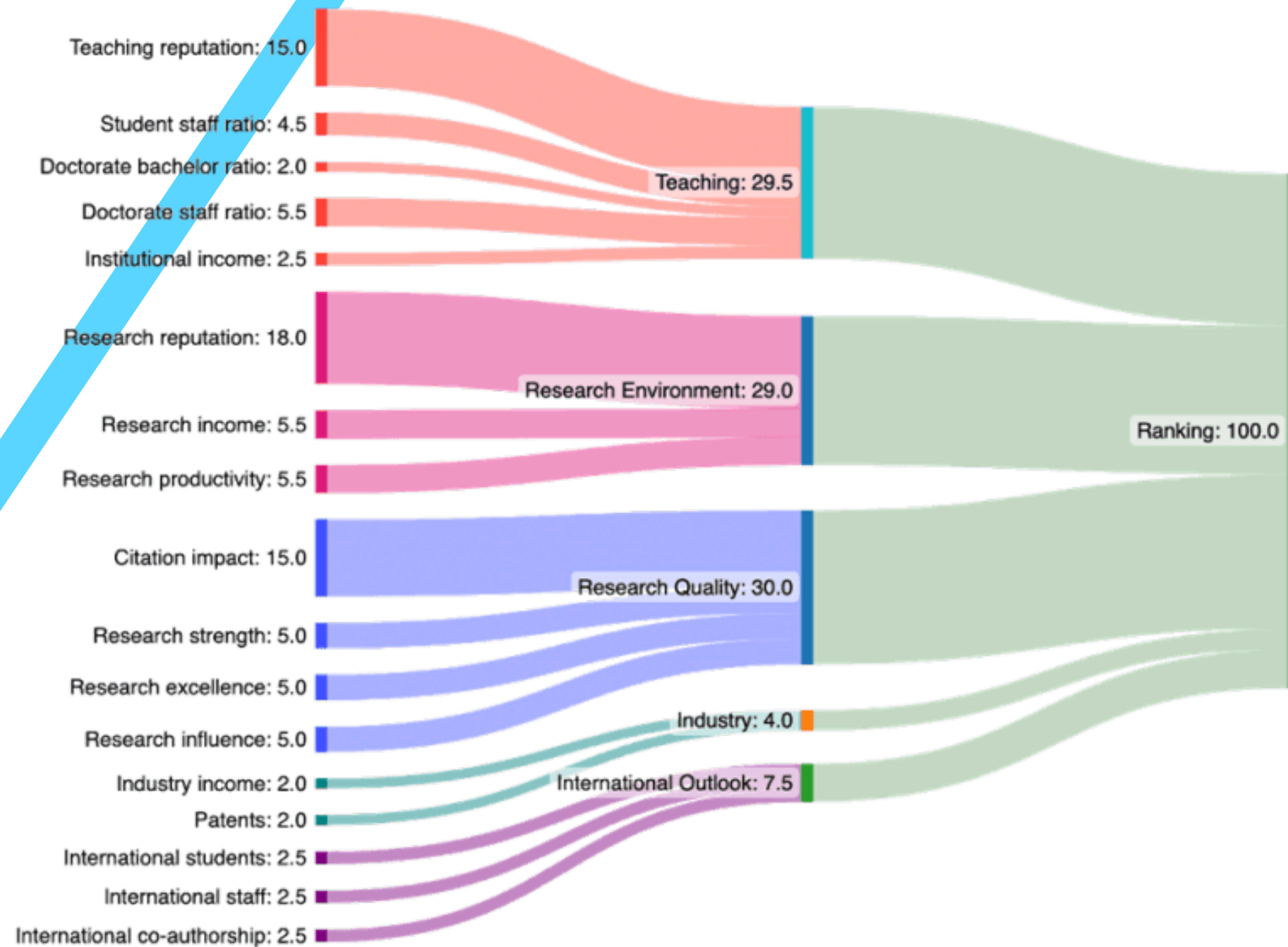
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Today's Agenda

- What are rankings?



