

TRENDTOPPER MEDIABUZZ

THE GLOBAL LANGUAGE MONITOR FALL 2009 RANKINGS

[TOP 225 COLLEGES AND UNIVERSITIES]

Global Language Monitor's TrendTopper MediaBuzz ranks US Colleges and Universities according to their appearances in the global print and electronic media, on the Internet, throughout the blogosphere and now incorporates social media.



Sample Download

COPYRIGHT © 2009 BY THE GLOBAL LANGUAGE MONITOR

ISBN 978-0-615-33604-6

ALL RIGHTS RESERVED.

NO PART OF THIS DOCUMENT MAY BE REPRODUCED IN ANY FORMAT WITHOUT WRITTEN PERMISSION WITH THE EXCEPTION OF SHORT, PROPERLY ATTRIBUTED QUOTATIONS.

FIRST PRINTING NOVEMBER 2009

FOR MORE INFORMATION CALL: 1.925.367.7557

Table of Contents

Introduction – A Transformative Year

Highlights for fall 2009

The Top Twenty-five Universities

The Top Twenty-five Colleges

Top Specialty schools in their categories as well as overall rank

About TrendTopper MediaBuzz

Top Universities with change from spring 2009 and fall 2008

Top Colleges with change from spring 2009 and fall 2008

Top Schools by State

Top Universities by Momentum

University Momentum leaders for previous surveys

Top Colleges by Momentum

College Momentum leaders for previous surveys

Top Universities by Velocity

University Velocity leaders for previous surveys

Top Colleges by Velocity

TrendTopper MediaBuzz Backgrounder

Introduction – A Transformative Year

COLLEGE RANKINGS USUALLY OCCUPY THEIR OWN LITTLE NICHE IN THE WORLD. CHANGE COMES SLOWLY. AMHERST AND WILLIAMS ARE ALWAYS LURKING NEAR THE TOP OF THE LIBERAL ARTS COLLEGE RANKINGS. THE REVERED IVIES TAKING TURNS AT NO. 1 IN THE UNIVERSITY CATEGORY, ONCE IN A WHILE LETTING A USURPER, SUCH AS STANFORD, SNEAK IN. YOU'VE SEEN THIS ALL BEFORE AND IT IS AWFULLY FAMILIAR.

BUT EVERY ONCE IN A WHILE SIGNIFICANT CHANGE SEEMS TO BE AT HAND, WHAT US PRESIDENTS HAVE COME TO CRAVE ABOUT THEIR PRESIDENCIES — FOR THEM TO BE TRANSFORMATIVE. TRANSFORMATION ONLY OCCURS IN TIMES THAT THE CHINESE CALL 'INTERESTING,' THOSE OF UNCERTAINTY, OR CRISIS OR CHANGE, BY THE HAND OF MAN OR OTHERWISE. HAVING SOME TWENTY-FIVE PERCENT OF THE WORLD'S WEALTH VANISH SEEMINGLY OVERNIGHT MIGHT QUALIFY HERE. AND ACCORDING TO THE GLOBAL LANGUAGE MONITOR'S TRENDTOPPER MEDIABUZZ ANALYSIS OF THE US HIGHER EDUCATION MARKETPLACE, THIS CERTAINLY SEEMS TO BE THE CASE.

THE TRENDS FOR THIS YEAR SEEM TO PROVIDE A GLIMPSE INTO WHAT JUST MIGHT BE THE BEGINNINGS OF A TREND.

HERE ARE SOME OF THE HEADLINES.

- MICHIGAN AND MIT DISPLACE HARVARD ATOP INTERNET MEDIA BUZZ RANKING
- HARVARD DECLINES 20%; ENDOWMENT TROUBLES CITED
- PUBLIC IVIES (CAL, WISCONSIN, UNC, ETC.) AND TECHNOLOGY-FOCUSED INSTITUTIONS THRIVE
- WELLESLEY TOPS COLORADO AND WILLIAMS AMONG COLLEGES
- FIRST WOMEN'S COLLEGE ATOP LIBERAL ARTS RANKINGS
- LIBERAL ARTS COLLEGES HOLD THEIR OWN ON MEDIA BUZZ
- FIRST RANKINGS TO INCLUDE ONLINE, BUSINESS, TECH, ART AND MUSIC SCHOOLS INTEGRATED INTO THE RANKINGS

AND SO WHEN YOU ARE LOOKING THROUGH THE VARIOUS RANKINGS CONTAINED IN THESE PAGES, NOTHING SHOULD SURPRISE. CHANGE IS IN THE AIR. WHETHER IT IS PERMANENT,

THE BEGINNING OF A TREND, OR MERELY A TEMPORARY ABERRATION IT IS MUCH TOO SOON TO SAY.

US HIGHER EDUCATION REMAINS A FIERCELY COMPETITIVE, DYNAMIC AND HIGHLY ESTEEMED MARKETPLACE. WE FEEL THAT THIS TRULY DYNAMIC MARKET SEGMENT DESERVES TO BE MEASURED AT THE SPEED THAT ITS TRANSFORMATION IS UNFOLDING.

The Editors

Highlights for Fall 2009

IN THE UNIVERSITY CATEGORY, THERE APPEARED TO BE A 'FLIGHT TO QUALITY' WITH THE CONSUMER PERCEPTION OF QUALITY BEING THE PRICE-SENSITIVE 'PUBLIC IVIES' AND TECHNOLOGY-CENTERED SCHOOLS, EPITOMIZED BY THE UNIVERSITY OF MICHIGAN MOVING UP THREE PLACES TO THE TOP SPOT.

HARVARD SAW A DECLINE IN MEDIA BUZZ CITATIONS OF SOME 20%, PERHAPS REFLECTING ITS ENDOWMENT TAKING AN \$11 BILLION HIT INCLUDING SOME \$1.8 BILLION FROM THE GENERAL FUND. OTHER MAJOR MOVERS INCLUDE MIT JUMPING FROM NO. 16 TO NO. 2 AFFIRMED THE TECHNOLOGY TREND, NORTH CAROLINA, ANOTHER PUBLIC IVY, MOVED INTO THE TOP TEN, WITH CALIFORNIA—BERKELEY MOVING FROM NO. 10 TO NO. 6.

