



## EVALUATION CRITERIA

### I. Brand Recognition

Brand recognition is a critical factor in attracting funding, faculty, and students to the new institution. To gauge institutions' brand recognition we utilized the US News Ranking and World Report Ranking<sup>1</sup> to create the below evaluation scale:

- 5 – Globally recognized institution
- 4 – Highly regarded institution in the U.S.
- 3 – Highly recognized institution in California
- 2 – Regional institutions in other parts of the U.S.
- 1 – Unknown institution

### II. Financial Endowment (per Student)

Financial Endowment is an indicator that evaluates each institution's financial capacity to pursue and help fund a new campus. Based on 2014 National Association of College and University Business NACUBO Common Fund Study of Endowments<sup>2</sup>, we measured this criterion by dividing the financial endowment received by the total student body size – undergraduate, graduate and professional students (2014).

- 5 – Endowment of \$472,000 and above
- 4 – Endowment of \$148,000 to \$472,000
- 3 - Endowment of \$58,000 to \$148,000
- 2 - Endowment of \$11,000 to \$58,000
- 1 - Endowment of \$11,000 and below

### III. Tuition Cost (per Year)

Providing education opportunities that are accessible is one of the nine goals established by the city for this project. We assessed each institution's tuition fee

---

<sup>1</sup> US News and World Ranking <http://colleges.usnews.rankingsandreviews.com/best-colleges>

<sup>2</sup> NACUBO [http://www.nacubo.org/Research/NACUBO-Commonfund\\_Study\\_of\\_Endowments.html](http://www.nacubo.org/Research/NACUBO-Commonfund_Study_of_Endowments.html)

(2015-2016) based on out of state tuition costs and developed the ranking system as below:

- 5 – Tuition cost less than \$40,000
- 4 – Tuition cost ranging from \$40,000 to \$43,000
- 3 – Tuition cost ranging from \$43,000 to \$45,000
- 2 – Tuition cost ranging from \$45,000 to \$48,000
- 1 – Tuition cost ranging from \$48,000 and above

#### IV. Mexican Connection

To further the goal of a binational institution, we evaluated each institution's existing academic interests in Mexico. Each institution was evaluated based on their active programmatic connections to Mexico. The evaluation system is detailed below:

- 5 - Institution with active relationship with Mexico (Research Center, offering joint degree programs, participating in 100,000 Strong In Americas)
- 4 - Institution with specific Mexico Study Center/Program
- 3 - Institution with Latin American Department
- 2 - Institution with programmatic interest as demonstrated through publications and articles, however, no established department or center
- 1 - No information

#### V. Diversity Indicators

For diversity we referred to U.S News Diversity Index.<sup>3</sup> The Diversity Index calculates the total proportion of minority students with the respect to the overall student body and measures the probability that students at the university will encounter undergraduates from a racial or ethnic group different from their own.

The Diversity Index ranges from 0 to 1, where the closer the institution is to 1, the more diverse the student population. We collected the data for the diversity index and then split the records into quintiles described below. Please note that diversity information Columbia University, CUNY – Lehman College, and Southwestern College, was not made available and therefore was supplemented with the ethnicity and diversity index from College Factual.

---

<sup>3</sup> US, News Diversity Index <http://www.usnews.com/education/best-colleges/articles/campus-ethnic-diversity-methodology>

- 5 – Very Diverse (Index: .66+)
- 4 – Diverse (Index: .61-.65)
- 3 – Moderately Diverse (Index: .55-.60)
- 2 – Slightly Diverse (Index: .49-.54)
- 1 – Not very diverse (Index: .25-.48)

The full list of institutions we assessed is presented below:

**PRIVATE OUT-OF-STATE**

American University  
 Baylor University  
 Boston College  
 Boston University  
 Carnegie Mellon  
 Case Western Reserve  
 Columbia University  
 Drexel University  
 Duke University  
 Emory University  
 George Washington University  
 Georgetown University  
 Harvard University  
 Johns Hopkins University  
 Lehigh University  
 Massachusetts Institute of Technology  
 Northeastern University  
 Northwestern University  
 New York University  
 Rice University  
 Syracuse University  
 Tufts University  
 University of Chicago  
 University of Notre Dame  
 Vanderbilt University  
 Wake Forest University  
 Washington University in St. Louis

**PRIVATE IN-STATE**

California Institute of Technology  
 Point Loma Nazarene University  
 Pomona College  
 Santa Clara University  
 Stanford University  
 University of San Diego  
 University of Southern California

