



Rival IQ
by NetBase Quid®

2022 Higher Education Social Media Engagement Report

Full Higher Education Social Media Rankings



2022 Higher Education Social Media Engagement Report

Everything your school needs to rock on social 🎓

We've got the full rankings for every D1 college and university on Instagram, Facebook, Twitter, and new this year, TikTok, so you can see exactly how your school measures up.

Read on for the full rankings and a spotlight on what made the top 10 schools shine on social.

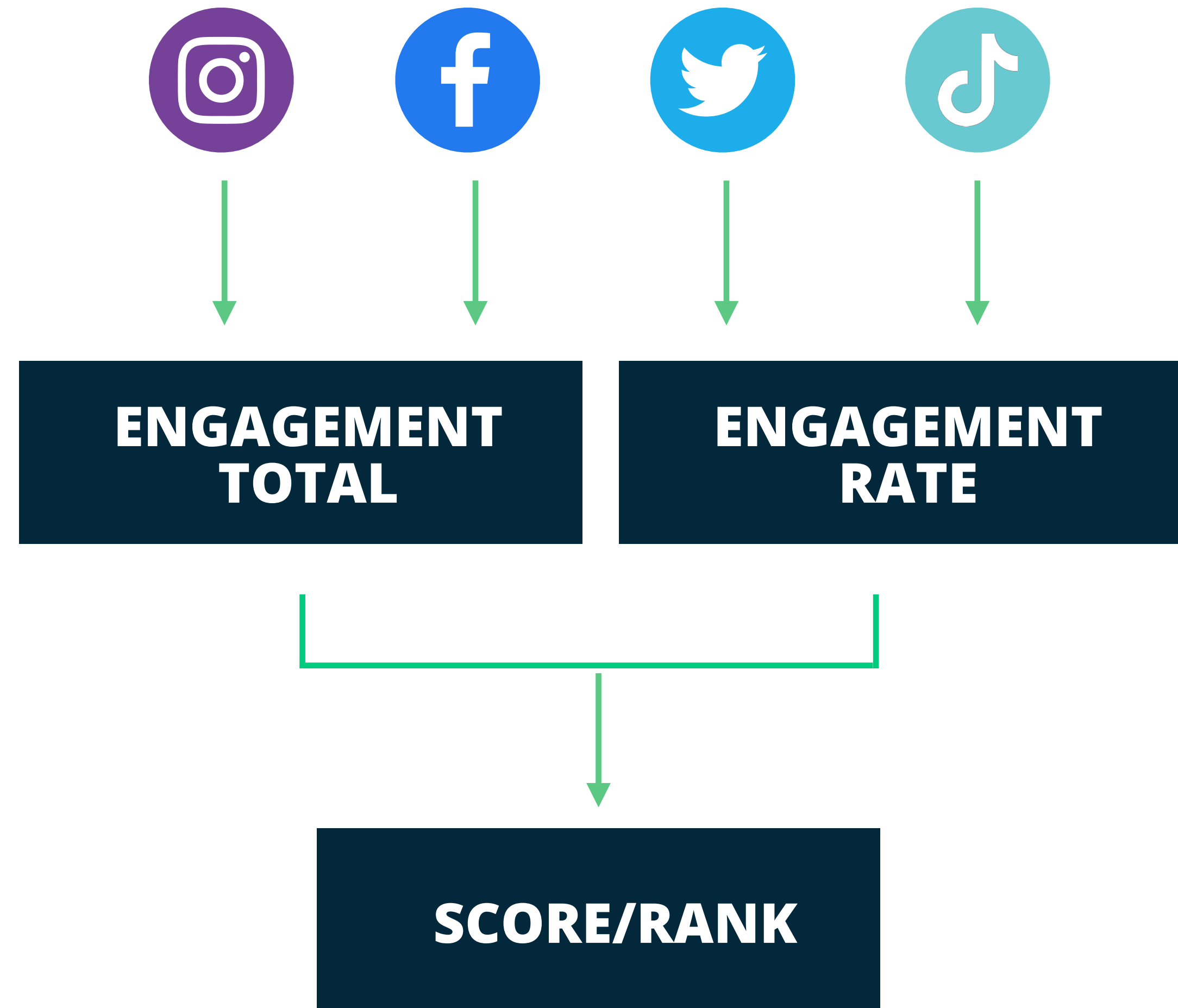


Rankings and Methodology

We surveyed 358 D1 colleges and universities between June 1, 2021 and May 31, 2022 on Instagram, Facebook, Twitter, and TikTok. Using this data and a weighted formula, we generated an overall engagement ranking for each school **that blends total engagement and engagement rates.**

The top-ranked colleges and universities on social media have high engagement rates with average or better audience size and posting volumes.

[Read the full report online »](#)



What Did We Analyze?

DATA SET INCLUDES

358

D1 COLLEGES AND UNIVERSITIES

IN BETWEEN THE MONTHS OF



COMPRISING

641K
POSTS

204M
ENGAGEMENTS



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Top 10 Colleges and Universities

HIGHER EDUCATION SOCIAL MEDIA ENGAGEMENT REPORT | JUNE 1, 2021 TO MAY 31, 2022

#1

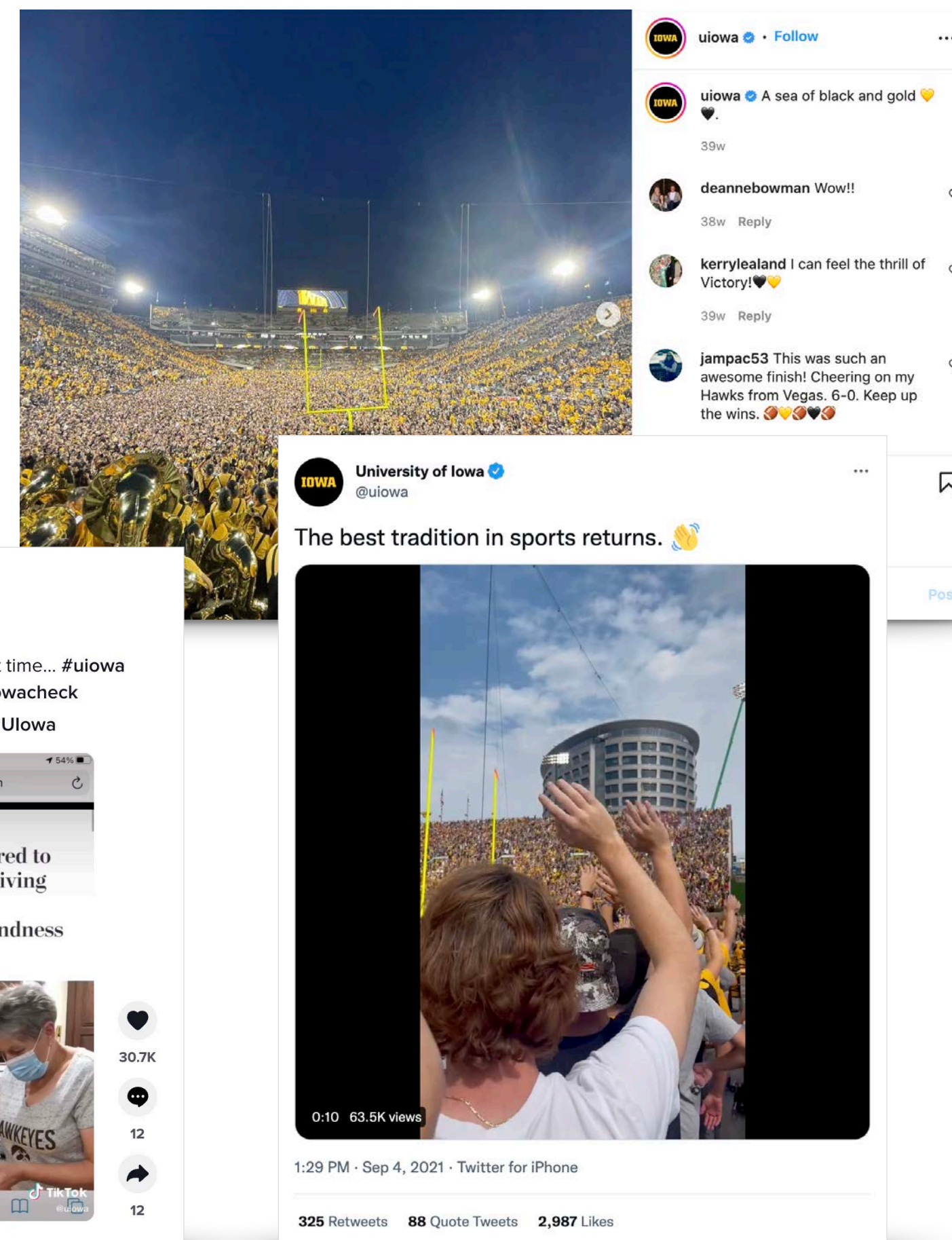
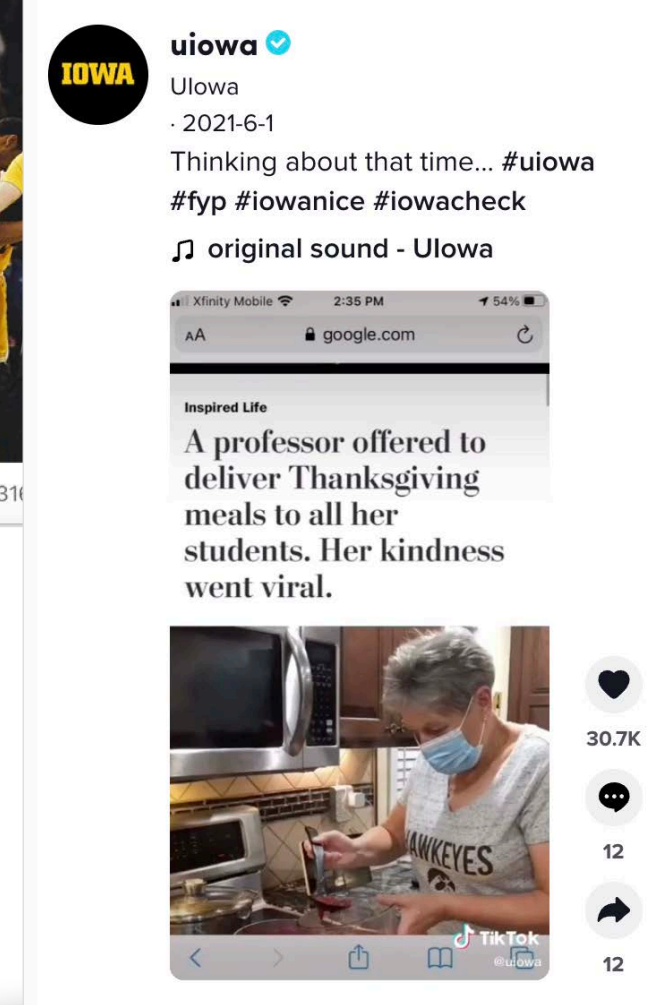
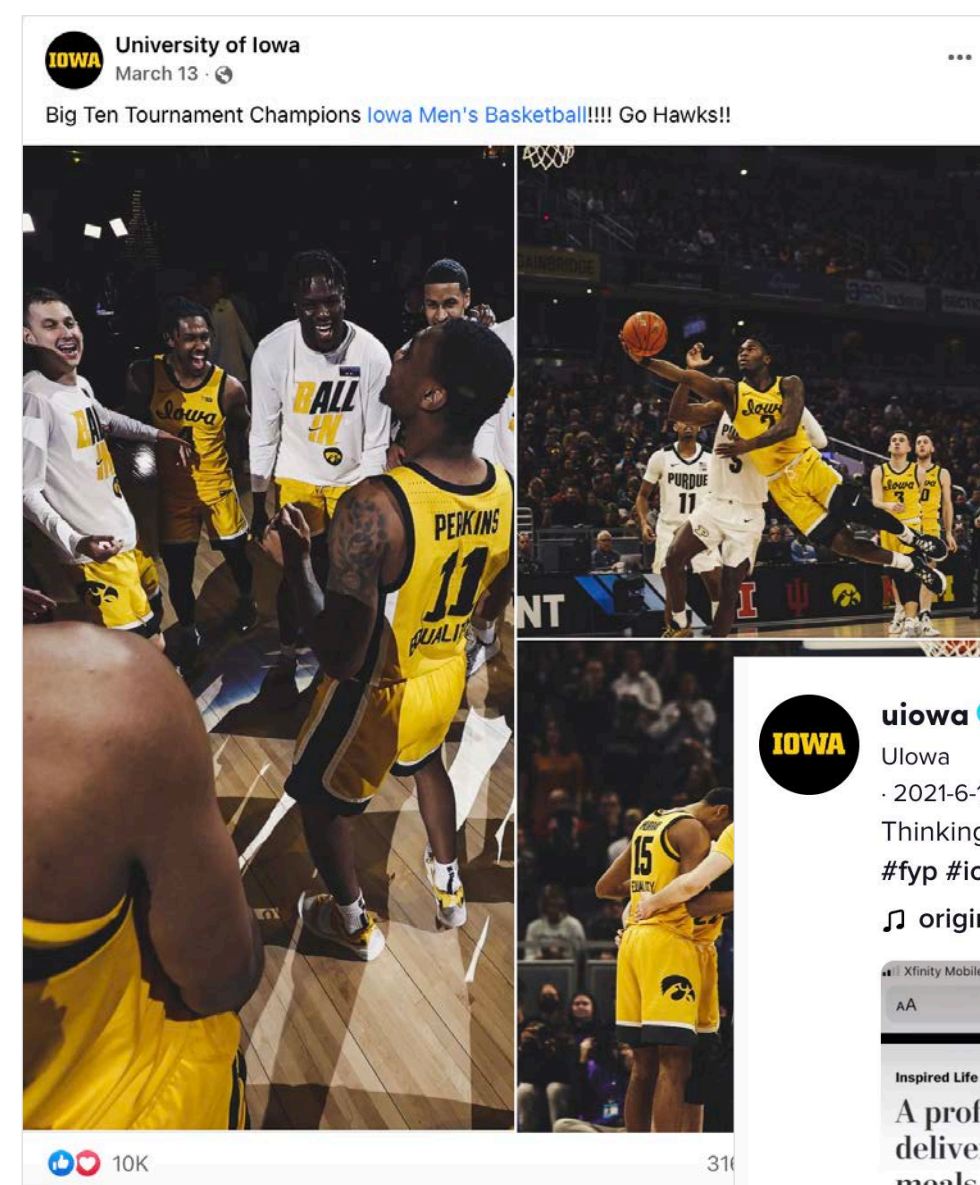