Rankings Methodology

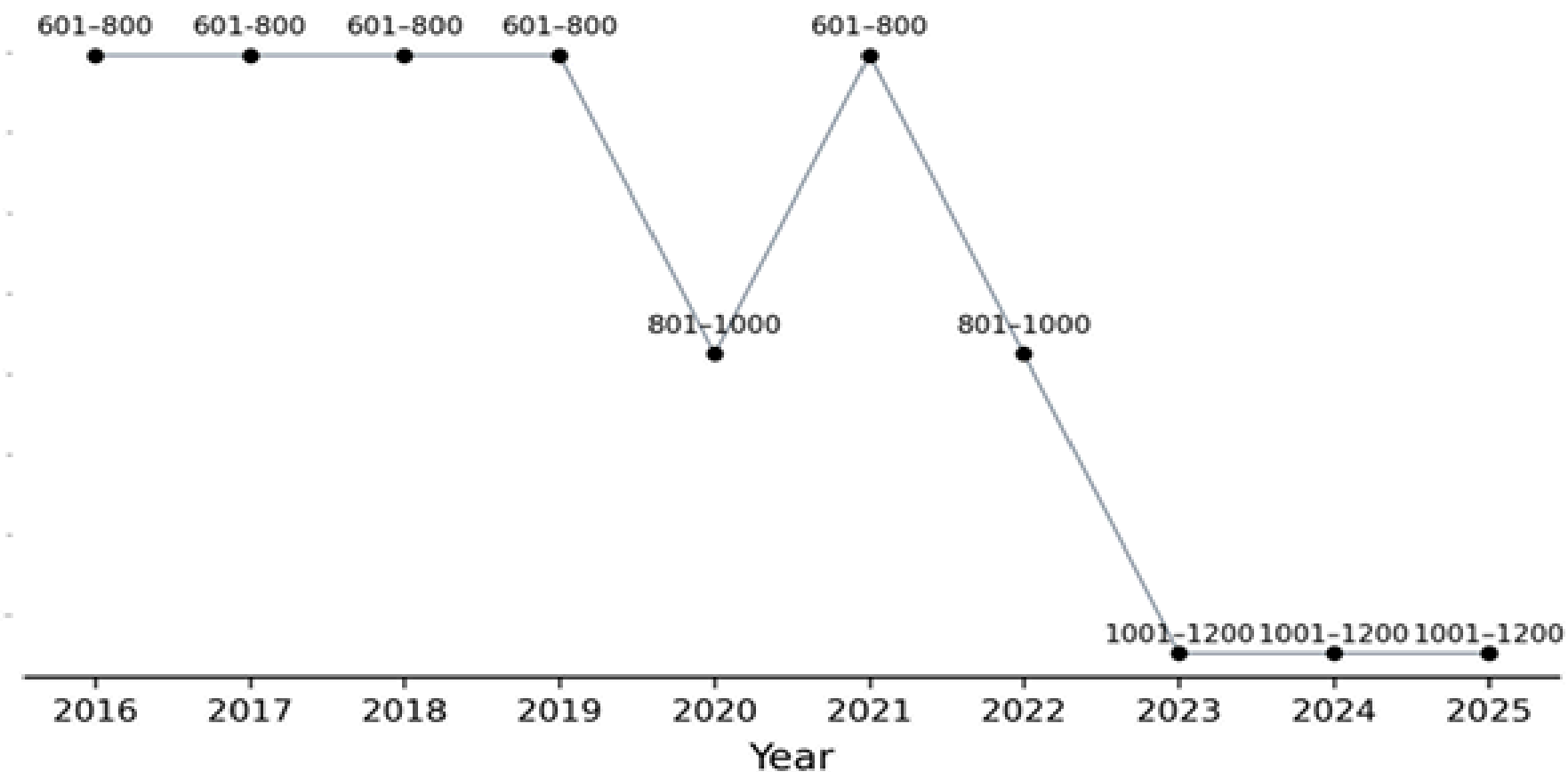


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Pécs THE case study

Worldwide Rank	Overall Score	National Rank	Highest Ranked Pillar	Lowest Ranked Pillar
1001–1200/2092	30.7–34.4	=5/11	Teaching	Research Quality

Your Ranking Over the Years



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THE UNIVERSITY AT A GLANCE

Ranked
among

TOP3

Hungarian
universities



UP belongs to the
leading 2,5%
of international higher education
institutions **worldwide**

/source: QS World University Rankings 2023/



**UP is honoured to call worldwide respected persons
Doctor Honoris Causa** including Gunter Pauli, José Carreras, Donald Tusk

Dr. Geert Hofstede, Dr. Jane Goodall, Dr. Charles Simonyi and Plácido Domingo.

International Accreditations

Business Administration BSc: EFMD EPAS, **Architecture OTM:** European Commission

Medical School/General Medicine: Medical Board of California, World Federation for Medical Education (WFME)



Case Study Hamilton College

Ranking in 2020: 9

Ranking in 2023: 18

Ranking in 2024: 14

In that time, what has changed at Hamilton?

Test-Optional application, growth in application volume, international yield, selectivity

What has not changed? Really, almost everything

We are splitting hairs, and are mostly tied with all top 30 LACs

Part of the reason why we do not publish rankings on any materials



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Case Study Hamilton College

We don't publish or tout rankings, but there is an impact...

Admission Yield Rate, tied to ranking

Yield at top 10: 56%

Yield at top 20: 41%

Yield at top 15: 45%

Does this mean schools with fluctuations in ranking might be connected to changes in admission rates/waitlist ranges?



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Changes in methodology for USWNR

3 of top 10 LACs are now military focused- West Point, Airforce, Naval

Unchanged: 20% peer assessment, 5% consideration to testing average

Changed: eliminated first-gen graduation rate factor, transitioned to pell.

Pell incorporates only US citizens, whereas first-gen incorporates intl

Not considered: What percentage come from top percentages of HS, average class size, level of alumni giving, percentage of faculty with terminal degrees, and proportion of graduates with student loans



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Case Study: University of La Verne



Biology

Program Overview

The natural world is filled with boundless wonder, ready to be explored and researched to expand our understanding and study of life. The biology major offers courses across the natural sciences rooted in a desire to promote the quality of life on Earth. Students of the program examine all aspects of the biological world to prepare for successful careers in health care, research, or teaching.