**PUBLIC IN-STATE**

California State University, Northridge  
 California Polytechnic State University  
 San Diego State University  
 Southwestern College  
 University of California Riverside  
 University of California San Diego

**PUBLIC OUT-OF-STATE**

Arizona State University  
 Colorado State University  
 City University of New York - Lehman College  
 New Mexico State University  
 Purdue University  
 University of Illinois – Urbana  
 West Virginia University

Exhibit G: Institutional Evaluation Matrix

<b>INSTITUTION</b>	<b>Brand Recognition</b>	<b>Endowment (Per Student)</b>	<b>Tuition</b>	<b>Partnership with Mexican Institutions</b>	<b>Diversity Indicator</b>	<b>Total Score</b>
RICE	5	5	4	5	5	24
STANFORD UNIVERSITY	5	5	3	5	5	23
CALIFORNIA INSTITUTE OF TECHNOLOGY	5	5	4	5	4	23
HARVARD	5	5	2	5	5	22
MIT	5	5	2	5	5	22
UNIVERSITY OF CALIFORNIA SAN DIEGO	5	2	5	5	4	21
UNIVERSITY OF SOUTHERN CALIFORNIA	5	3	2	5	5	20
SAN DIEGO STATE UNIVERSITY	4	1	5	5	5	20
DUKE UNIVERSITY	5	5	2	4	4	20
UNIVERSITY OF CALIFORNIA RIVERSIDE	4	1	5	5	5	20
COLUMBIA UNIVERSITY*	5	4	1	4	5	19
NYU	5	3	2	5	4	19
UNIVERSITY OF CHICAGO	5	5	1	5	3	19
CARNEGIE MELLON	5	3	1	5	4	18
ARIZONA STATE UNIVERSITY	4	1	5	5	3	18
UNIVERSITY OF SAN DIEGO	4	2	4	5	3	18
PURDUE UNIVERSITY	4	3	5	5	1	18
CASE WESTERN RESERVE	4	4	4	3	3	18
CALIFORNIA STATE UNIVERSITY, NORTHRIDGE	3	1	5	3	5	17
JOHNS HOPKINS UNIVERSITY	5	4	1	3	4	17
NORTHWESTERN	4	5	1	3	4	17
POMONA COLLEGE	4	5	3	1	4	17
UNIVERSITY OF ILLINOIS - URBANA	2	2	5	5	3	17
CUNY - LEHMAN COLLEGE*	2	1	5	5	3	16
WASHINGTON U ST. LOUIS	4	4	1	5	2	16
EMORY UNIVERSITY	4	4	3	1	4	16

Exhibit G: Institutional Evaluation Matrix

<b>INSTITUTION</b>	<b>Brand Recognition</b>	<b>Endowment (Per Student)</b>	<b>Tuition</b>	<b>Partnership with Mexican Institutions</b>	<b>Diversity Indicator</b>	<b>Total Score</b>
VANDERBILT UNIVERSITY	4	4	3	3	2	16
CALIFORNIA POLYTECHNIC STATE UNIVERSITY (SAN LUIS)	3	1	5	3	3	15
NEW MEXICO STATE UNIVERSITY	2	1	5	4	3	15
POINT LOMA NAZARENE UNIVERSITY	3	1	5	3	3	15
SANTA CLARA UNIVERSITY	4	3	2	2	4	15
WEST VIRGINIA UNIVERSITY	2	2	5	5	1	15
COLORADO STATE UNIVERSITY	3	1	5	5	1	15
BOSTON COLLEGE	4	4	3	3	1	15
GEORGETOWN UNIVERSITY	5	3	3	2	2	15
UNIVERSITY OF NOTRE DAME	4	5	3	2	1	15
BOSTON UNIVERSITY	4	2	1	3	3	13
SOUTHWESTERN COLLEGE*	2	1	5	3	2	13
TUFTS	3	4	1	4	1	13
BAYLOR UNIVERSITY	2	3	5	1	2	13
AMERICAN UNIVERSITY	3	2	4	1	2	12
SYRACUSE UNIVERSITY	3	2	4	1	2	12
WAKE FOREST UNIVERSITY	3	4	3	1	1	12
NORTHEASTERN	2	2	2	3	2	11
GEORGE WASHINGTON UNIVERSITY	3	3	2	1	2	11
LEHIGH UNIVERSITY	2	4	3	1	1	11
DREXEL	3	2	1	2	2	10

\*These institutions were not listed in the Diversity Index provided by US News and World Report. Data from College Factual was used to supplement our analysis.