University of Iowa



Hawk-eyed (see what we did there?) readers of this report will note that the University of Iowa has grabbed the overall gold for the fourth year running thanks to truly stellar engagement across the board. Top ten finishes on three out of four channels helps too.

University of Iowa sees a lot of engagement with sports-related posts—especially when they can share a big win with their fans. Heartfelt posts featuring the school's signature Hawkeye Wave or community members helping each other out were also top performers.



#2



James Madison University

Instagram #1

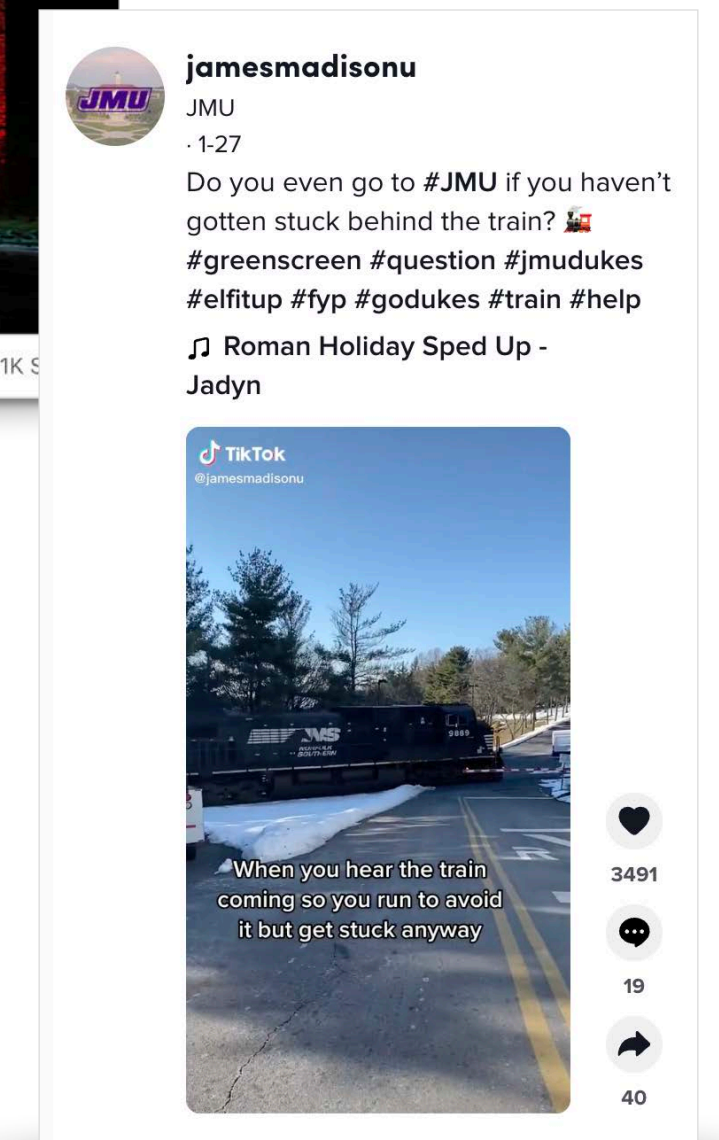
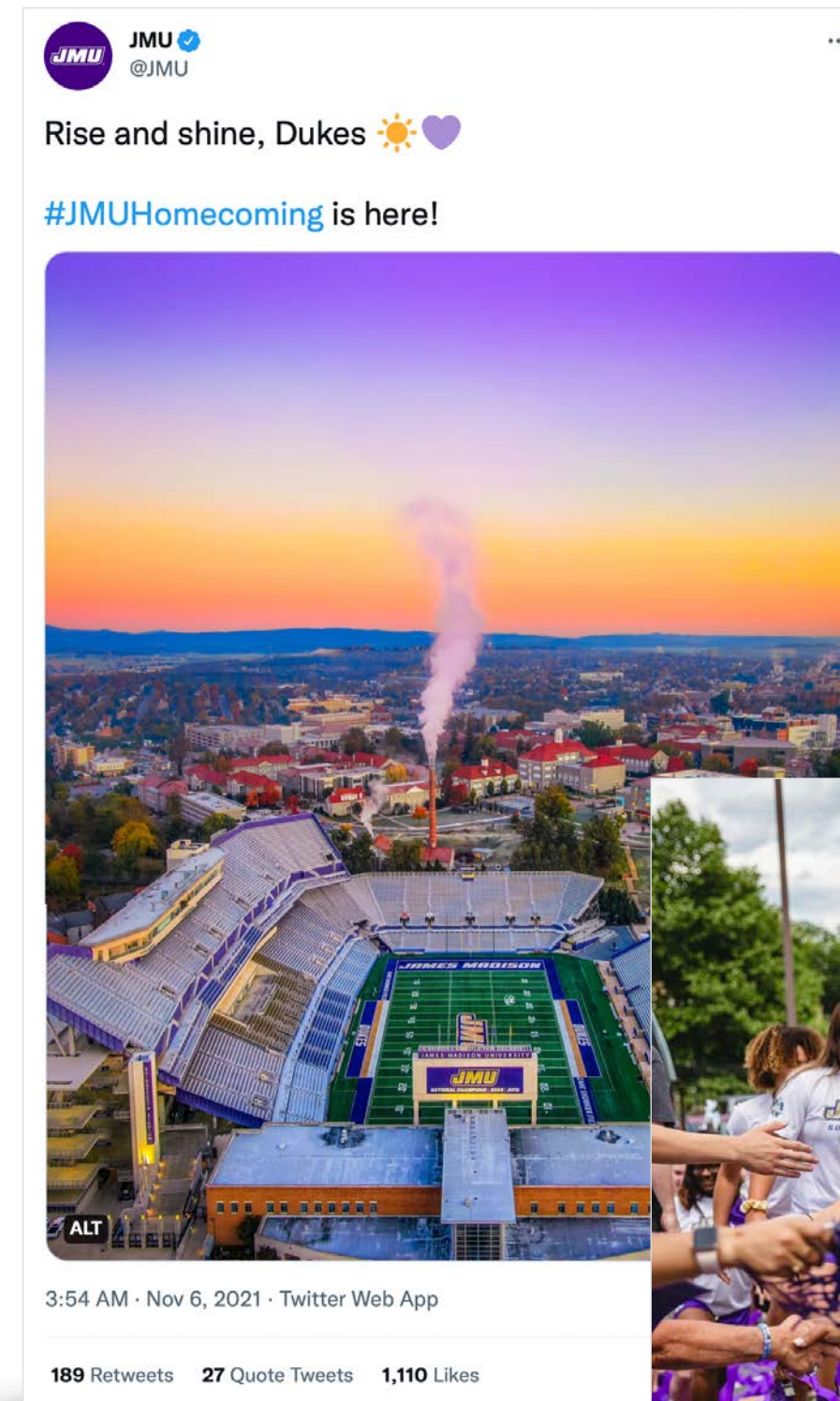
Facebook #4

Twitter #9

TikTok #44

James Madison University clinched the overall silver and the Instagram gold this year, proving once again that the Dukes are a force to be reckoned with on social.

We loved seeing women's sports help the Virginia university stand out on social this year alongside tons of campus glamour shots. Leaning into TikTok helped JMU show off traditions and slices of life like the infamous campus train, which fans and followers ate up.