IN THE COLLEGE CATEGORY, WELLESLEY OVERTOOK COLORADO COLLEGE, WILLIAMS AND AMHERST TO CLAIM THE NO. 1 POSITION, A FIRST FOR A WOMEN'S COLLEGE. POMONA COLLEGE, ONE OF CALIFORNIA'S CLAREMONT COLLEGES RE-EMERGED IN THE TOP TEN, AND EUGENE LANG COLLEGE OF NEW SCHOOL UNIVERSITY DEBUTED AT A VERY STRONG NO. 9. OVERALL THE COLLEGE MEDIA BUZZ WAS GENERALLY UP IN CONTRAST TO THAT OF THE PRIVATE SCHOOLS ON THE UNIVERSITIES LIST.

THE GLOBAL LANGUAGE MONITOR INCLUDED SPECIALTY SCHOOLS, SUCH AS ART, BUSINESS, DESIGN, MUSIC AND ENGINEERING SCHOOLS, AS WELL AS ONLINE UNIVERSITIES. ALL THESE WERE INCLUDED IN THE COLLEGE CATEGORY WITH THE EXCEPTION OF THE ONLINE UNIVERSITY, WHICH WAS ASSIGNED TO THE UNIVERSITY CATEGORY.

AMONG THE SPECIALTY SCHOOLS:

- THE TOP BUSINESS SCHOOL WAS BABSON COLLEGE WAS THE TOP BUSINESS (67 OVERALL, COLLEGE).
- THE TOP ART AND DESIGN SCHOOLS WERE RHODE ISLAND SCHOOL OF DESIGN (RISD) (27 OVERALL, COLLEGE), PRATT INSTITUTE (28 OVERALL, COLLEGE), AND THE SCHOOL OF THE ART INSTITUTE OF CHICAGO (47 OVERALL, COLLEGE).
- THE TOP ENGINEERING SCHOOL WAS THE COOPER UNION (38 OVERALL, COLLEGE).
- THE TOP MUSIC SCHOOLS WERE THE JULLIARD SCHOOL (50 OVERALL, COLLEGE), THE NEW ENGLAND CONSERVATORY OF MUSIC (96 OVERALL, COLLEGE), AND BERKLEE COLLEGE (99 OVERALL, COLLEGE).
- THE TOP ONLINE UNIVERSITY WAS THE UNIVERSITY OF PHOENIX, USA (37 OVERALL, UNIVERSITY).

- THE TOP CHRISTIAN WAS WHEATON COLLEGE, IL (16 OVERALL, COLLEGE),
- THE TOP MILITARY ACADEMIES WERE THE UNITED STATES NAVAL ACADEMY (20 OVERALL, COLLEGE), VIRGINIA MILITARY INSTITUTE (40 OVERALL, COLLEGE), THE UNITED STATES MILITARY ACADEMY (48 OVERALL, COLLEGE), THE CITADEL, SC (54 OVERALL, UNIVERSITY) AND THE UNITED STATES AIR FORCE ACADEMY (61 OVERALL, COLLEGE).

About TrendTopper MediaBuzz

GLOBAL LANGUAGE MONITOR BEGAN COMPILING INFORMATION ABOUT COLLEGE RANKINGS (AND RATINGS) WHEN IT NOTICED A NUMBER OF BIASES BUILT INTO SUPPOSEDLY NON-BIASED STUDIES.

THERE WAS AN UPROAR WHEN COLLEGES WERE REPORTED TO BE PROVIDING STATS AND NUMBERS THAT WOULD SKEW THEIR INSTITUTION'S DATA IN THE MOST FAVORABLE LIGHT, BE THEY EXCLUDING SAT AND ACT SCORES FROM CERTAIN SEGMENTS OF THE COLLEGE POPULATION, INCREASING YIELD, DECREASING STUDENT/FACULTY RATIOS, ATTEMPTING TO INFLUENCE 'PEER ASSESSORS,' AND THE LIKE. IT IS LITTLE WONDER THAT A NUMBER OF INSTITUTIONS, MOST NOTABLY BARD COLLEGE, FINALLY REBELLED AND BEGAN TO REFUSE TO PARTICIPATE IN ANY RANKING ACTIVITY BY ANY AGENCY.

AT THIS POINT, GLM BEGAN TO CONSIDER IF THERE WAS A WAY TO MEASURE A COLLEGE'S VALUE ACCORDING TO ITS 'BRAND EQUITY'. SIMPLY PUT BRAND EQUITY IS THE VALUE A CONSUMER BESTOWS UPON A PRODUCT. IF YOU HAVE TWO IDENTICAL, COMPETING PRODUCTS, WHICH IS THE PRODUCT THAT CONSUMERS WILL CHOOSE, FOR WHICH THEY ARE WILLING TO PAY A PREMIUM (OR DEDICATE FOUR OR MORE YEARS OF THEIR LIFE).

NOW CONSIDER THAT THERE ARE ONLY THREE TYPES OF INTELLECTUAL PROPERTY IN THE US, AND ONE OF THEM IS THE TRADEMARK (OR BRAND). (THE OTHERS ARE THE PATENT FOR IDEAS AND THE COPYRIGHT FOR STRUCTURED THOUGHT.) THE TRADEMARK IS INTENDED TO REPRESENT ALL THE PERCEIVED ATTRIBUTES OF A PRODUCT OR SERVICE -- AND INSTITUTIONS OF HIGHER EDUCATION ARE NO DIFFERENT. PROSPECTIVE STUDENTS, ALUMNI, EMPLOYERS, AND THE WORLD AT LARGE BELIEVE THAT STUDENTS WHO ARE GRADUATED FROM SUCH INSTITUTIONS WILL CARRY WITH THEM MANY OR ALL OF THE HALLMARKS OF THAT PARTICULAR SCHOOL.

