



AREA V: REPUTATION AND ENGAGEMENT

Goal 1. Improve and strengthen our national and international reputation, and improve ties at the local and regional levels.

- As of spring 2021, UToledo has 21 undergraduate, graduate, online and professional programs that are nationally ranked by U.S. News & World Report. Ranked graduate and professional programs include: Education (208); Full-Time Law (129); Part-Time Law (52); Nursing/Master's (109); Clinical Psychology (138); Occupational Therapy (36); Pharmacy (57); Physical Therapy (179); Physician Assistant (165); Social Work (196); Speech-Language Pathology (189); Biological Sciences (218); Physics (146); History (138); Psychology (202); Online Graduate Education (118); and Online Graduate Engineering (71). Ranked undergraduate programs include: Business (235); Engineering (161); Computer Science (262); and all Online Bachelor's (137).
- In spring 2021, the following academic programs moved up in the rankings: Full-Time Law, Nursing/Master's, Online Graduate Education, undergraduate Engineering, and all Online Bachelor's. In addition, in the spring 2021 rankings, the graduate program in History (138) and the undergraduate program in Computer Science (262) became nationally ranked.
- In 2020, The Princeton Review ranked The University of Toledo's College of Law as fourth in the top 10 for "Best Law Schools in the U.S. for Women."
- In spring 2021, the John B. and Lillian E. Neff College of Business and Innovation was named to the Princeton Review's 2021 "Best Business Schools." The Princeton Review also ranked the Neff College of Business and Innovation as one of the nation's top on-campus M.B.A. programs.
- In 2020, The University of Toledo was recognized as a top school for supporting student veterans by "The Military Times."
- The University of Toledo is designated as a "Community Engaged Institution" by the Carnegie Foundation for the Advancement of Teaching. The University will apply for renewal of this designation with the Carnegie Foundation in 2025 and continues to collect data across campus in relation to University-community engagement.
- In 2020, The University of Toledo's College of Law was ranked nationally as one of the "Best Law Schools for Public Service" by Prelaw magazine in the area of public interest law, based on the UToledo College of Law's rich history of training students for successful careers in public interest law, to promote justice and the advancement of the public good.
- In 2020, UToledo and four other colleges and universities in northwest Ohio jointly received a collaborative workforce development grant from the state of Ohio in order to purchase state-of-the-art equipment that will contribute to students' educations and job preparedness in high demand workforce fields. The RAPIDS (Regionally Aligned Priorities in Delivering Skills) program awards are designed to help address local workforce needs and UToledo, Bowling Green State University, Northwest State Community College, Rhodes State College and Terra State Community College will share a regional award of \$975,000 to develop talent in cybersecurity, logistics and advanced manufacturing fields. The University of Toledo will receive its portion of the allocation with a grant of \$474,287 for advanced manufacturing and cybersecurity.
- In fall 2019, The University of Toledo admitted the best academically-prepared class of first-year students in University history, with an average ACT of 23.04 and average GPA of 3.49. In fall 2020 and fall 2021, the University implemented a temporary test-optional policy for admissions in order to reduce barriers to students during the pandemic. Temporarily suspending the ACT and SAT admissions requirement followed a wave of canceled test dates for high school seniors in the spring and summer of 2020, and extending the test-optional policy for the fall 2021 admissions cycle helped to reduce barriers to students during the ongoing pandemic.
- The spring 2020 Campus Climate Survey was postponed due to the pandemic and was administered in spring 2021. Results of the spring 2021 survey are not yet available.

Goal 2. Design a unified branding and marketing process for national and international visibility and reputation-building.

- In the spring of 2019, the University's branding initiative entered its final phase, with the process of message development and implementation. During summer 2019, more than 100 campus partners completed the "Brand Camp" workshops. An online brand guide is now available, as well as a toolkit with resources.
 - UToledo's ongoing reputation-building campaign was launched in 2016-17 to elevate the University's national reputation, featuring distinctive University programs, faculty, research, innovative initiatives and other achievements. The reputation-building marketing campaign includes monthly features shared by direct mail/printed postcards and emails to higher education peers, as well as an interactive website that highlights multimedia content. The reputation campaign content also is shared with alumni and donors. Among the more than 1,300 higher education leaders on the mailing list nationally, the campaign emails average a 27.7% open rate; alumni/donor open rates average 13%.
 - In fall 2020, the University expanded the institutional brand to include a new sub-brand for the University's hospital, the University of Toledo Medical Center (UTMC). With the messaging of "Open for You," the community-focused teaching hospital is promoting its mission of service and excellence in healthcare through a new 30-second television spot, billboards, and print and digital advertising in local media.
 - UToledo continues to focus on placing faculty scholars and researchers in national media outlets. In the first three quarters of FY21, more than 4,000 media mentions were secured. Examples of national media placements include the Boston Herald, National Geographic, The Hill, Inside Higher Education, Bloomberg, the Chicago Sun-Times, the New York Times, the Wall Street Journal and National Public Radio.
 - The University's social media efforts focus on institutional reputation, brand awareness, enrollment and stakeholder affinity, with an annual social media engagement of 122,600 on LinkedIn; 151,000 on Facebook; and 324,100 on Twitter.
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Goal 3. Grow the UToledo healthcare system to better serve northwest Ohio.