#3



Utah State University

Instagram #20

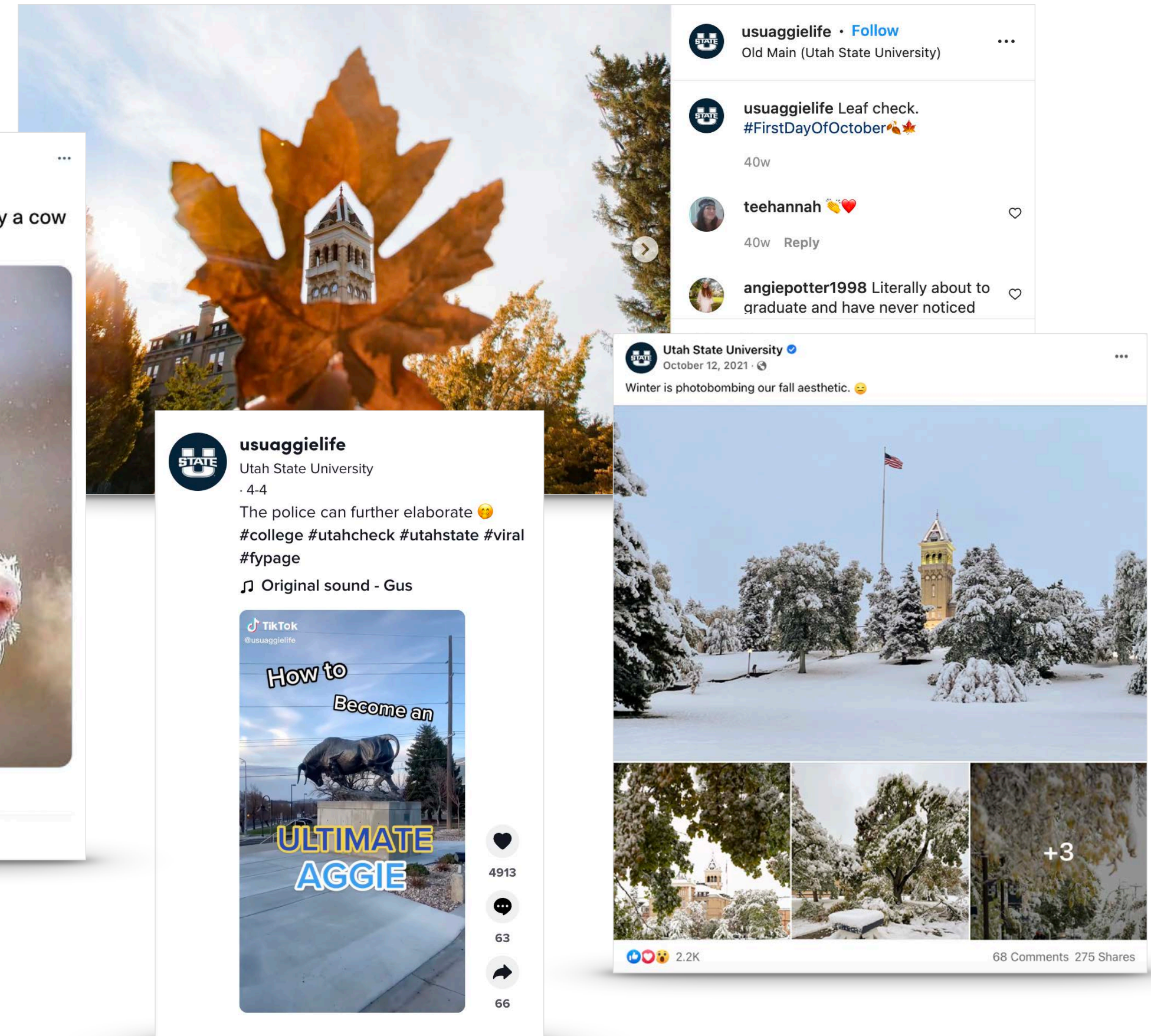
Facebook #22

Twitter #12

TikTok #24

Utah State University's small but mighty following helps them stay at the top of the social pack year over year. How do the Aggies manage top scores with a smaller-than-average follower count? Killer engagement rates, meaning a significant percentage of their fans are interacting with their posts.

Gorgeous snow-covered shots of campus landmarks and a healthy dose of humor had fans racing to smash the like, comment, and share buttons on all four channels.



#4



Georgia Tech

Instagram #5

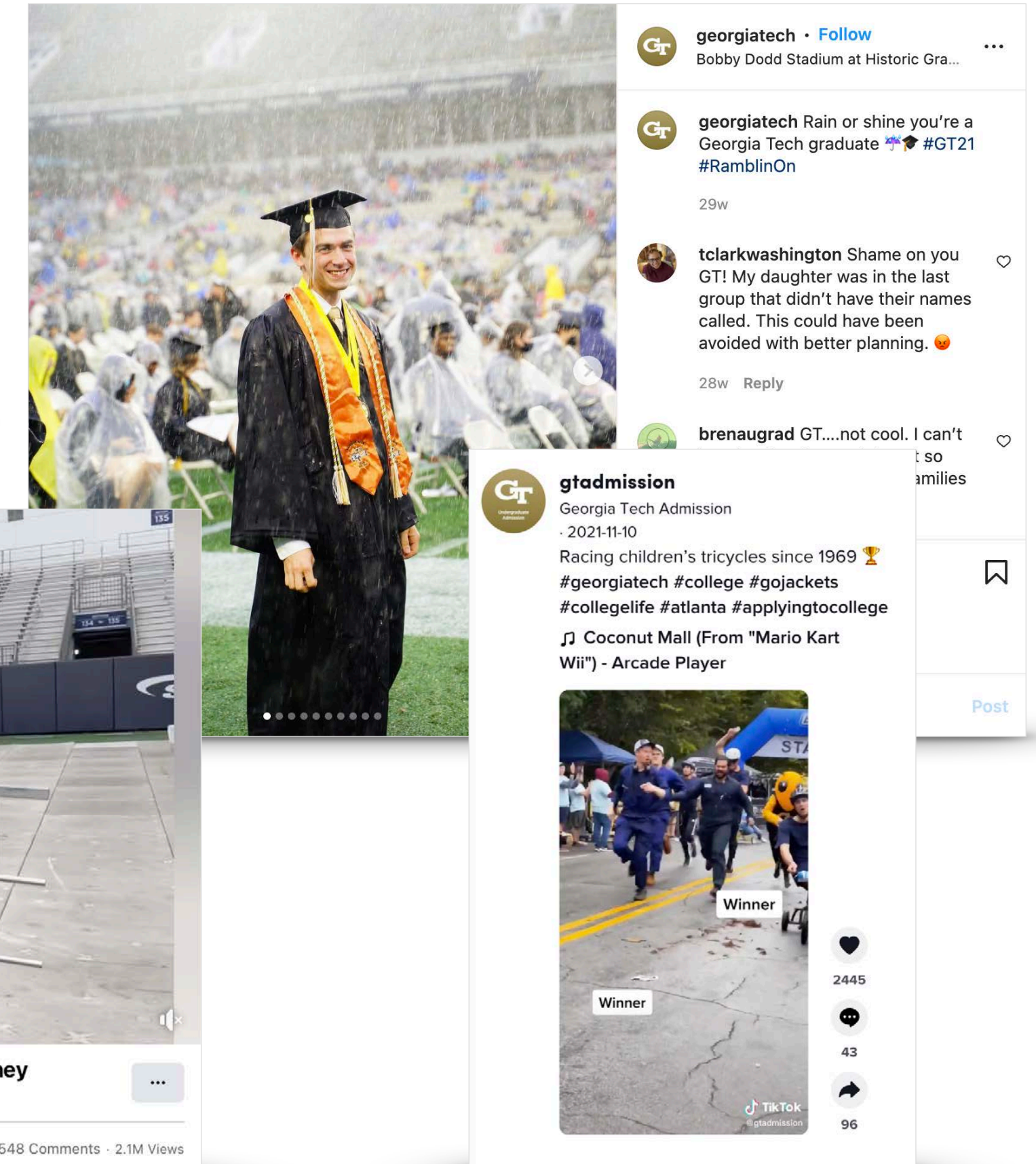
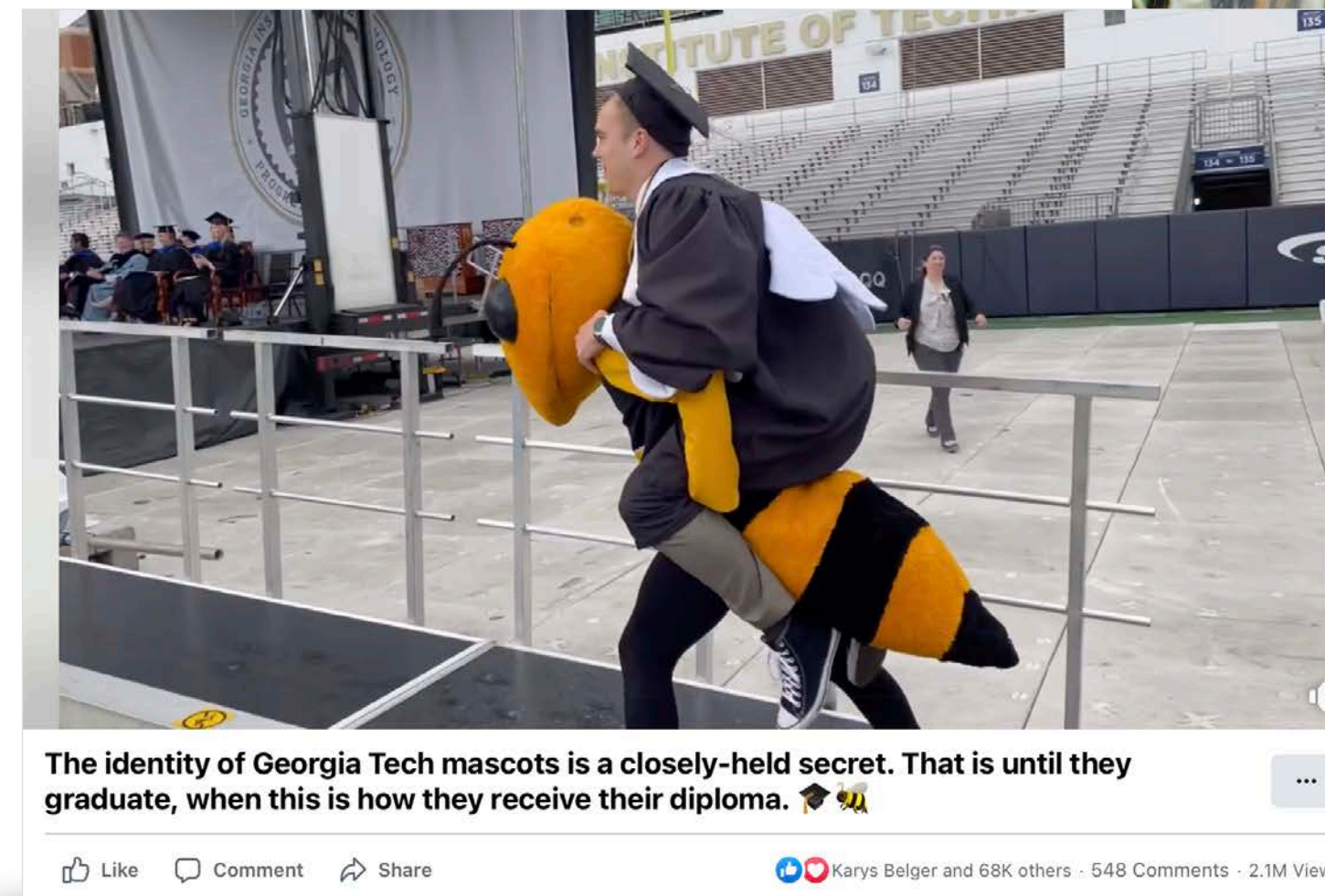
Facebook #2

Twitter #58

TikTok #17

Georgia Tech was all about showing off students and alumni this year on social, which led the university to a fourth place finish overall and top 10 finishes on Instagram and Facebook. From one-of-a-kind campus shots by current students to bragging about recent grads, Georgia Tech was all about the student experience on social, and it paid off.

The university leaned into humor more on Twitter and TikTok, which earned engagements by making fun of rival schools and poking fun at the admissions team.



#5



Ohio University

Instagram #48

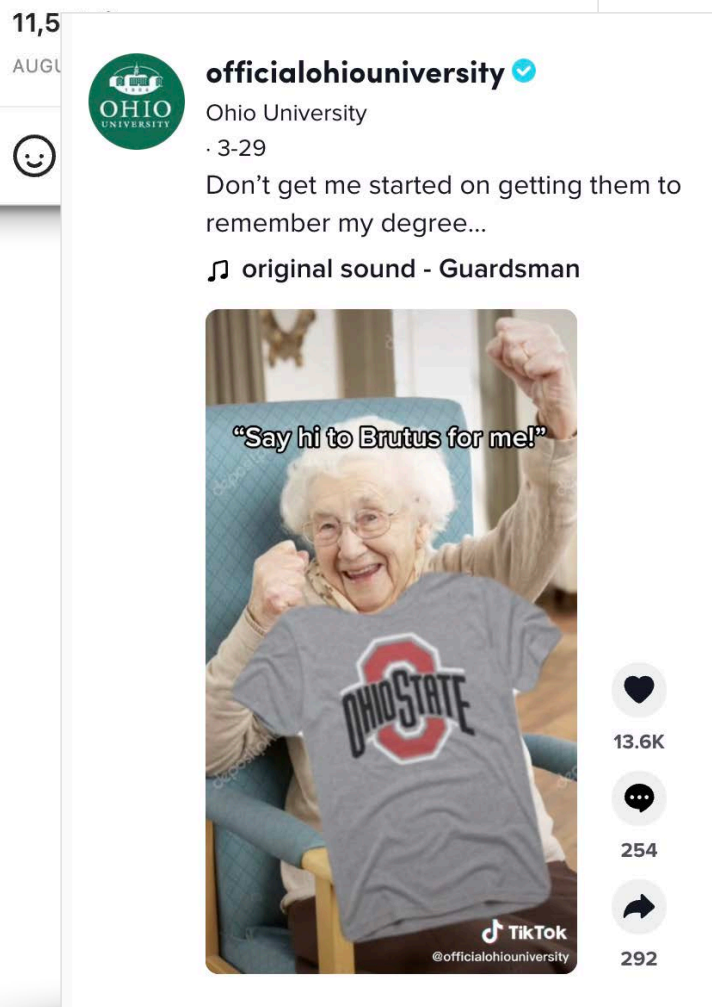
Facebook #21

Twitter #6

TikTok #37

Aerial shots and classic views of Ohio University's iconic Athens campus and surroundings brought about tons of nostalgia-themed engagements, and helped the school grab sixth place overall this year. Fans and followers ate up the chance to reminisce about good times spent in the classic college town and to wish current students luck with their own Ohio University career.