SO GLM CREATED THE TRENDTOPPER MEDIABUZZ ANALYSIS AS A WAY OF SEEING THE SCHOOLS THROUGH THE EYES OF THE WORLD AT LARGE.

IN THE RAPIDLY CHANGING COMMUNICATIONS AND MEDIA ENVIRONMENT OF THE EARLY 21ST CENTURY, YOU CANNOT RELY ON TELEPHONE SURVEYS, AT HOME INTERVIEWS, NEWSPAPER CLIPPINGS OR TELEVISION MENTIONS TO MEASURE THE WORTH OF A BRAND. TODAY THE METHODOLOGY MUST ENCOMPASS THE TWITTERS AND YOUTUBES OF THE WORLD, AS WELL AS THE TENS OF MILLIONS OF BLOGS, THE BILLIONS OF WEB PAGES, AS WELL AS THE TOP GLOBAL PRINT AND ELECTRONIC MEDIA.

THIS ENORMOUS SAMPLE SIMPLY CANNOT BE TAMPERED WITH BECAUSE NO SINGLE, INSTITUTION HAS THE ABILITY TO INFLUENCE, LET ALONE CORRUPT, DATA STREAMING FROM HUNDREDS OF THOUSANDS IF NOT MILLIONS OF POINTS OF ORIGIN.

“Indeed, the study seems to validate the Harvard Kennedy School’s recent decision to rebrand itself. Known as the Kennedy School of Government until last spring, the public policy and administration changed its shorthand so that it includes the word “Harvard.” The new shorthand reference ... is serving to reinforce that we are part of the Harvard University family of premier graduate schools,” said Doug Gavel, a Kennedy School spokesman.”

The Harvard Crimson

TRENDTOPPER MEDIABUZZ UTILIZES A MATHEMATICAL MODEL THAT ‘NORMALIZES’ THE DATA AND ALLOWS GLM TO MAKE STATISTICALLY SIGNIFICANT COMPARISONS AMONG THE VARIOUS MEASUREMENTS. THE END RESULT IS A NON-BIASED ANALYTICAL TOOL THAT WILL ALLOW YOU TO GAUGE THE RELATIVE VALUES DIFFERING INSTITUTIONS ARE ASSIGNED BY CONSUMERS, AS WELL AS MEASURES OF HOW THAT VALUE CHANGES OVER TIME.

THE TOP 200 COLLEGES AND UNIVERSITIES WERE ALSO RANKED BY MEDIA MOMENTUM, DEFINED AS LARGEST CHANGE IN MEDIA BUZZ FROM THE END OF 2008, AND THE

LARGEST CHANGE IN MEDIA CITATIONS IN THE PREVIOUS 90 DAYS. THE STUDY IS LONGITUDINAL IN NATURE WITH THE LATEST ANALYSIS COMPLETED ON NOVEMBER 1, 2009.

For a more details on TrendTopper MediaBuzz, go to the backgrounder on page 59 of the premium edition.,

Top Universities with change from spring 2009 and fall 2008

This section details the top 125 universities, their ranking as of November 1, 2009 and their previous rankings six months earlier and a year earlier.

The TrendTopper MediaBuzz study is an on-going longitudinal analysis continually expanding its sample. If a school was not ranked in a prior analysis, this is signified with 'nr'.

**Top Universities with change from spring 2009 and fall 2008
No. 1-25**

	Universities	Spring 2009	Fall 2008
RANK			
1	UNIVERSITY OF MICHIGAN—ANN ARBOR, MI	4	5
2	MASSACHUSETTS INSTITUTE OF TECHNOLOGY, MA	16	21
3	HARVARD UNIVERSITY, MA	1	1
4	COLUMBIA UNIVERSITY, NY	2	2
5	UNIVERSITY OF CHICAGO, IL	3	4
6	UNIVERSITY OF CALIFORNIA—BERKELEY, CA	10	7
7	UNIVERSITY OF WISCONSIN—MADISON , WI	6	6
8	STANFORD UNIVERSITY, CA	5	3
9	UNIVERSITY OF NORTH CAROLINA—CHAPEL HILL, NC	17	18
10	CORNELL UNIVERSITY, NY	7	9
11	YALE UNIVERSITY, CT	9	8
12	PRINCETON UNIVERSITY, NJ	8	10
13	UNIVERSITY OF PENNSYLVANIA, PA	11	12
14	UNIVERSITY OF CALIFORNIA—LOS ANGELES, CA	13	24
15	UNIVERSITY OF WASHINGTON, WA	12	14
16	UNIVERSITY OF MINNESOTA, MN	NR	NR
17	NEW YORK UNIVERSITY, NY	18	16
18	UNIVERSITY OF CALIFORNIA—SAN DIEGO, CA	19	30
19	JOHNS HOPKINS UNIVERSITY, MD	14	15
20	OHIO STATE UNIVERSITY—COLUMBUS, OH	22	NR
21	UNIVERSITY OF VIRGINIA, VA	28	40
22	U. OF CALIFORNIA, DAVIS, CA	20	NR
23	GEORGIA INSTITUTE OF TECHNOLOGY, GA	33	20
24	DUKE UNIVERSITY, NC	15	13
25	BOSTON UNIVERSITY, MA	21	NR

*

NR MEANS NOT RANKED FOR THAT PERIOD

To see the rest of the Top Universities with change from spring 2009 and fall 2008, download the premium edition.

Top Colleges with change from spring 2009 and fall 2008

This section details the top 100+ colleges, their ranking as of November 1, 2009 and their previous rankings six months earlier and a year earlier.

The TrendTopper MediaBuzz study is an on-going longitudinal analysis continually expanding its sample. If a school was not ranked in a prior analysis, this is signified with 'nr'.

