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PRESS RELEASE

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MORE IS BETTER WHEN IT COMES TO COLLEGE RANKINGS

New study that surveys the history and consequences of college rankings urges reform.

Washington, DC- The Center for College Affordability is pleased to release its latest study, *College Rankings: History, Criticism and Reform*. It identifies the historical factors behind the growing obsession with college rankings, explores both the positive and negative effects of college rankings and offers suggestions for improvement. Some of the key findings include:

- College rankings have accentuated an “academic arms race” among institutions
- Empirical evidence suggesting that input-based college rankings reward higher spending per student, but that outcomes-based rankings are spending neutral
- The development of college rankings was “fueled by the very institutions of higher education they now judge.”
- College rankings meet an important consumer demand for valuable information and have the potential to promote transparency among colleges.
- New trends in college rankings methodology could encourage schools to cut costs while better maintaining academic quality.
- The future of college rankings could be Do-It-Yourself rankings, whereby users define what components are included in a customized ranking output

The study is authored by Luke Meyers and Jonathan Robe, both research associates for CCAP and students at Ohio University. CCAP is a Washington, DC based higher education think tank that began operating in 2006.

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