

A photograph of three young men of Asian descent looking at a laptop. The man on the left has his arm around the man in the middle. They are all smiling and looking at the screen. The background is blurred with large yellow circles.

Build the **Reputation** Your Institution Deserves

Shape perception, strengthen influence,
and gain recognition on the world stage.

Reputation Shapes Institutional Success

Reputation is not just a reflection of performance – it's a force that amplifies it; **the ultimate competitive advantage.**

Reputation Drives Rankings

Peer perception becomes performance data, and performance data becomes prestige.

Reputation Opens Academic Doors

Leading universities and research institutions prioritize partners they trust, using reputation as an early signal of quality, credibility, and research strength.

Reputation Informs Employer Choice

Guiding decisions on who to hire from, who to work with, and where to invest.

Reputation Shapes the Shortlist

It is one of the most influential factors in how prospective students compare and select institutions.

Reputation Compounds Over Time

Every achievement, every graduate, every partnership either builds or erodes it, making reputation the longest game in higher education.

Why Reputation Matters

45%

of your QS World University Rankings position is driven by reputation alone making perception the single most powerful force behind global ranking performance

Of students interested in studying in the US:

55%

prioritize schools with a **good reputation** when choosing a course

44%

look for schools with **strong reputations** in their chosen subject area

36%

consider overall institutional reputation one of their **most important factors** when choosing a university

Source: QS International Student Survey 2026



Where Reputation Falls Short of Performance

Many institutions deliver outstanding results. Translating that performance into global recognition requires visibility, alignment, and sustained engagement.

Low Academic Recognition

Limited visibility among global academics suppresses nominations and undermines perceived research standing.

Underdeveloped Employer Awareness

If employers don't know your institution, it shows up in graduate outcomes and in the choices of prospective students.

Limited Global Visibility

Without international presence, world-class work fails to reach the partners, networks, and students who would act on it.

Fragmented Stakeholder Engagement

When engagement is inconsistent, the institutional narrative fractures and reputation suffers as a result.

Structured, Strategic and Sustained: The QS Reputation **Model**

From initial benchmarking to long-term stakeholder engagement, QS supports institutions at **every stage of the reputation journey**.

① Understand

Get a precise picture of how your institution is perceived and where the gaps are to make informed-decisions.

② Build

Turn insight into a clear, targeted reputation strategy and plan that strengthens and grows your reputation.

③ Sustain

Maintain engagement with academics who nominate, the employers who recruit, and the students who choose.

1 Understand

To strengthen reputation, you first need to understand how your institution is perceived, what is shaping that perception, and where the greatest opportunities for growth exist.

Build Reputation Strategy **on Evidence**

QS Performance Datasets give you a unified view across rankings, reputation, student demand, and labor market insight – connecting fragmented data into a single evidence base that supports faster, more confident decision-making.

Powered by decades of global higher education intelligence, QS helps you understand current performance, identify emerging risks and opportunities, and act earlier with greater confidence.

The Foundation for **Stronger Reputation Decisions**

Move beyond surface-level metrics to understand the drivers behind institutional reputation and competitive standing.

By bringing together rankings, academic reputation, employer perception, and comparative benchmarking, QS gives you the clarity to focus effort where it will have the greatest strategic impact.

With QS Performance Datasets, you can:

- Identify gaps in academic and employer perception
- Understand what is shaping institutional reputation
- Benchmark against global and regional competitors
- Detect emerging risks and opportunities earlier
- Prioritize action with greater confidence