The university shook it up on TikTok by handing the account over to current students, who brought a fresh and funny perspective to the university's social.



#6



University of South Carolina

Instagram #65

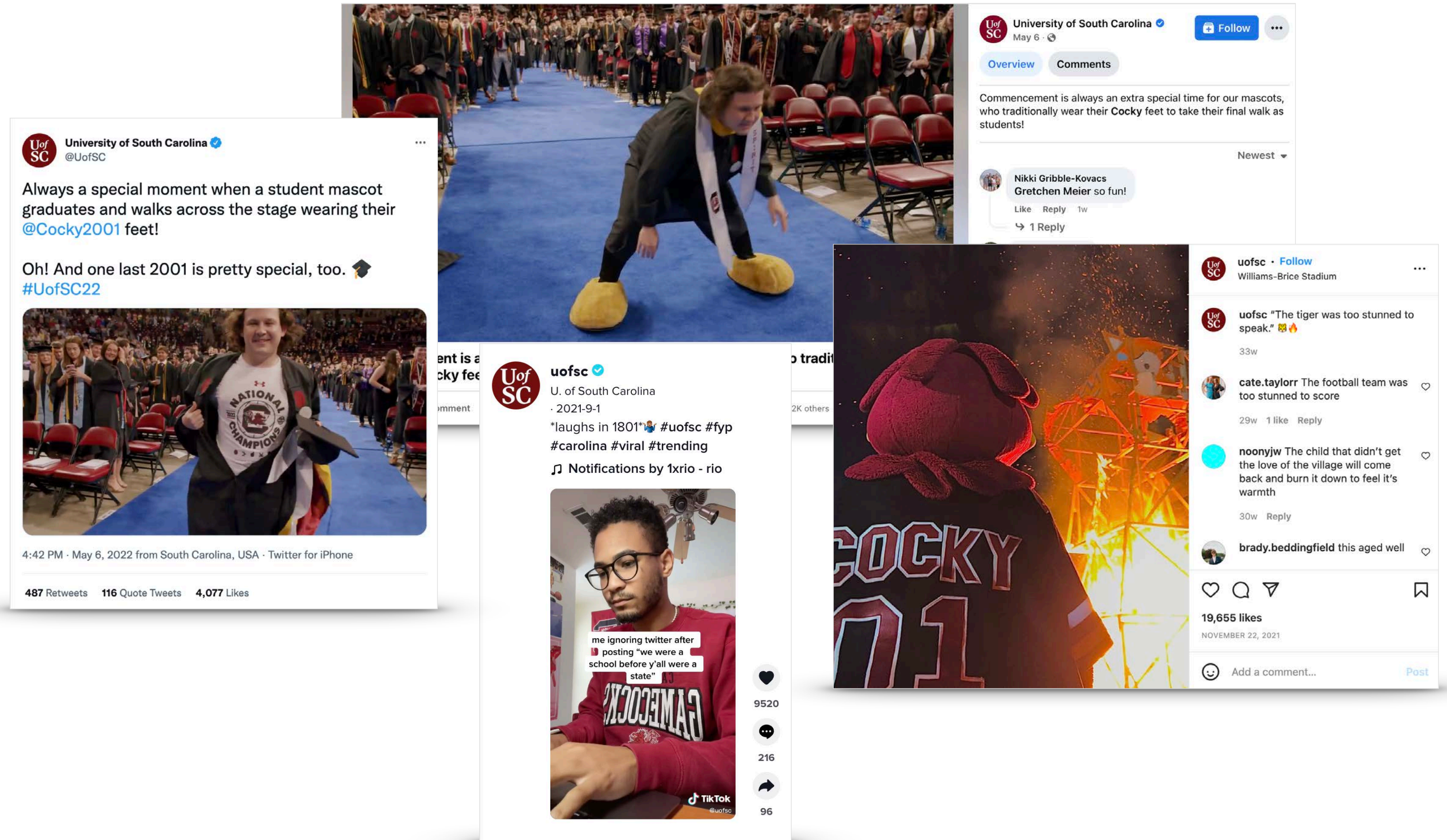
Facebook #19

Twitter #14

TikTok #22

Commencement was a huge hit for University of South Carolina on social this year, topping the charts across Facebook, Instagram, and Twitter. Fans were especially delighted to cheer on graduating student mascots, who wore the traditional Gamecock feet to walk to their diploma.

When not leaning full force into graduating Gamecocks, USC took to TikTok to provide tips and behind-the-scenes looks at life on campus to current students.



#7



University of Georgia

Instagram #9

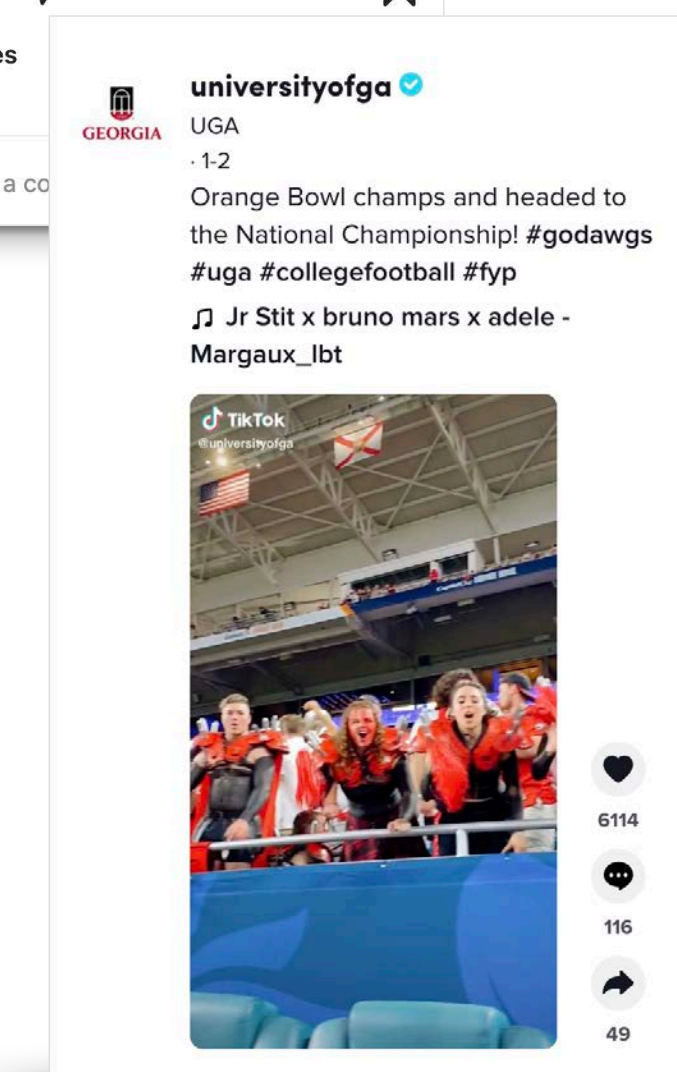
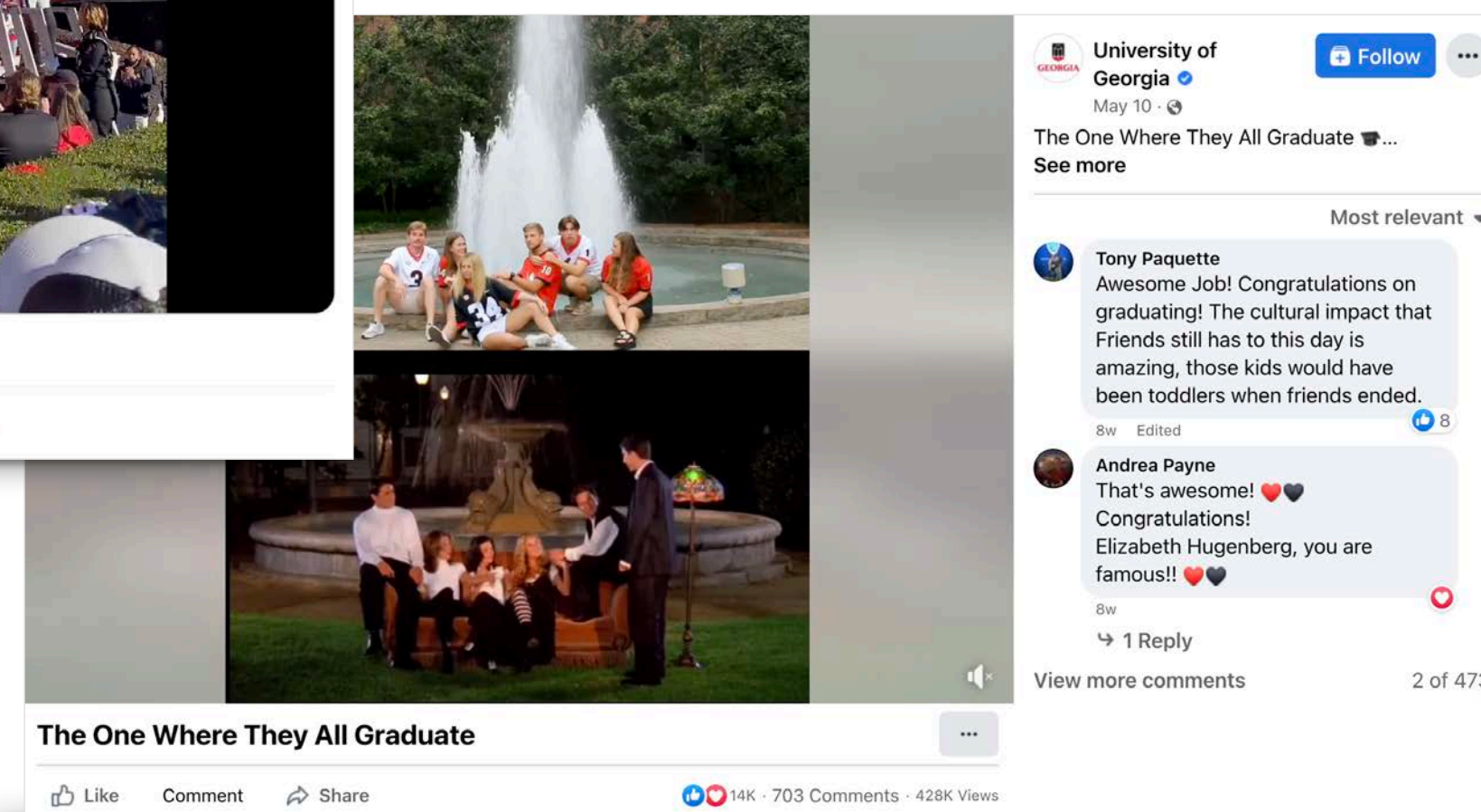
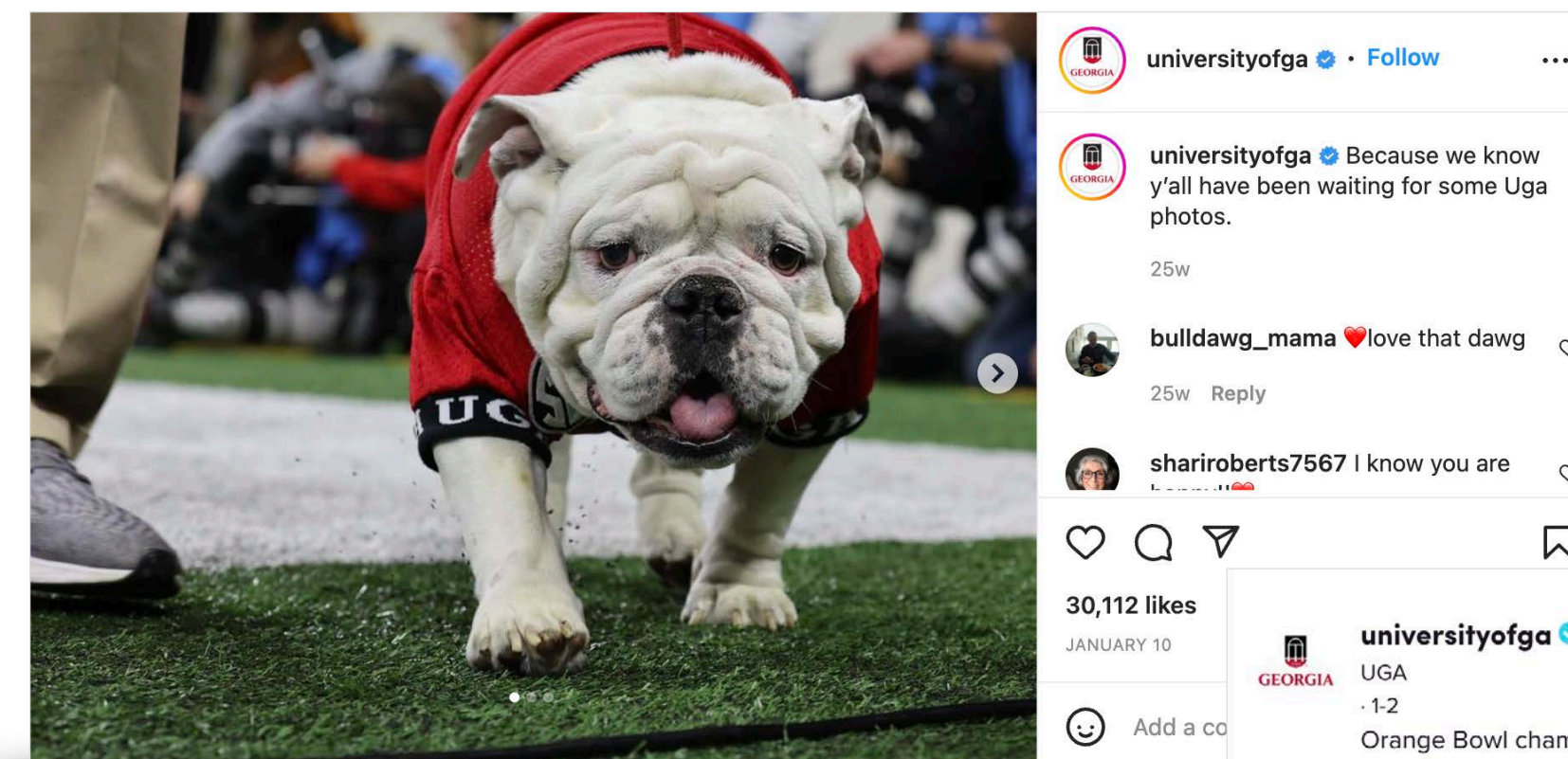
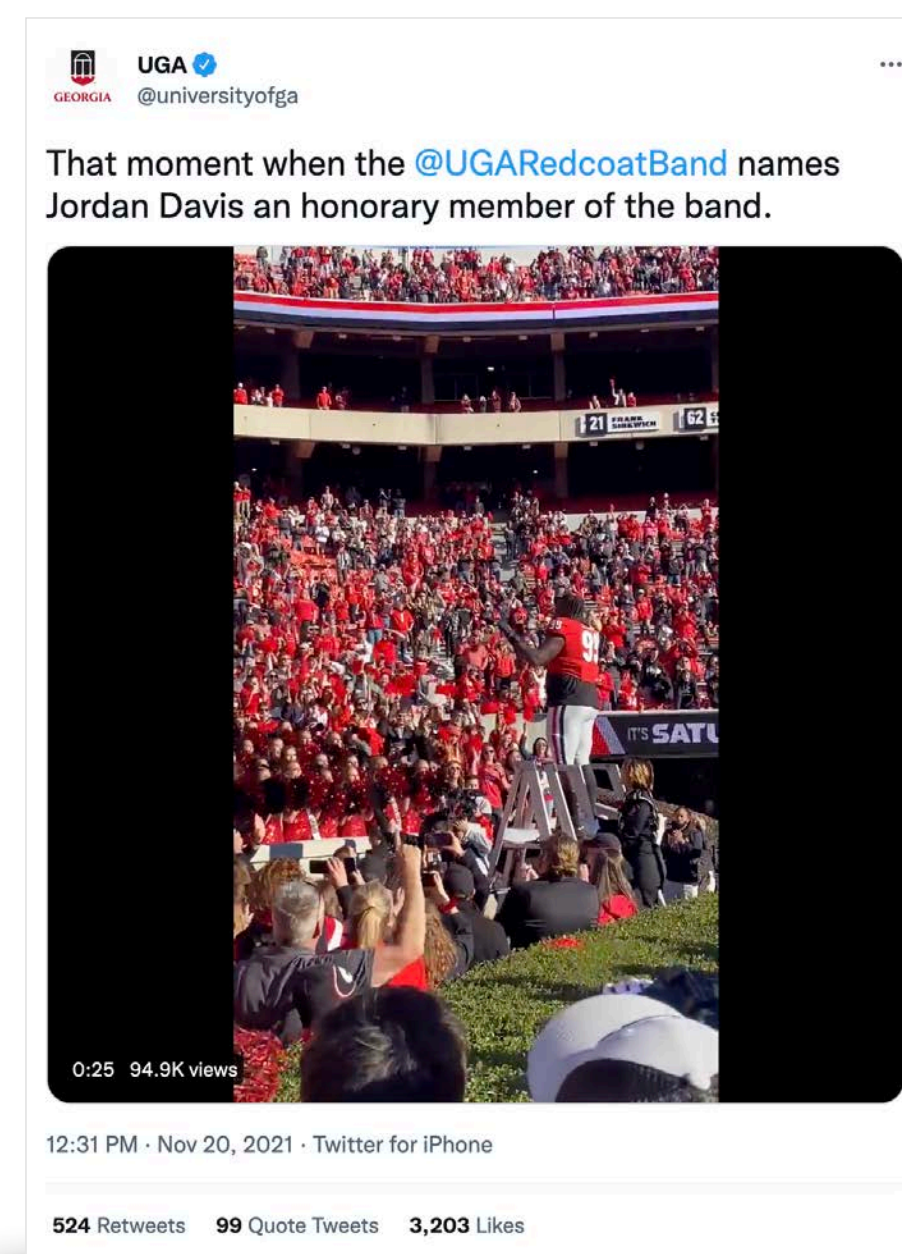
Facebook #59