Top Colleges with change from spring 2009 and fall 2008
No. 1-25

	Colleges, Fall 2009	Spring 2009	Fall 2008
Rank			
1	WELLESLEY COLLEGE, MA	4	5
2	WILLIAMS COLLEGE, MA	2	2
3	COLORADO COLLEGE, CO	1	1
4	OBERLIN COLLEGE, OH	5	8
5	AMHERST COLLEGE, MA	3	7
6	POMONA COLLEGE, CA	21	10
7	MIDDLEBURY COLLEGE, VT	6	4
8	UNION COLLEGE, NY	8	12
9	EUGENE LANG COLLEGE, NY	NR	NR
10	UNIVERSITY OF RICHMOND, VA	7	3
11	VASSAR COLLEGE, NY	9	9
12	BOWDOIN COLLEGE, ME	11	17
13	BRYN MAWR COLLEGE, PA	16	24
14	CONNECTICUT COLLEGE, CT	26	18
15	BUCKNELL UNIVERSITY, PA	12	6
16	WHEATON COLLEGE IL	NR	NR
17	HAMILTON COLLEGE, NY	15	11
18	BARNARD COLLEGE, NY	18	21
19	DICKINSON COLLEGE, PA	23	NR
20	UNITED STATES NAVAL ACADEMY, MD	NR	20
21	WASHINGTON & LEE UNIVERSITY, VA	36	NR
22	COLGATE UNIVERSITY, NY	17	14
23	CARLETON COLLEGE, MN	24	16
24	BATES COLLEGE, ME	32	23
25	WILLAMETTE UNIVERSITY, OR	44	NR

*NR MEANS NOT RANKED FOR THAT PERIOD

To see the rest of the Top Colleges with change from spring 2009 and fall 2008, download the premium edition.

Top Universities by Score

This section details the top 125 universities, their ranking as of November 1, 2009 and their Score. The top university is scored at 1000. The other universities are listed in rank order with their score. This allows you to see the relative difference between any set of schools.

Top Universities by Score No. 1-25

Universities by Score		
Rank		Score
1	UNIVERSITY OF MICHIGAN—ANN ARBOR, MI	1,000.00
2	MASSACHUSETTS INSTITUTE OF TECHNOLOGY, MA	962.61
3	HARVARD UNIVERSITY, MA	930.96
4	COLUMBIA UNIVERSITY, NY	855.94
5	UNIVERSITY OF CHICAGO, IL	760.82
6	UNIVERSITY OF CALIFORNIA—BERKELEY, CA	724.23
7	UNIVERSITY OF WISCONSIN—MADISON , WI	697.27
8	STANFORD UNIVERSITY, CA	695.47
9	UNIVERSITY OF NORTH CAROLINA—CHAPEL HILL, NC	655.07
10	CORNELL UNIVERSITY, NY	652.06
11	YALE UNIVERSITY, CT	578.10
12	PRINCETON UNIVERSITY, NJ	551.17
13	UNIVERSITY OF PENNSYLVANIA, PA	514.71
14	UNIVERSITY OF CALIFORNIA—LOS ANGELES, CA	500.16
15	UNIVERSITY OF WASHINGTON, WA	426.90
16	UNIVERSITY OF MINNESOTA, MN	420.47
17	NEW YORK UNIVERSITY, NY	399.16
18	UNIVERSITY OF CALIFORNIA—SAN DIEGO, CA	394.36
19	JOHNS HOPKINS UNIVERSITY, MD	388.12
20	OHIO STATE UNIVERSITY—COLUMBUS, OH	377.72
21	UNIVERSITY OF VIRGINIA, VA	368.04
22	U. OF CALIFORNIA, DAVIS, CA	354.90
23	GEORGIA INSTITUTE OF TECHNOLOGY, GA	341.69
24	DUKE UNIVERSITY, NC	334.78
25	BOSTON UNIVERSITY, MA	325.49

To see the rest of the Top Universities by Score, download the premium edition.

Top Colleges by Score

This section details the top 100+ colleges, their ranking as of November 1, 2009 and their Score. The top college is scored at 1000. The other colleges are listed in rank order with their score. This allows you to see the relative difference between any set of schools.

Top Colleges by Score

No. 1-25

	Colleges	
Rank		Score
1	WELLESLEY COLLEGE, MA	1,000.00
2	WILLIAMS COLLEGE, MA	964.78
3	COLORADO COLLEGE, CO	934.66
4	OBERLIN COLLEGE, OH	834.91
5	AMHERST COLLEGE, MA	811.72
6	POMONA COLLEGE, CA	811.72
7	MIDDLEBURY COLLEGE, VT	671.21
8	UNION COLLEGE, NY	652.99
9	EUGENE LANG COLLEGE, NY	652.99
10	UNIVERSITY OF RICHMOND, VA	647.97
11	VASSAR COLLEGE, NY	642.96
12	BOWDOIN COLLEGE, ME	602.74
13	BRYN MAWR COLLEGE, PA	586.38
14	CONNECTICUT COLLEGE, CT	574.47
15	BUCKNELL UNIVERSITY, PA	546.30
16	WHEATON COLLEGE IL	534.67
17	HAMILTON COLLEGE, NY	531.43
18	BARNARD COLLEGE, NY	520.81
19	DICKINSON COLLEGE, PA	506.54
20	UNITED STATES NAVAL ACADEMY, MD	498.81
21	WASHINGTON & LEE UNIVERSITY, VA	493.36
22	COLGATE UNIVERSITY, NY	488.66
23	CARLETON COLLEGE, MN	481.63
24	BATES COLLEGE, ME	481.46
25	WILLAMETTE UNIVERSITY, OR	475.22

To see the rest of the Top Colleges by Score, download the premium edition.

Top Schools by State

This section details the number of schools on either the University list or the college list by state.

The state lists contain each school's ranking within the state, as well as their ranking within their particular list. The state lists are a combination of both the college and university lists, with the schools ranked in the order that they appear, with ties listed alphabetically.

In addition, the BOC notation signifies Best of Class; it is noted for those schools that are either first in the overall ranking, or first in a specific classification.

Best of Class is awarded for:

Top University: Michigan

Top College: Wellesley

Top Engineering Hybrid (Art/Design) School: Cooper Union

Top Business: Babson College was the Top Business (67 overall, college).

