



November 2024 Recap

Groundwork for strategic planning

The Strategy Question Four Committees Opened With

What do we mean by “national preeminence”?

- Value and impact
- Relevance: contributing to matters of national consequence
- Brand awareness and favorability with our most important audiences: students, faculty, alumni, business leaders, investors (legislators, donors)
- Competitiveness: leader among national, elite peers

*We noted that **prominence** (national awareness) is foundational to national **preeminence** (value, impact, relevance, leadership, competitiveness)*

Across The Committees We Identified

Challenges to prominence and preeminence

- Resources
 - If a school is under resourced, they are not nationally preeminent
 - How do we unlock resource creation institutionally, to accelerate our work?
- Competition
 - Post 2026 HE landscape is much more competitive
 - Universities with resources make noise and rise to the top
 - Schools that are nationally preeminent have done something to stand out

Across The Committees We Identified

Areas of excellence we can build on

1. Vision 2026 success: Data, Water, Democracy, Careers
2. Strength of our graduates across industries: celebrate success and use this network
3. Unique identity and values with prospective undergraduate market
4. Press forward with future-oriented innovations that ensure a high value proposition
5. Nationally relevant news: Bray School (WaPo/TODAY) | Coastal Resilience/Batten Gift (WaPo/National AP) | Better Arguments/Democracy (WSJ)
6. Strong reputation in South, NOVA & D.C.

Measures to benchmark and track

1. Enrolling students from all 50 states; undergraduate demand, yield, and completion
2. Research citations in national publications / mentions in national media outlets
3. Net-promoter scores across constituencies
4. Alumni engagement
5. Reputation in West Coast, Midwest, Northeast
6. Public peer group
7. Rankings that align with university identity and strategy