Twitter #38

TikTok #15

Many D1 schools find what's working well on one channel and then try to replicate that success with similar media or strategies on others, but University of Georgia is all about tailoring content for each channel, and it's paying off. UGA focused more on student stories and compelling photography on Facebook and Instagram, while it was all about sports wins and campus pride on Twitter and TikTok.

Gorgeous carousels with stunning close-ups helped UGA clinch 9th on Instagram and 7th overall.



#8



Baylor University

Instagram #63

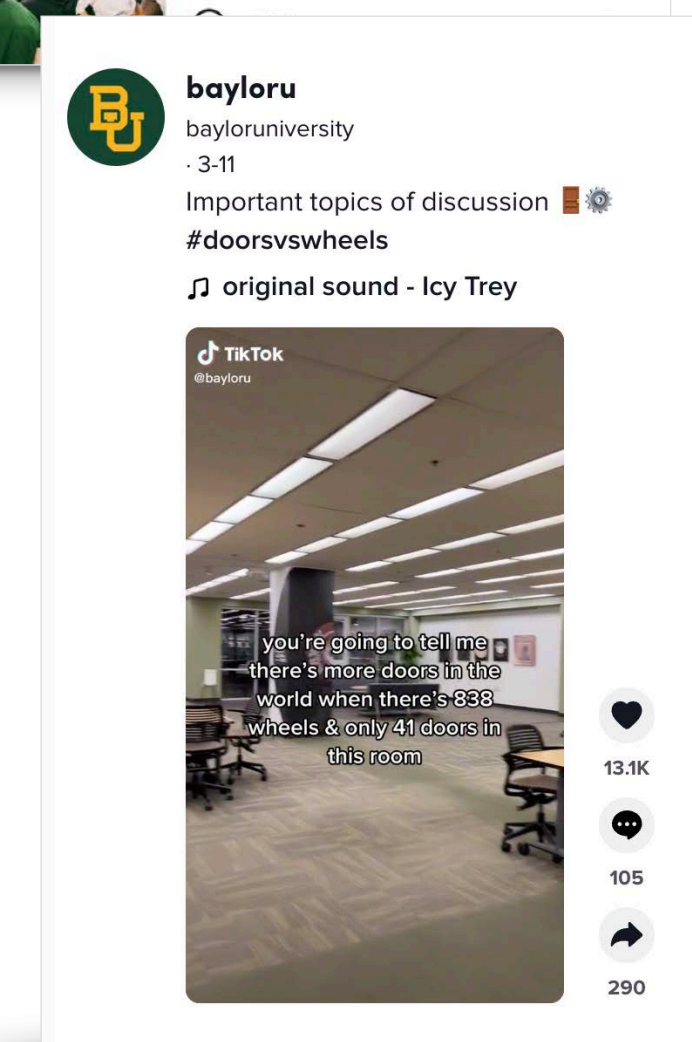
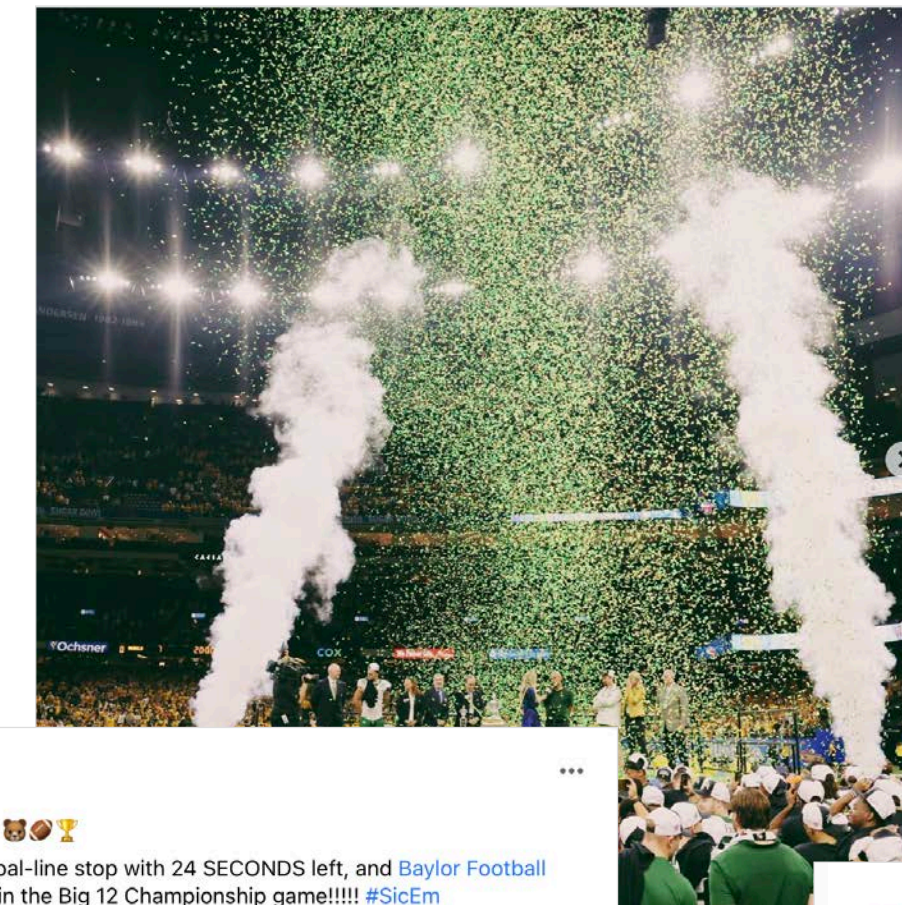
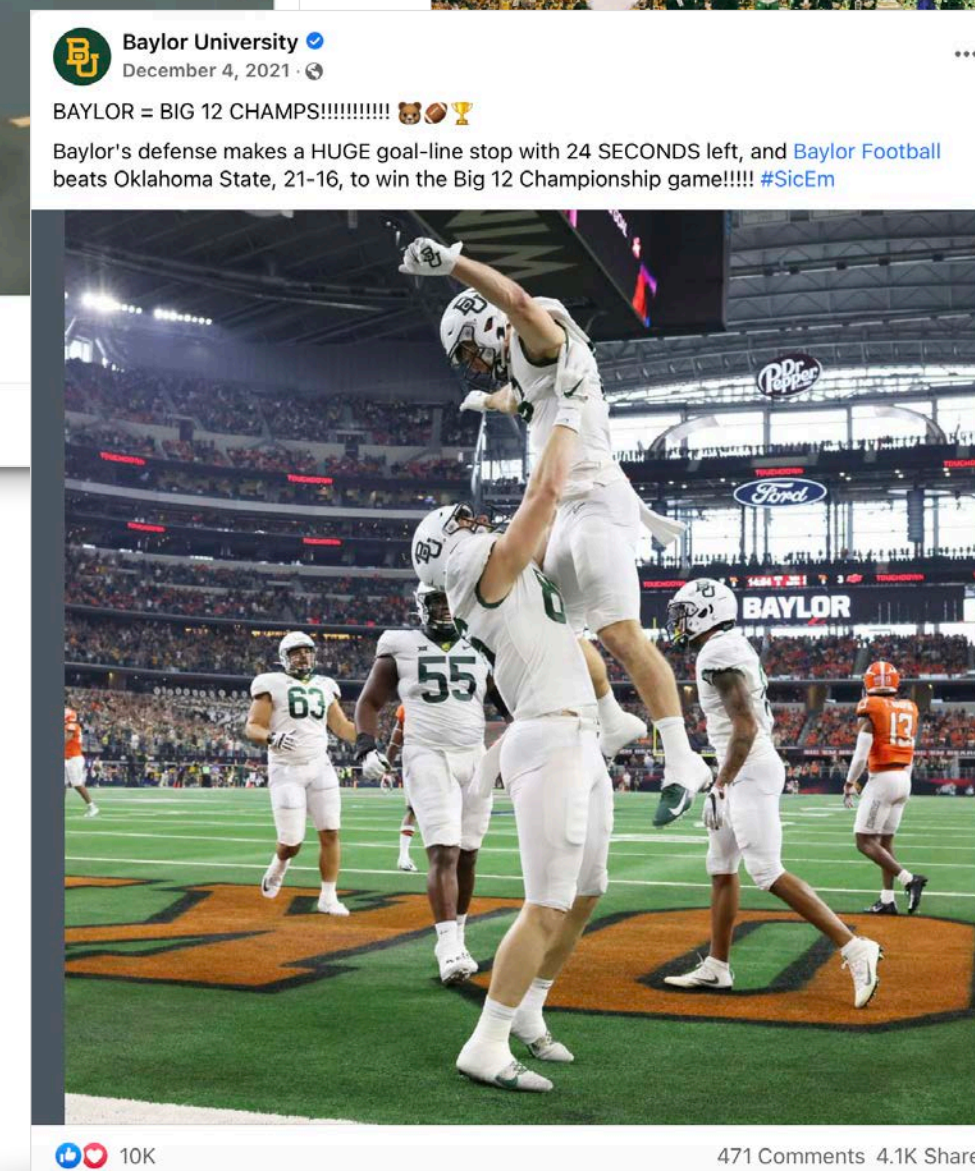
Facebook #45