Top Art and Design school: Rhode Island School of Design (RISD)

Top Music School: the Juilliard School

Top Online University: University of Phoenix

Top Christian school: Wheaton College, IL

Top Military Academy: the United States Naval Academy

Top Schools by State

Rank in State		Consolidated Rankings	
	New York		
1	COLUMBIA UNIVERSITY	4	
2	UNION COLLEGE	8	
3	EUGENE LANGE COLLEGE	9	
4	CORNELL UNIVERSITY	10	
5	VASSAR COLLEGE	11	
6	NEW YORK UNIVERSITY	17	
6	HAMILTON COLLEGE	17	
8	BARNARD COLLEGE	18	
9	COLGATE UNIVERSITY	22	
10	PRATT INSTITUTE	28	
11	COPPER UNION	38	BOC
12	SUNY STONY BROOK	40	
13	SYRACUSE UNIVERSITY	47	
14	JUILLIARD SCHOOL	50	BOC
15	RENSSELAER POLYTECHNIC INSTITUTE	52	
16	SKIDMORE COLLEGE	57	
17	UNIVERSITY OF ROCHESTER	63	
18	FORDHAM UNIVERSITY	75	
18	ST. LAWRENCE UNIVERSITY	75	
20	SUNY BUFFALO	78	
21	CUNY QUEENS COLLEGE	96	
21	HOBART AND WILLIAM SMITH COLLEGE	96	
23	ROCHESTER INSTITUTE OF TECHNOLOGY	100	
24	CUNY BROOKLYN COLLEGE	101	
25	SUNY PURCHASE	102	
26	YESHIVA UNIVERSITY	105	
27	SUNY BINGHAMTON	109	
28	SUNY ALBANY	110	

29	CUNY BARUCH COLLEGE	113	
----	---------------------	-----	--

Top Schools by State

Rank in State		Consolidated Rankings	
30	CUNY CITY COLLEGE	123	
	California		
1	UNIVERSITY OF CALIFORNIA - BERKELEY	6	
1	POMONA COLLEGE	6	
3	STANFORD UNIVERSITY	8	
4	UNIVERSITY OF CALIFORNIA - LOS ANGELES	14	
5	UNIVERSITY OF CALIFORNIA - SAN DIEGO	18	
6	UNIVERSITY OF CALIFORNIA - DAVIS	22	
7	UNIVERSITY OF CALIFORNIA - SANTA BARBARA	28	
8	UNIVERSITY OF CALIFORNIA - IRVINE	31	
9	MILLS COLLEGE	37	
10	UNIVERSITY OF SOUTHERN CALIFORNIA	38	
11	CALIFORNIA INSTITUTE OF TECHNOLOGY	43	
12	OCCIDENTAL COLLEGE	45	
13	CLAREMONT MCKENNA COLLEGE	66	
14	HARVEY MUDD COLLEGE	80	
15	SANTA CLARA UNIVERSITY	88	
16	LOYOLA MARYMOUNT	90	
17	PITZER COLLEGE	92	
18	SCRIPPS COLLEGE	93	
19	UNIVERSITY OF SAN DIEGO	94	
20	UNIVERSITY OF REDLANDS	107	
21	PEPPERDINE UNIVERSITY	108	
22	CAL POLY SAN LUIS OBISPO	122	

Massachusetts			
1	WELLESLEY COLLEGE	1	BOC
2T	MASSACHUSETTS INSTITUTE OF TECHNOLOGY	2	
2T	WILLIAMS COLLEGE	2	

Top Schools by State

Rank in State		Consolidated Rankings	
4	HARVARD UNIVERSITY	3	
5	AMHERST COLLEGE	5	
6	BOSTON UNIVERSITY	25	
7	BOSTON COLLEGE	30	
8	MOUNT HOLYOKE COLLEGE	33	
9	SMITH COLLEGE	55	
10	TUFTS UNIVERSITY	65	
11	BABSON COLLEGE	67	BOC
12	COLLEGE OF HOLY CROSS	74	
13	BRANDEIS UNIVERSITY	86	
14	STONEHILL COLLEGE	87	
15	NORTHEASTERN UNIVERSITY	91	
16	NEW ENGLAND CONSERVATORY OF MUSIC	96	
17	BERKLEE COLLEGE OF MUSIC	99	
18	WHEATON COLLEGE	100	
19	WORCESTER POLYTECHNIC INSTITUTE	117	
Pennsylvania			
1T	BRYN MAWR COLLEGE	13	
1T	UNIVERSITY OF PENNSYLVANIA	13	
3	BUCKNELL UNIVERSITY	15	
4	DICKINSON COLLEGE	19	

5	LAFAYETTE COLLEGE	26	
6	GETTYSBURG COLLEGE	31	
7	SWARTHMORE COLLEGE	32	
8	HAVERFORD COLLEGE	34	
9	PENNSYLVANIA STATE UNIVERSITY	34	
10	UNIVERSITY OF PITTSBURGH	39	
11	CARNEGIE MELLON UNIVERSITY	58	
12	FRANKLIN AND MARSHALL COLLEGE	62	

To see the rest of the Top Schools by State, download the premium edition.

Top Universities by Momentum

This section details the schools with the greatest change in number of citations from all sources on a year-over-year basis.