- In fall 2019, University President Gregory Postel, M.D., established a number of key initiatives to address challenges faced by the University of Toledo, including an initiative to "Enhance, Stabilize and Sustain UTMC." Working teams have been established to assess current obstacles related to each key initiative and are developing action plans to be implemented.
- In April 2021, the Center for Medicare & Medicaid Services (CMS) released its newly revised rating system, and the University of Toledo Medical Center (UTMC) received a three-star rating for overall quality of care and services. In addition, UTMC received a "B" rating in spring 2021 from Leapfrog Hospital Safety Grade, a rating that recognizes the hospital's continued focus on patient safety. The CMS quarterly star ratings are based on a number of measures, including quality of care, safety and readmission rates. The Leapfrog Group, an independent national hospital watchdog, issues letter grades to more than 2,700 acute care hospitals every six months based on their success in protecting patients from preventable errors, accidents, injuries and infections. UTMC is among the top metro Toledo hospitals in the most recent Leapfrog report.

Goal 4. Increase philanthropy in support of the university's strategic goals.

- UToledo's total fundraising as measured by total gift amount for FY21 was \$21,868,000 of a \$28,000,000 goal (as of April 30, 2021).
 - In April 2021, the University held its fourth annual Day of Giving campaign and surpassed its participation goal with more than 3,000 alumni, friends, faculty, staff and student donors contributing \$1.3 million in support of University initiatives – a record number of donors and total gifts.
 - The University's undergraduate giving rate grew from 2.59% in FY15 to 5.37% in FY19. The pandemic dramatically impacted the Alumni Association's ability to make additional progress toward the goal of increasing the undergraduate alumni giving rate. The University experienced a significant decline in Alumni Association memberships in the FY20, due to financial challenges by many individuals as a result of the pandemic. The undergraduate alumni annual giving participation rate for FY21 was 4.076% (as of April 29, 2021).
 - The University's "Ready to Launch" comprehensive campaign counting period began on July 1, 2016. The silent phase of the campaign continues. However cultivation events, travel and other campaign activities have largely paused during the pandemic, with the exception of virtual celebrations of alumni, college town meetings and other means of gathering alumni and donors together. The fundraising team continues to engage with donors at all levels.
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Goal 5. Increase promotion of the "Rocket" brand institutionally, locally, regionally and nationally via marketing and promotion efforts.

- UToledo student-athletes earned the University's second-highest grade-point average during the spring 2021 semester, earning a combined 3.343 GPA, with all 16 sports above a 3.0. This is the fifth consecutive semester that the Rockets have had a department-wide GPA of 3.3 or higher, and the University's student-athletes set an all-time record for highest semester GPA in spring 2020 with a GPA of 3.527.
- The Mid-American Conference (MAC) Institutional Academic Achievement Award rankings for the 2020-21 academic year are not yet available and will be announced in summer 2021.
- Due to COVID-19 protocols, UToledo did not have general public or student attendance at any home athletic contests in FY21. The University did allow attendance for a limited number of immediate family members.
- National exposure for UToledo athletic events for the 2020-21 season included 11 Rocket games that were broadcast on national television (three of six football games and eight men's basketball games).
- Live streaming during the 2020-21 season includes 115 athletic events that were streamed live, with 44 of these events produced by UToledo. These live-streamed athletic events include men's basketball (22); women's basketball (23), baseball (25), football (3), women's soccer (4), volleyball (16), softball (20), men's tennis (1) and women's tennis (1).
- UToledo athletics is also very active on social media, with 38,625 Facebook followers; 17,900 Twitter followers on the Department of Athletics account; and 38,625 Twitter followers on the football account. Additionally, the UToledo Department of Athletics has 17,500 Instagram followers.