Twitter #16

TikTok #3

If you know anything about Baylor University, it's that they dominate on the field, court, and wherever else sports are played. Baylor leaned into these wins in a big way on social this year, and fans loved having a chance to celebrate big wins even if they couldn't be on campus.

The university also excelled on TikTok, beating out many other schools with fun and sassy videos that showed life on campus from the perspective of current students which helped Baylor earn hundreds of thousands of likes, comments, and shares.



#8



Tarleton State University

Instagram #21

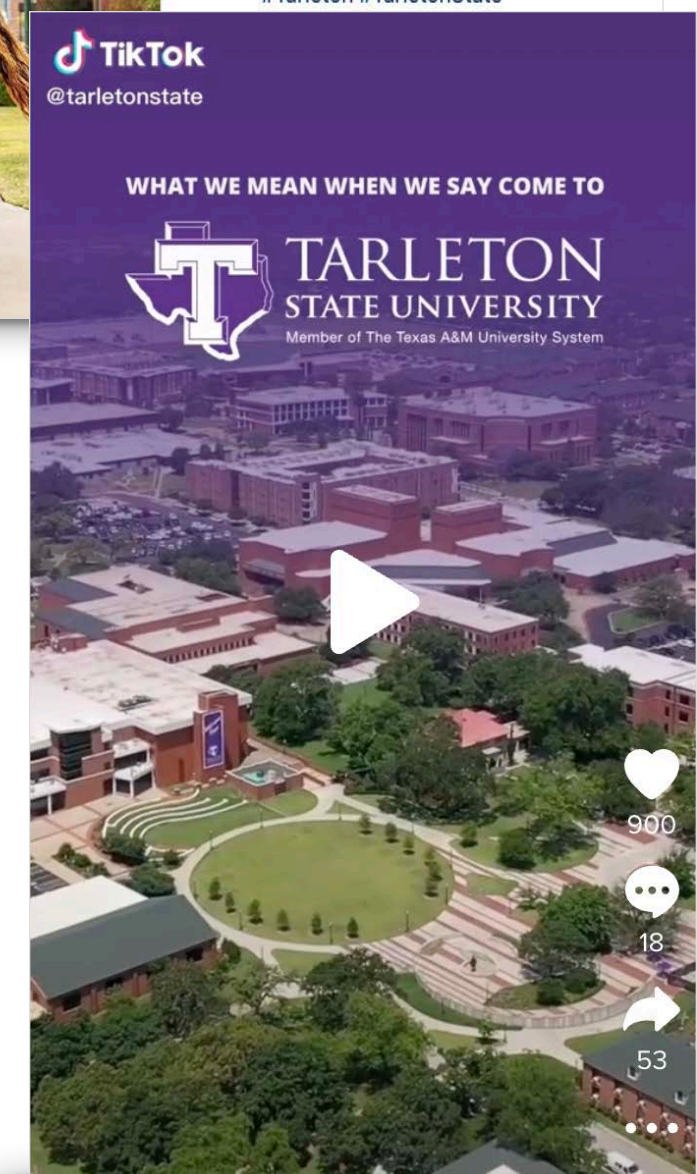
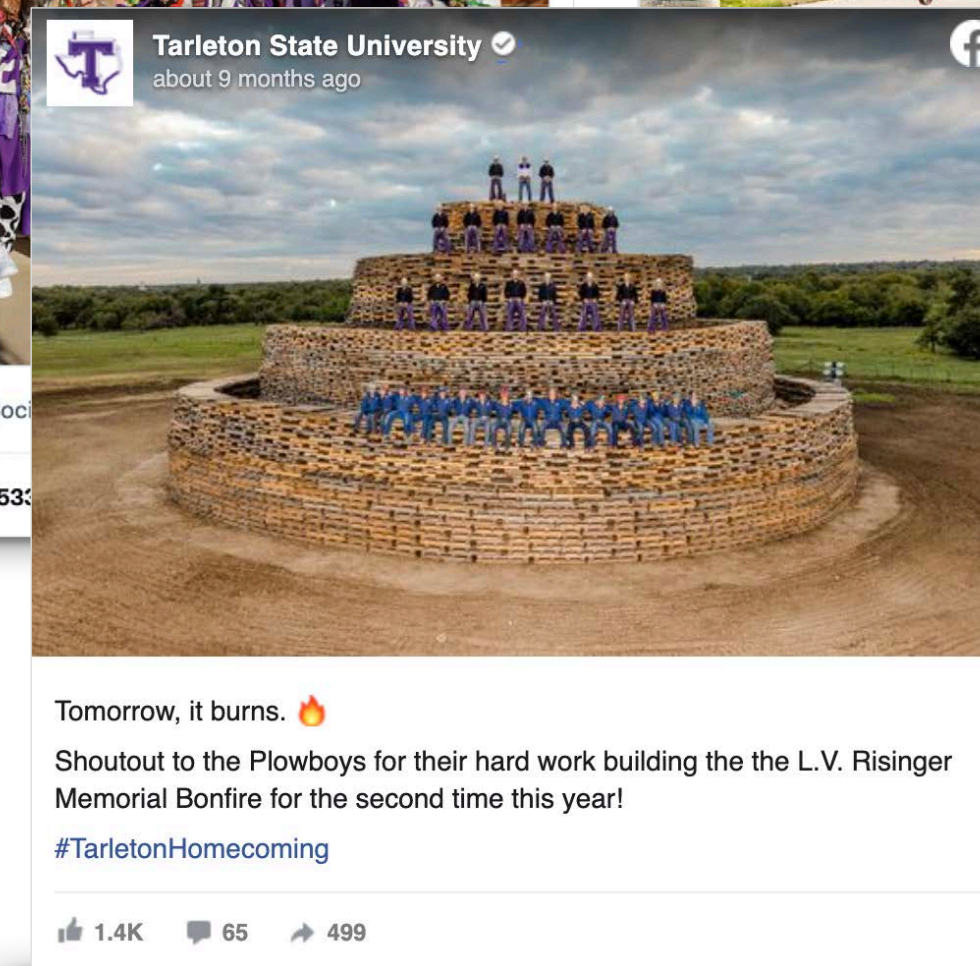
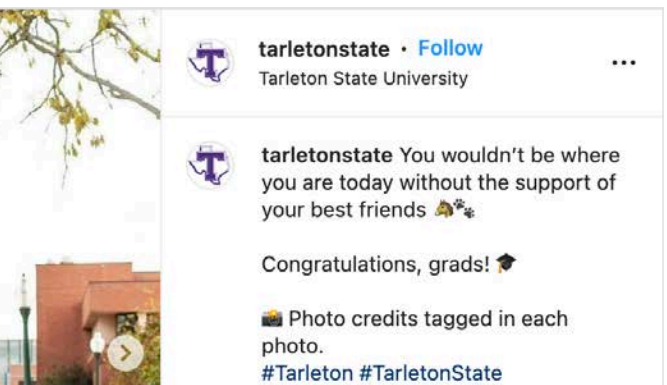
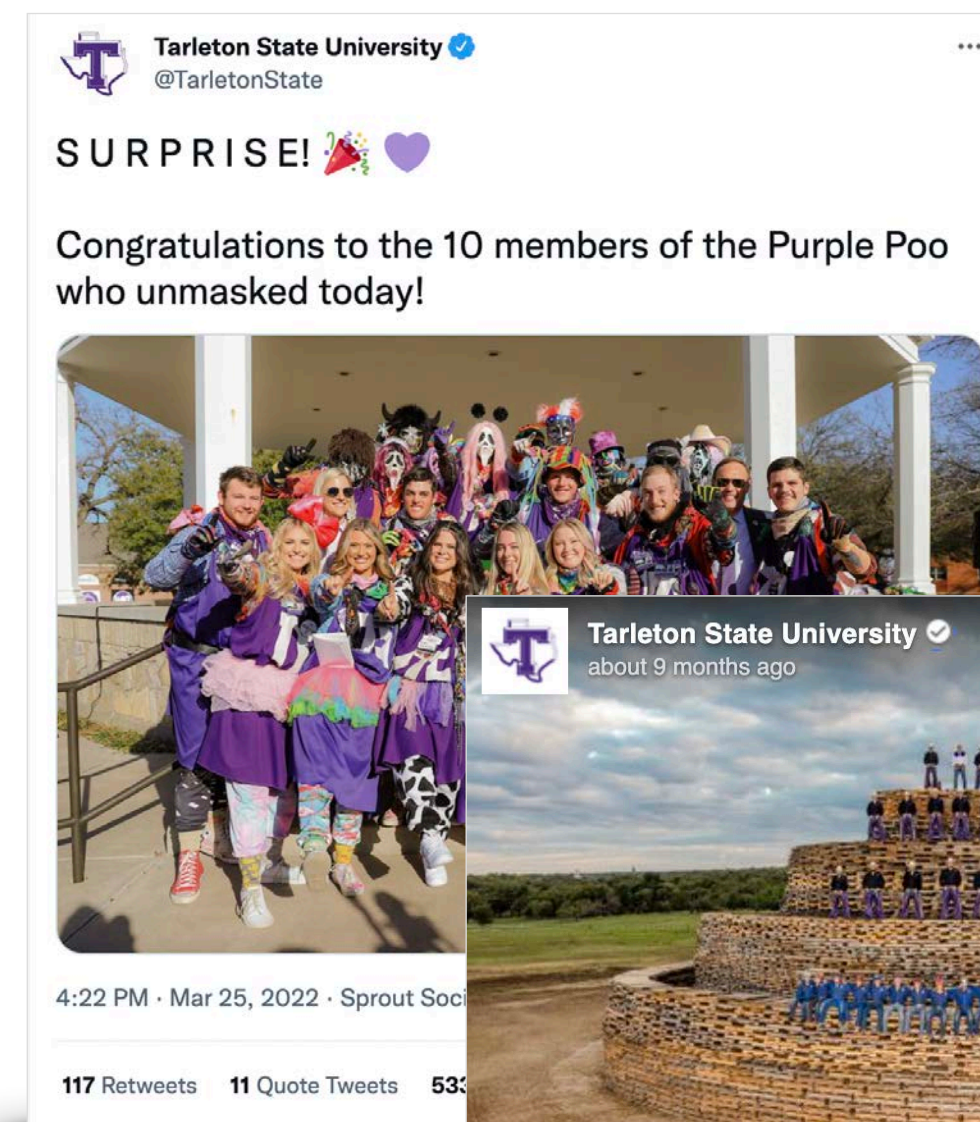
Facebook #13