Top Universities, Momentum 1-27

Universities -- Momentum, Fall 2009	
Rank	
1	UNIVERSITY OF CONNECTICUT, CT
2	NEW JERSEY INSTITUTE OF TECHNOLOGY, NJ
3	PROVIDENCE COLLEGE, RI
4	UNIVERSITY OF VERMONT, VT
5	SANTA CLARA UNIVERSITY, CA
6	UNIVERSITY OF REDLANDS, CA
7	GEORGIA INSTITUTE OF TECHNOLOGY, GA
8	STEVENS INSTITUTE OF TECHNOLOGY, NJ
9	CLEMSON UNIVERSITY, SC
10	LOYOLA MARYMOUNT, CA
11	BOSTON COLLEGE, MA
12	UNIVERSITY OF ARIZONA, AZ
13	SUNY ALBANY, NY
14	SUNY PURCHASE, NY
15	CUNY CITY COLLEGE, NY
16	MICHIGAN STATE UNIVERSITY
17	COLLEGE OF NEW JERSEY, NJ
18	SUNY BUFFALO, NY
19	DREXEL UNIVERSITY, PA
20	CAL POLY SAN LUIS OBISPO, CA
21	XAVIER UNIVERSITY, LA
22	AMERICAN UNIVERSITY, DC
23	WAKE FOREST UNIVERSITY, NC
24	ROCHESTER INSTITUTE OF TECHNOLOGY, NY

25	TEXAS CHRISTIAN UNIVERSITY, TX
26	LEHIGH UNIVERSITY , PA
27	VILLANOVA UNIVERSITY, PA

To see the rest of the Top Universities by Momentum, as well as the Previous University Momentum Ranking Comparison, download the Premium edition.

Top Universities by Velocity

This section details the schools with the greatest change in number of citations from all sources over the final 90 days of the analysis.

Top Universities Velocity 1-27

Universities -- Velocity, Fall 2009	
Rank	
1	UNIVERSITY OF MISSOURI--COLUMBIA, MO
2	NEW JERSEY INSTITUTE OF TECHNOLOGY, NJ
3	UNIVERSITY OF ARIZONA, AZ
4	U. OF CALIFORNIA, IRVINE, CA
5	MICHIGAN STATE UNIVERSITY
6	SUNY PURCHASE, NY
7	WASHINGTON UNIVERSITY IN ST. LOUIS, MO
8	PROVIDENCE COLLEGE, RI
9	STEVENS INSTITUTE OF TECHNOLOGY, NJ
10	UNIVERSITY OF CALIFORNIA—SAN DIEGO, CA
11	MASSACHUSETTS INSTITUTE OF TECHNOLOGY, MA
12	NORTH CAROLINA STATE UNIVERSITY, NC
13	UNIVERSITY OF CALIFORNIA—SANTA BARBARA, CA
14	IOWA STATE UNIVERSITY, IA
15	PENNSYLVANIA STATE UNIVERSITY, PA
16	CASE WESTERN RESERVE, OH
17	UNIVERSITY OF REDLANDS, CA
18	SANTA CLARA UNIVERSITY, CA
19	UNIVERSITY OF MARYLAND—COLLEGE PARK, MD
20	CARNEGIE MELLON UNIVERSITY, PA
21	DREXEL UNIVERSITY, PA
22	UNIVERSITY OF VIRGINIA, VA
23	BOSTON UNIVERSITY, MA
24	SUNY BUFFALO, NY
25	UNIVERSITY OF MIAMI, FL
26	NEW YORK UNIVERSITY, NY
27	UNIVERSITY OF CALIFORNIA—LOS ANGELES, CA

To see the rest of the Top Universities by Velocity, as well as the Previous University Velocity Ranking Comparison, download the premium edition.

Top Colleges by Velocity

This section details the schools with the greatest change in number of citations from all sources over the final 90 days of the analysis.

Top Colleges Velocity

1-27

Colleges -- Velocity, Fall 2009	
Rank	
1	ST JOHN' UNIVERSITY, MD, NM
2	UNIVERSITY OF MARY WASHINGTON, VA
3	POMONA COLLEGE, CA
4	COOPER UNION, NY
5	WELLESLEY COLLEGE, MA
6	COLORADO COLLEGE, CO
7	CONNECTICUT COLLEGE, CT
8	TRINITY UNIVERSITY, TX
9	GETTYSBURG COLLEGE, PA
10	UNION COLLEGE, NY
11	EUGENE LANG COLLEGE, NY
12	COLLEGE OF WOOSTER, OH
13	BRYN MAWR COLLEGE, PA
14	WHITMAN COLLEGE, WA
15	UNITED STATES MILITARY ACADEMY, NY
16	HARVEY MUDD COLLEGE, CA
17	BELOIT COLLEGE, WI
18	CLAREMONT MCKENNA COLLEGE, CA
19	WILLIAMS COLLEGE, MA
20	UNITED STATES AIR FORCE ACADEMY, CO
21	KENYON COLLEGE, OH
22	SEWANEE—UNIVERSITY OF THE SOUTH, TN
23	PRATT INSTITUTE, NY
24	OBERLIN COLLEGE, OH
25	JULLIARD SCHOOL, NY
26	MIDDLEBURY COLLEGE, VT
27	BARD COLLEGE, NY

To see the rest of the Top Colleges by Velocity, download the premium edition.

TrendTopper MediaBuzz Backgrounder

MOST COLLEGES MEASURE THEIR MEDIA PRESENCE OR SHARE OF VOICE, WITH THE NEWEST INCARNATION OF THE TRADITIONAL NEWSPAPER CLIPPING SERVICES (WHICH NOW INCLUDE MAGAZINES AND SOME TELEVISION AND RADIO). THE PROBLEM HERE, OF COURSE, IS THAT YOU ARE MEASURING MEDIA, THAT BY EVER SURVEY AND STUDY ARE NOT ONLY RAPIDLY FADING BUT ALSO OF LESS AND LESS INTEREST TO YOUR TARGET AUDIENCE.

THIS IS WHERE GLOBAL LANGUAGE MONITOR'S TRENDTOPPER SERVICE DISTINGUISHES ITSELF. THE VALUE PROPOSITION IS A SIMPLE ONE -- MEASURE WHAT IS IMPORTANT TO YOUR AUDIENCE: THE INTERNET (WHICH INCLUDES SOCIAL MEDIA), THE BLOGOSPHERE, AS WELL AS THE GLOBAL PRINT AND ELECTRONIC MEDIA.