**The stronger your understanding of perception,
the stronger your ability to shape it.**

150,000+
academic survey
responses annually

Providing one of the world's
most comprehensive views of
academic reputation

100,000+
employer survey responses

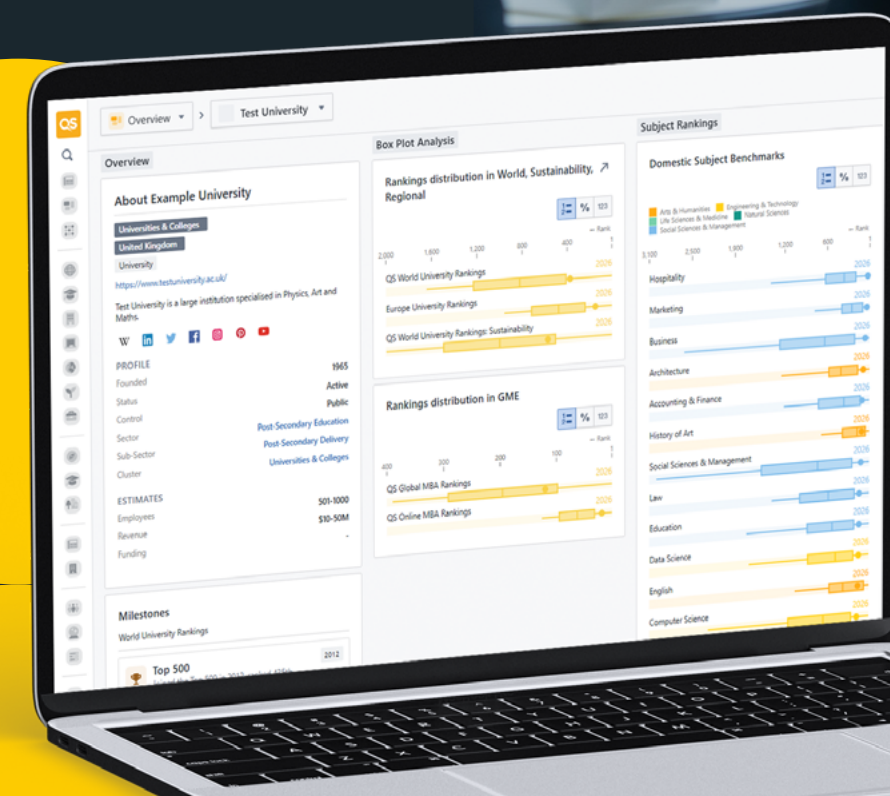
Giving institutions direct insight
into global employer perception
and graduate reputation

8,000+
institutions analyzed

Benchmarking institutional
performance against global peers

20+
years of longitudinal data

Helping institutions understand
how reputation evolves over time



2 Build

Strong reputation is built through visibility, credibility, and sustained engagement with the audiences that shape global higher education. QS helps you move from knowing to growing.

Build Credibility Through **Independent Recognition**

QS Stars gives you an independent, globally recognized framework to assess and showcase your institutional strengths across teaching, employability, research, internationalization, sustainability, and more.

Helps you strengthen your institutional positioning, differentiation and credibility with global audiences. A typical assessment takes 4–6 months with a dedicated QS analyst supporting your institution throughout the process.

700+ universities from 70+ countries
have already undertaken a QS Stars assessment



“QS is a partner that can help us achieve our international reputation and recruiting goals. Having the QS seal of excellence is an **important distinction** that resonates with international students and their families.”

Ross Gittell, PhD, President, Bryant University

Expand Your **Visibility and Global Influence**

QS summits, conferences and forums connect you with global academic, policy, and industry leaders – creating opportunities for thought leadership, collaboration, strategic partnership, and sponsorship-driven engagement.

By placing your institution within our influential global higher education network, QS helps you expand international visibility and build influence with the senior decision-makers that shape reputation worldwide.

10,000+ delegates from 4,000+ institutions
attended QS events in 2025

Including:

- 40% chancellors, presidents, CEOs, rectors, founders, and dignitaries
- 18% deans, heads, provosts, and C-suite leaders
- 12% directors, advisors, and managers



Explore the QS Conference Calendar

Discover upcoming QS events to connect your institution with the global higher education community.

Turn Insight into **Reputation Strategy**

QS consulting and advisory helps you translate performance insight into focused reputation strategy – aligning your institutional priorities with the drivers that shape global perception.

From positioning and stakeholder engagement to partnership development and strategic execution, QS works with you to build structured, actionable plans for long-term reputation growth.

Example Engagement Models

- **Short Engagement (One-Day):**
Rapid benchmarking, leadership workshops, and priority-setting sessions.
- **Medium Engagement:**
Stakeholder mapping, reputation analysis, and strategic recommendations.
- **Longer Engagement:**
Full reputation strategy development, implementation support, and ongoing advisory.

Supporting **Global Visibility**

QS Digital helps you strengthen your visibility among prospective students and global higher education audiences through trusted QS platforms, media channels, and targeted campaigns.

Used strategically alongside broader reputation initiatives, QS Digital helps amplify your institutional positioning and extend the reach of key institutional messages.

3 Sustain

Reputation is not built through a single campaign or achievement. It's shaped through **consistent engagement** with the academics, employers, and stakeholders who influence how your institution is perceived globally.

QS Reputation Manager helps institutions centralize and scale that engagement through one platform – making it easier to strengthen relationships, increase visibility, and sustain reputation growth over time.

With QS Reputation Manager, you can:

- Run targeted academic and employer engagement campaigns
- Streamline survey participation and consent management
- Identify key advocates and engagement gaps
- Track stakeholder activity

Sustained engagement creates stronger reputation outcomes – **especially when it's targeted, measurable, and scalable.**





A Partner for The Future of Institutional **Reputation**

Why Institutions Choose QS

- More than 30 years leading the global higher education sector with insights
- 800+ higher education specialists across 40 countries
- Trusted worldwide by students, universities, employers, and governments
- A uniquely connected view spanning institutional performance, student recruitment, skills and innovation

Let's Discuss Your Goals

Discover how QS can help you strengthen visibility, influence perception, and build long-term global recognition.

[Book your 30-minute reputation strategy consultation today](#)