Twitter #19

TikTok #74

Campus glamour shots dominate all of Tarleton State University's social handles this year, evoking epic nostalgia for alums of this Texas university. From snow days to corn mazes to the new campus Chick-fil-A, there's something for every Texan in the Tarleton feed.

When not posting photos of their drool-worthy campus, Tarleton's most engaging posts of the year featured not-so-humble brags about current students making the university proud.



#10



Clemson University

Instagram #86

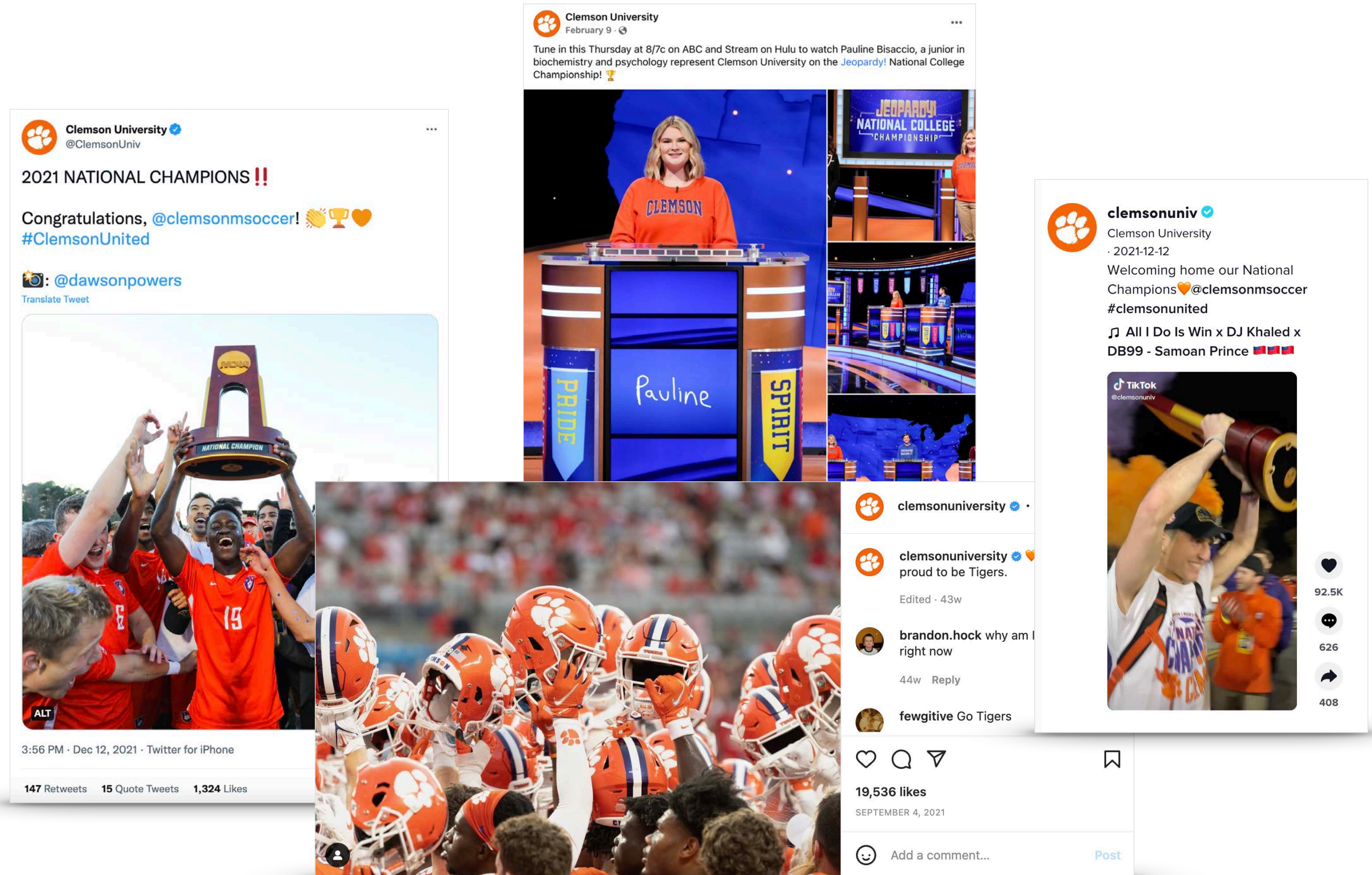
Facebook #30

Twitter #23

TikTok #16

Clemson excelled on TikTok when many other universities struggled, which helped the Tigers land a coveted spot in the overall top 10. The university leaned into sporting wins and other chances for far-away alums to celebrate on TikTok to grab 16th place there.

Of course, sports were a winning strategy on other channels as well. Clemson had lots for followers to celebrate, from a huge soccer victory to a current junior vying for the win on the Jeopardy National College Championship.





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Full 2022 Higher Education Social Media Rankings

HIGHER EDUCATION SOCIAL MEDIA ENGAGEMENT REPORT | JUNE 1, 2021 TO MAY 31, 2022

Full Rankings

	🏆	📷	f	🐦	🎵
University of Iowa	1	3	1	8	41
James Madison University	2	1	4	9	44
Utah State University	3	20	22	12	24
Georgia Institute of Technology	4	5	2	58	17
Ohio University	5	48	21	6	37
University of South Carolina	6	65	19	14	22
University of Georgia	7	9	59	38	15
Tarleton State University	8	21	13	19	74
Baylor University	8	63	45	16	3
Clemson University	10	86	30	23	16

	🏆	📷	f	🐦	🎵
U. Texas at San Antonio	11	83	5	20	61
University of Cincinnati	12	7	40	27	102
University of Mississippi	12	33	63	39	41
Syracuse University	14	31	75	43	35
The Ohio State University	15	74	82	21	13
Oregon State University	16	112	50	22	12
Western Carolina University	17	64	19	64	53
The Citadel	18	37	12	62	100
Marquette University	19	67	18	31	98
University of Florida	20	32	97	53	33

Full Rankings

	🏆	📷	f	🐦	🎵
Bowling Green State University	21	18	49	52	97
Virginia Tech	22	14	91	36	78
Washington State University	23	38	86	50	54
Wake Forest University	24	14	28	48	160
University of Utah	24	131	32	60	27
Texas A&M University	26	2	13	24	212
Binghamton University	27	13	105	132	6
Texas Tech University	28	90	56	49	71
N.C. A&T State University	29	24	16	15	212
Virginia Military Institute	30	10	7	44	212

	🏆	📷	f	🐦	🎵
Providence College	31	59	63	66	87
Longwood University	32	115	26	72	64
High Point University	33	56	51	142	29
U. of Illinois Urbana-Champaign	34	51	33	144	60
Michigan State University	35	50	6	28	212
UC, San Diego	36	11	48	159	81
West Virginia University	37	133	104	41	31
U.S. Naval Academy	38	28	28	42	212
Tulane University	39	58	140	114	7
U. of Tennessee, Knoxville	40	38	69	7	212

Full Rankings

	🏆	📷	f	🐦	🎵
University of Connecticut	41	11	76	140	101
Texas Christian University	42	72	57	154	48
Saint Peter's University	43	113	72	116	35
Samford University	44	28	88	69	153
Montana State U., Bozeman	45	17	41	71	212
North Carolina State University	46	4	42	89	212
University of Pittsburgh	47	8	165	107	83
Colorado State University	47	92	17	134	120
University of Montana	49	80	39	61	185
University of Notre Dame	50	36	25	99	212

	🏆	📷	f	🐦	🎵
College of the Holy Cross	51	33	65	63	212
Abilene Christian University	51	107	34	65	167
University of Central Florida	53	46	181	121	26
Belmont University	54	56	138	175	9
Auburn University	55	164	107	100	9
Southern University, Baton Rouge	56	264	10	29	81
St. Bonaventure University	57	90	72	35	192
U.S. Military Academy	58	154	9	18	212
Boston College	59	77	163	127	31
Marist College	60	53	92	247	11

Full Rankings

	🏆	📷	f	🐦	🎵
U. of Missouri, Columbia	60	97	197	105	4
Mississippi State University	62	221	53	89	45
University of Louisville	63	201	89	17	103
Vanderbilt University	64	103	208	80	20
Weber State University	64	252	15	78	66
Davidson College	66	137	35	33	212
Jackson State University	67	193	3	11	212
Brigham Young University	68	48	158	4	212
South Carolina State University	69	179	7	32	212
University of Houston	70	88	101	30	212

	🏆	📷	f	🐦	🎵
University of South Dakota	71	176	100	156	2
Fairfield University	72	41	119	209	67
University of Richmond	73	26	57	145	212
Purdue University	74	172	109	86	74
Northern Arizona University	75	6	78	148	212
The University of North Carolina at Charlotte	75	19	143	70	212
Duke University	77	148	120	130	50
University of Kentucky	78	121	181	96	52
Liberty University	79	120	103	132	96
Robert Morris University	80	141	111	59	142

Full Rankings

	🏆	📷	f	🐦	🎵
University of Kansas	81	113	220	81	43
Bucknell University	82	59	55	252	93
Duquesne University	83	88	76	87	212
University of Alabama	83	174	140	104	45
Miami University (Ohio)	85	122	87	73	183
Xavier University	86	107	171	47	145
Butler University	87	85	102	75	212
Texas Southern University	88	266	24	1	184
Siena College	89	126	115	166	69
University of Dayton	90	53	114	117	196

	🏆	📷	f	🐦	🎵
UC, Los Angeles	90	130	198	118	34
University of Delaware	92	62	71	138	211
Stephen F. Austin	93	151	175	40	117
Prairie View A&M University	93	246	23	2	212
Sacred Heart University	95	24	137	217	108
Coastal Carolina University	96	145	62	68	212
Iowa State University	97	103	84	94	212
Colgate University	98	35	150	102	212
University of Texas at Austin	99	78	134	85	212
University of Nebraska, Lincoln	100	118	135	55	212