IN THE US THERE ARE ONLY THREE LEGALLY RECOGNIZED FORMS OF INTELLECTUAL PROPERTY (IP): PATENTS FOR IDEAS, COPYRIGHTS FOR WORDS, AND TRADEMARKS FOR WHAT WE NOW CALL BRANDS, WHICH ARE CREATED TO REFLECT THE ATTRIBUTES – AND BY EXTENSION THE REPUTATION, OF THE PRODUCT OR SERVICE.

IN THE WORLD OF HIGHER EDUCATION, IT IS GENERALLY UNDERSTOOD THAT COLLEGES ARE, THEMSELVES, BRANDS. AND THE COLLEGE NAME CARRIES THE WEIGHT OF THAT PARTICULAR BRAND, FOR BETTER OR FOR ILL.

COLLEGES AND UNIVERSITIES HAVE ONE MORE ELEMENT THAT DISTINGUISHES THEM FROM ALL THE OTHERS – THE FACT THAT THEY ARE LINKED TO OTHER COLLEGES BY REPUTATION (PEER GROUPS OR COHORTS), WHICH EXTEND IN ALL SORTS OF INTERESTING WAYS BEYOND AND ACROSS CONFERENCE AND LEAGUES.

DISTINGUISHING THEMSELVES WITHIN THEIR PARTICULAR PEER GROUP CAN BE VITALLY IMPORTANT BECAUSE THIS IS WHERE AN INSTITUTION'S 'BRAND EQUITY' COMES TO THE FORE. IN CLASSIC MARKETING, BRAND EQUITY IS WHEN THE CONSUMER IS WILLING TO PAY A 'PREMIUM' FOR WHAT ARE PERCEIVED TO BE NEARLY IDENTICAL PRODUCTS: COKE AND PEPSI (OR REGIONALLY POP VS. SODA VS. TONIC); IBM OR MAC (OR HP OR DELL); STARBUCKS VS. PEETS, OR EVEN CAL VS. STANFORD, PRINCETON VS. YALE, UNION VS. HAMILTON, WASHU VS. EMORY, VANDERBILT VS. UVA, CARLETON VS. MACALESTER, UT VS. A&M, WABASH VS. DEPAUW, BUCKNELL VS. COLGATE, AND SO ON. ADD PEER GROUPS

TO THE EQUATION AND IT BECOMES EVEN MORE COMPLEX – AND DYNAMIC. .

AT A TIME WHEN A FEW STUDENTS MORE OR LESS CAN CHANGE AN INSTITUTION'S REVENUE STREAM FROM POSITIVE TO NEGATIVE, OR MEAN AN EVEN BIGGER BITE OUT OF THE ENDOWMENT ACCRUED OVER THE YEAR (DECADES, AND/OR CENTURIES) BRAND EQUITY MOVES FROM AN INTERESTING CONCEPT TO A COLLEGE AND UNIVERSITY IMPERATIVE. MOVEMENT WITHIN A PEER GROUP, EXPANDING AN INSTITUTION'S PEER GROUP, OR, EVEN, MOVING FROM ONE PEER GROUP TO ANOTHER CAN SPELL ULTIMATE SUCCESS, OR FAILURE, FOR THAT PARTICULAR INSTITUTION.

OUR TRENDTOPPER COLLEGE AND UNIVERSITY RANKING IS A DIRECT RESULT OF THIS ANALYSIS.

AND THE TRENDTOPPER RANKINGS THAT WE PUBLISH TWICE ANNUALLY (ANOTHER WILL APPEAR WITHIN THE NEXT MONTH OR SO) ARE JUST THE TIP OF THE ICEBERG OF THE ANALYSIS: INSTITUTIONS USE OUR METHODOLOGY TO DETERMINE STRENGTHS AND WEAKNESSES VS. THEIR PEER GROUP OR ANY OTHER CRITERIA THEY FIND RELEVANT, ANSWERING QUESTIONS, SUCH AS:

- WE HAVE LITTLE KNOWLEDGE OF HOW WE ARE PERCEIVED IN SOCIAL MEDIA. WHAT WE DON'T KNOW CAN'T BE SHAPED. CAN YOU HELP US THERE?
- HOW IS OUR INSTITUTION PERCEIVED BY THE PUBLIC AT LARGE? WE HAVE A STRONG REPUTATION AMONG HIGH SCHOOL GUIDANCE COUNSELORS AND PEER ASSESSMENTS, BUT PARENTS (AND STUDENTS) WANT TO KNOW ABOUT POTENTIAL EMPLOYERS? AND WHAT ABOUT EMPLOYERS OUTSIDE OUR NECK OF THE WOODS?
- WE ARE KNOWN FOR OUR EXCELLENT LIBERAL ARTS PROGRAMS, BUT WE FEEL OUR INFORMATION TECHNOLOGY OFFERING LAGS IN RECOGNITION. OUR COMPETITORS ANNUALLY ENROLL ABOUT 20% MORE STUDENTS FOR WHAT WE SEE AN EQUAL (OR EVEN LESSER) CURRICULUM. WHAT CAN BE DONE?
- WE KNOW THAT WE RECEIVE A LARGE SHARE OF VOICE WITH OUR MONTHLY SURVEY FROM THE ECON DEPARTMENT, WHAT CAN WE DO TO REPLICATE THIS SUCCESS?
- WE DON'T HAVE A FOOTBALL [OR LACROSSE OR DANCE OR BIOENGINEERING] PROGRAM. EVERYONE ELSE IN OUR PEER GROUP HAS ONE AND THIS NECESSARILY LOWERS OUR

RIGHTFUL STATUS TO OUR TARGET AUDIENCE IN THE MIDWEST. DOES IT MAKE A DIFFERENCE?

- MOST STUDENTS NOW GO FIRST TO WIKIPEDIA TO FIND AN ANSWER. THIS APPLIES COLLEGES AND UNIVERSITIES, AS WELL. WE DON'T AGREE WITH OUR WIKIPEDIA ASSESSMENT. WHAT DO WE DO HERE?