Course Highlights

No biology program is complete without **state-of-the-art research space**. The Natural Science Division maintains a **Central Instrument Facility** that houses extremely specialized instrumentation, which trains students on the skills required for graduate-level research or direct entry into the job market. Due to smaller class sizes, students have more extensive hands-on contact with these instruments and personal advising from professors.

Campus Life

The **Pre-Health Club** provides the support and guidance necessary to prepare for medical school and health professions.

The opportunities continue beyond the academic year at the **Bob and Mary Neher Station at Magpie Ranch**, the Biology Department's summer research field station in Montana.

Beyond La Verne

Alumni have pursued graduate and doctoral programs in medicine, dentistry, veterinary science, and pharmacological studies at prestigious universities, including:

- Stanford University
- Loma Linda University
- Georgetown University
- University of Southern California

Our students have earned roles within the fields of medicine, research, and education at various organizations, including:

- Kaiser Permanente
- City of Hope
- Stanford Health Care
- Prolacta Bioscience



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LMU'S EXPERIENCE WITH RANKINGS

Background: In 2019, LMU joins National Rankings at #64

- Increased application numbers from certain countries by 100% for Fall 2020
- Prior to US News National Ranking, LMU was ranked #3 in West Regional(?)

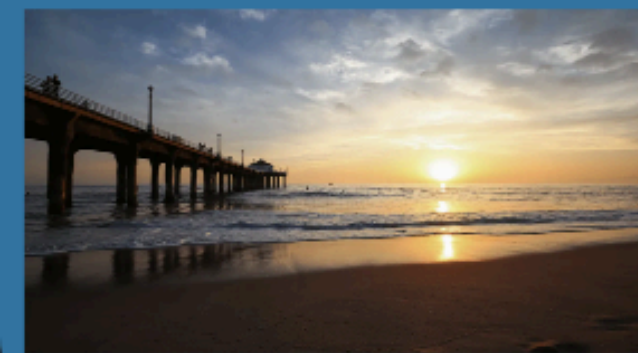
Post 2019:

- Starting 2021, saw a decline in applications from said countries
- This drop correlated with LMU losing ground in the national rankings (and Covid)

2022 Onward:

- Steady application rates and growth in applications
- What changed? Highlighting individual major rankings
 - Increase in applications for film production (#5 Hollywood reporter)
 - Increase in applications for business school (#12 Entrepreneurship, #18 Marketing, #15 International Business)
- Emphasizing post-graduate opportunities as ROI becomes more important
 - 98% of students are working or in graduate programs within 6 months
 - 2/3 of LMU students participate in at least one internship
 - Median early career salary \$77,000; mid-career: \$144,000
- Highlighting the benefits of studying in Los Angeles
 - Diversity in people and in industry; opportunities for internship and jobs
 - Weather, culture, beaches, etc.

ROI



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How to Present Rankings

\$55+
MILLION
Financial Aid Budget

100
PERCENT
of demonstrated financial
need met for every student
admitted to Hamilton

Nearly
1 in 5
students receive Pell Grants

50
PERCENT
of students receive
financial aid

Top 2
among undergrad
universities for reputation

#1
among undergrad
universities for our library

Top 3
among undergrad
universities for student
services

Internationally Ranked

#3
in Ontario as one of the
best universities to study
engineering (US News)

#2
in Canada, 144th in the
world, as one of the top
young universities (Times
Higher Education)

601-800
in World University
Rankings (Times Higher
Education) 2024

LMU Rankings



No. 24 Best College Theatre
Princeton Review, 2024

TOP 100
University in the Nation
U.S. News & World Report, 2024



No. 16
Marketing Program
U.S. News & World Report, 2024



No. 23
Undergraduate
Engineering Program
(where no Ph.D. is offered)
U.S. News & World Report, 2024



No. 8
Top 25 Film Schools
in the Nation
Hollywood Reporter, 2023

No. 12
Entrepreneurship Program
U.S. News & World Report, 2024

Discussion Questions

We want to hear from you!

How do you feel about rankings? The good, the bad?

What do you think the rankings get right? What do they get wrong?

What is the role between rankings and value?

What do you wish students and parents asked about value vs. ranking?

What can we do as an industry to help families see past rankings?



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What Are Your Top Concerns About College?



Parents' Own Concerns for Their Students

#1 College Cost
60%



#2 Receiving Scholarships
40%



#3 Amount of Debt
39%



What Parents Think Students' Concerns Are

#1 Being Successful
40%



#2 College Costs
38%



#3 Good-Fit School
38%



Students' Actual Concerns

#1 College Cost
44%



#2 Amount of Debt
33%



#3 Receiving Scholarships
27%



Source: EAB research and analysis, student responses from EAB 2023 Student Communication Preferences Survey.



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Questions?



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Contact Us

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