



Enhance Reputation and Strengthen Market Position

1. Continue to implement the recommendations of the US News & World Report's Ranking Taskforce.
2. Develop programs and commit resources to increase post-graduation employment rates.
3. Improve the numerical predictors of student success by increasing the median undergraduate GPA, increasing the "presumptive deny" GPA of applicants and reducing the "presumptive deny" LSAT score.
4. Develop a strategic and nimble financial aid policy aimed to ensure access and maintain our high quality and diverse student body.
5. Increase selectivity by expanding the applicant pool through more extensive recruitment and marketing programs.
6. Promote the College's reputation and faculty scholarship and research through a robust and broad-based branding and marketing strategy.