WE USE OUR PQI TECHNOLOGY AS THE BASIS OF THE RANKINGS. THIS TECHNOLOGY NOT ONLY REVEALS THE RANKINGS OF THE SCHOOLS BUT ALSO DETERMINES THE VELOCITY AND MOMENTUM OF THE INSTITUTIONS IN ANY NUMBER OF CATEGORIES. VELOCITY IS SHORT-TERM CHANGE; MOMENTUM IS CHANGE OVER A LONGER PERIOD OF TIME.

A BRAND IS INTENDED TO REPRESENT THE PERCEIVED ATTRIBUTES OF A PRODUCT OR SERVICE - AND INSTITUTIONS OF HIGHER EDUCATION ARE NO DIFFERENT.

OUR TRENDTOPPER ANALYSIS IS A WAY OF SEEING THE SCHOOLS THROUGH THE EYES OF THE WORLD AT LARGE. AS WITH ANY BRAND, PROSPECTIVE STUDENTS, ALUMNI, EMPLOYERS, AND THE WORLD AT LARGE BELIEVE THAT STUDENTS WHO ARE GRADUATED FROM SUCH INSTITUTIONS WILL CARRY ON THE ALL THE HALLMARKS OF THAT PARTICULAR SCHOOL.

WE CREATED THE TRENDTOPPER MEDIABUZZ RANKINGS TO REMOVE ALL BIAS THAT WE SAW AS INHERENT IN EACH OF THE OTHER PUBLISHED RANKINGS, BE THEY PEER ASSESSMENTS, THE OPINION OF HIGH SCHOOL GUIDANCE COUNSELORS, THE RATIO OF ENDOWMENT TO NUMBER OF STUDENTS, NUMBER OF LEFT-LEANING PROFESSORS, AND ALL THE REST.

WE FOUND IT HIGHLY INTEREST THAT MANY INSTITUTIONS USED OUR RANKINGS AS A VALIDATION OF THEIR RECENT REPUTATION MANAGEMENT DECISIONS:

- HARVARD UNIVERSITY: "RANKINGS HIGHLIGHT CORRELATION BETWEEN UNIVERSITY PRESTIGE AND MEDIA COVERAGE ... INDEED, THE STUDY SEEMS TO VALIDATE THE HARVARD KENNEDY SCHOOL'S RECENT DECISION TO REBRAND ITSELF. KNOWN AS THE KENNEDY SCHOOL OF GOVERNMENT UNTIL LAST SPRING, THE PUBLIC POLICY AND ADMINISTRATION CHANGED ITS SHORTHAND SO THAT IT INCLUDES THE WORD "HARVARD".

- BOSTON COLLEGE: "UNIVERSITY SPOKESMAN JACK DUNN SAID, "BOSTON COLLEGE'S RANKING IN THIS STUDY SERVES AS AN AFFIRMATION OF WHAT WE HAVE LONG BELIEVED. ACADEMIC RESEARCH AND ACCOMPLISHMENTS ALONG WITH MEDIA CITATIONS AND THIS RECENT RANKING ARE ALL AFFIRMATIONS OF THE GROWING STEAM OF THIS UNIVERSITY." THE MAJOR FACTORS THAT CONTRIBUTED TO BC'S HIGH RANKING WERE A WELL-PUBLISHED ACADEMIC COMMUNITY, A STRONG PUBLIC RELATIONS OFFICE, AND A SUCCESSFUL SPORTS PROGRAM IN RECENT YEARS.
- VANDERBILT UNIVERSITY: "... WHEN PROSPECTIVE STUDENTS, FACULTY, FRIENDS AND NEIGHBORS HEAR 'VANDERBILT' THEY ASSOCIATE IT WITH EXCELLENT ACADEMIC PROGRAMS, INNOVATIVE RESEARCH, WORLD CLASS HEALTH CARE, THE BEST STUDENTS, A GORGEOUS CAMPUS, A DYNAMIC HOMETOWN, ROCKIN' ATHLETICS AND MORE. AND, BY ONE MEASURE AT LEAST, WE'RE SUCCEEDING."
- CHRONICLE OF HIGHER EDUCATION: "[GLM'S TRENDTOPPER ANALYSIS] IS AT LEAST ONE MEASURE OF WEALTH, SUCCESS AND PRESTIGE," HOOVER SAID. "EVEN ON CAMPUSES WHERE PRESIDENTS DO NOT PUT TOO MUCH STOCK INTO RANKINGS THEMSELVES, IT IS SOMETHING THEY MUST THINK ABOUT" BECAUSE ALUMS AND TOP STUDENTS PAY ATTENTION TO THEM. – ERIC HOOVER, MARKETING STRATEGIES, CHRONICLE OF HIGHER EDUCATION, QUOTED IN HARVARD CRIMSON.

FINALLY, WE WERE CONCERNED THAT SOME THINGS COULD SKEW THE RESULTS, SUCH AS MAJOR SPORTS PROGRAMS, ACADEMIC SCANDALS, OR TEMPORARY NOTORIETY. IN ALL THREE CASES WE FOUND THOSE PARTICULAR CONCERNS UNFOUNDED.

FOR EXAMPLE, THE UNIVERSITY OF CHICAGO (No. 6, UNIVERSITIES) DID QUITE WELL IN SPITE OF DROPPING OUT OF THE BIG TEN SOME 60 YEARS AGO. [APPARENTLY, NOBEL PRIZE WINNERS TRUMP MAJOR COLLEGE FOOTBALL.]

WE TESTED THIS BY REMOVING REFERENCES TO THE ATHLETIC PROGRAM, OR SCANDAL, OR CAUSE OF TEMPORARY NOTORIETY IN TEST SAMPLES. HOWEVER, WE SHOULD NOTE THAT THESE FACTORS DO, INDEED, MAKE A DIFFERENCE WITHIN DISCRETE PEER GROUPS.

OUR TRENDTOPPER COLLEGE AND UNIVERSITY RANKINGS ARE RELEASED TWICE A YEAR.

WE FEEL THAT THIS TRULY DYNAMIC MARKET SEGMENT DESERVES TO BE MEASURED AT THE SPEED THAT ITS TRANSFORMATION IS UNFOLDING.