Full Rankings

	🏆	📷	f	🐦	🎵
Grambling State University	101	289	11	10	212
Louisiana Tech University	102	141	95	76	212
Villanova University	103	106	80	129	212
Sam Houston State University	104	241	70	45	176
University of Virginia	105	22	74	228	212
University of California, Davis	106	110	218	153	58
U. of Louisiana at Lafayette	107	257	155	112	21
Gonzaga University	108	116	186	125	123
Tenn. Technological University	109	187	162	147	56
University of Michigan	110	172	195	157	38

	🏆	📷	f	🐦	🎵
UNC, Chapel Hill	111	69	154	128	212
University of the Incarnate Word	112	238	68	46	212
Howard University	113	231	109	13	212
University of Wisconsin, Madison	114	191	52	111	212
George Washington University	115	16	218	124	212
University at Albany	116	44	144	175	212
University of Southern California	117	87	223	226	40
Oklahoma State University	118	315	27	25	212
University of Vermont	119	123	84	162	212
Saint Mary's College of California	120	71	184	160	167

Full Rankings

	🏆	📷	f	🐦	🎵
Quinnipiac University	121	74	44	343	122
Illinois State University	122	226	129	172	58
Louisiana State University	123	263	198	123	4
Southern Utah University	124	79	201	97	212
Missouri State University	125	133	227	141	89
Marshall University	126	296	165	81	49
Alabama A&M University	127	332	45	5	212
William & Mary	128	28	65	290	212
South Dakota State University	128	278	90	115	112
Rider University	130	101	208	196	91

	🏆	📷	f	🐦	🎵
U. of Maryland, Baltimore County	131	167	127	92	212
Ball State University	132	84	260	151	104
Indiana University, Bloomington	133	111	124	264	104
U. of Wisconsin, Milwaukee	134	154	36	284	130
Florida A&M University	135	245	95	54	212
U. of Massachusetts, Amherst	136	99	126	211	172
University of Texas at El Paso	136	237	82	77	212
University of Miami (Florida)	138	38	270	89	212
Bradley University	139	144	132	178	159
Florida State University	140	221	47	137	212

Full Rankings

	🏆	📷	f	🐦	🎵
Elon University	141	118	131	171	199
Texas State University	141	223	250	83	63
Northeastern University	143	23	235	150	212
Bryant University	144	128	225	88	180
University of Arizona	144	169	216	223	13
Hampton University	146	213	36	161	212
New Mexico State University	147	203	247	119	54
Morgan State University	148	198	177	37	212
University of Toledo	149	126	123	230	146
University of California, Berkeley	149	169	188	240	28

	🏆	📷	f	🐦	🎵
Campbell University	149	206	116	143	160
Bellarmino	152	219	94	103	212
University of Oregon	153	103	249	67	212
Mount St. Mary's University	154	251	60	122	208
U. of Tennessee at Martin	155	271	159	79	137
Appalachian State University	156	59	146	231	212
University of Washington	157	160	222	182	85
Alcorn State University	158	350	54	34	212
Central Michigan University	159	287	36	328	1
University of Oklahoma	160	181	161	101	212

Full Rankings

	🏆	📷	f	🐦	🎵
Northwestern University	161	69	198	177	212
Rice University	161	93	152	199	212
Florida Gulf Coast University	161	243	127	74	212
Towson University	164	100	203	274	90
U. of Maryland Eastern Shore	165	285	120	51	212
UC, Riverside	166	81	331	174	83
Cornell University	167	136	108	215	212
Wichita State University	168	301	146	163	62
University at Buffalo, SUNY	169	45	99	331	200
Georgetown University	169	109	208	146	212

	🏆	📷	f	🐦	🎵
Wagner College	169	164	105	194	212
Western Michigan University	169	197	117	270	91
Grand Canyon University	173	53	177	235	212
Tennessee State University	173	330	78	57	212
The University of Tulsa	175	159	190	130	203
Long Beach State University	176	47	310	211	115
Saint Joseph's University	176	72	290	149	172
Cal. Polytechnic State University	178	42	174	257	212
UC, Santa Barbara	179	42	307	318	19
George Mason University	179	95	296	83	212

Full Rankings

	🏆	📷	f	🐦	🎵
University of Central Arkansas	179	227	112	135	212
Nicholls State University	179	344	151	120	71
Loyola Marymount University	183	128	253	126	180
Creighton University	184	213	156	109	212
Temple University	185	139	245	170	138
NJ Institute of Technology	186	124	43	353	176
Manhattan College	187	168	129	202	206
Eastern Illinois University	188	283	81	208	134
Charleston Southern University	189	161	157	190	201
Florida International University	189	216	300	168	25

	🏆	📷	f	🐦	🎵
U. of Maryland, College Park	191	52	191	255	212
U.S. Air Force Academy	192	154	319	26	212
Old Dominion University	192	171	283	93	164
Saint Francis U. (Pennsylvania)	194	185	125	214	189
East Tennessee State University	195	204	138	251	125
University of St. Thomas	196	192	194	181	154
Southern Methodist University	197	180	244	173	126
Georgia State University	198	246	316	158	7
The U. of Southern Mississippi	199	280	183	56	212
Mississippi Valley State U.	200	355	31	301	47

Full Rankings

					
University of South Alabama	201	184	165	183	212
Harvard University	202	183	159	191	212
University of San Francisco	203	66	267	204	212
Lafayette College	203	95	255	187	212
Wofford College	205	147	165	229	212
North Carolina Central U.	206	310	93	139	212
Princeton University	207	206	186	151	212
Fordham University	208	101	241	307	110
Pennsylvania State University	209	151	201	197	212
Southern Ill. U. at Carbondale	210	290	61	291	121

					
Virginia Commonwealth U.	210	312	236	3	212
East Carolina University	212	213	233	232	86
Bethune-Cookman University	212	349	97	106	212
Utah Tech	214	178	180	217	191
Texas A&M, Corpus Christi	214	286	145	216	119
Saint Louis University	216	141	227	268	134
University of North Dakota	216	216	282	199	73
University of Idaho	218	199	112	248	212
University of Colorado, Boulder	219	26	293	242	212
Columbia U., -Barnard College	219	150	263	184	176

Full Rankings

	🏆	📷	f	🐦	🎵
Kent State University	219	269	165	271	68
University of Maine	222	176	173	298	127
University of South Florida	223	140	240	258	140
Boston University	223	209	231	226	112
Loyola University Maryland	225	153	118	299	212
Dartmouth College	226	135	304	286	64
Valparaiso University	227	318	171	136	165
Loyola University Chicago	228	148	188	243	212
Morehead State University	228	194	136	249	212
Hofstra University	230	162	281	236	116

	🏆	📷	f	🐦	🎵
California Baptist University	231	68	284	238	212
Yale University	232	181	206	207	212
University of New Mexico	233	174	294	317	23
Merrimack College	234	137	273	240	163
Jacksonville State University	235	261	67	277	212
Iona College	236	358	153	95	212
College of Charleston (SC)	237	132	315	316	56
Pepperdine University	237	158	277	304	80
Troy University	237	242	132	315	130
University of Nevada, Las Vegas	240	256	349	189	30

Full Rankings

	🏆	📷	f	🐦	🎵
U. of Arkansas, Fayetteville	241	186	176	253	212
Northwestern State University	241	258	193	237	139
Kansas State University	243	274	268	110	176
California State U., Northridge	244	116	334	309	76
Stanford University	244	187	203	233	212
La Salle University	246	270	241	113	212
Presbyterian College	247	253	184	188	212
University of California, Irvine	248	82	301	244	212
University of Texas at Arlington	248	211	226	256	146
University of Rhode Island	250	154	212	262	212

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DePaul University	251	97	336	266	144
Austin Peay State University	252	266	334	98	149
University of Louisiana Monroe	253	280	256	108	212
Furman University	254	229	170	303	155
Cal. State University, Sacramento	255	162	206	279	212
University of New Hampshire	255	210	258	314	77
Western Kentucky University	255	255	177	320	107
University of Portland	258	212	238	198	212
University of Evansville	258	315	149	184	212
U. of Arkansas, Pine Bluff	260	343	140	167	212

Full Rankings

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University of Hawaii, Manoa	261	293	290	211	70
University of Akron	262	295	241	281	51
San Diego State University	263	166	313	293	98
Youngstown State University	264	246	258	202	165
Southeastern Louisiana U.	264	339	227	165	140
Idaho State University	266	189	250	221	212
Eastern Washington University	267	279	191	194	212
Florida Atlantic University	268	243	325	272	38
Norfolk State University	269	305	220	169	188
Cal State University, Fullerton	270	76	332	265	212

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Boise State University	270	249	232	192	212
Stetson University	272	205	252	306	128
Lehigh University	273	94	276	310	212
Cal State University, Fresno	273	227	271	246	148
Mercer University	273	249	148	283	212
Monmouth University	276	200	205	323	170
Middle Tenn. State University	277	231	223	355	93
Seton Hall University	278	260	295	193	156
U. of Minnesota, Twin Cities	279	146	268	285	212
Stony Brook University	280	201	279	319	118

Full Rankings

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Alabama State University	281	313	120	276	212
University of North Texas	282	195	213	356	162
Indiana University-Purdue University Indianapolis	283	223	348	225	133
Arizona State University	283	235	260	222	212
Rutgers	285	236	227	262	212
Niagara University	286	261	208	321	152
U. of Tennessee at Chattanooga	286	356	286	205	95
Gardner-Webb University	288	230	164	358	193
Delaware State University	288	345	233	155	212
University of North Florida	290	206	275	259	212

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UNC, Wilmington	291	190	238	313	212
UNC, Greensboro	292	274	265	287	128
Coppin State University	293	331	213	206	207
University of Northern Iowa	294	272	264	269	156
Oral Roberts University	295	231	277	312	142
University of Pennsylvania	296	219	272	261	212
Kennesaw State University	297	292	296	292	87
University of Wyoming	298	291	302	357	18
Utah Valley University	299	326	248	186	212
Winthrop University	300	309	195	278	197

Full Rankings

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U. of Texas Rio Grande Valley	301	306	284	180	212
Southern Ill. U. Edwardsville	302	238	245	295	212
Drexel University	302	265	280	335	110
U. of Alabama at Birmingham	304	311	292	179	212
Southeast Missouri State U.	305	297	323	302	78
University of Memphis	306	313	327	254	109
University of Detroit Mercy	307	335	215	267	189
Cleveland State University	308	225	338	249	198
Cal State University, Bakersfield	309	277	313	219	212
Indiana State University	310	322	253	280	169

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American University	311	124	356	333	212
Santa Clara University	312	234	309	311	175
University of New Orleans	313	338	322	164	212
McNeese State University	314	326	318	288	106
Brown University	315	238	265	325	212
Murray State University	315	337	260	329	114
Portland State University	317	282	303	244	212
University of North Alabama	318	307	299	322	123
Western Illinois University	319	342	216	345	150
Oakland University	320	258	257	339	204

Full Rankings

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Radford University	321	268	274	307	212
Eastern Kentucky University	322	307	306	239	212
University of the Pacific	323	304	329	220	212
North Dakota State University	324	273	236	347	212
U. of Massachusetts Lowell	325	300	287	273	212
Lamar University	326	347	337	234	158
University of San Diego	327	195	341	340	212
Drake University	327	341	287	330	130
Wright State University	329	329	317	297	151
Fairleigh Dickinson U.	330	320	341	305	134

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St. Francis College Brooklyn	330	354	324	210	212
University of Illinois Chicago	332	324	343	223	212
Jacksonville University	333	339	305	282	182
Canisius College	334	333	289	275	212
University of Denver	335	293	310	295	212
University of Northern Colorado	335	317	328	294	171
Arkansas State University	337	218	343	342	212
Houston Baptist University	337	323	320	260	212
Chicago State University	339	357	355	201	212
San Jose State University	340	253	345	327	204

Full Rankings

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Purdue University Fort Wayne	341	302	321	300	212
Lipscomb University	342	287	296	344	212
University of Nevada, Reno	343	298	307	351	212
Seattle University	344	276	351	332	212
UNC, Asheville	345	283	326	354	212
Northern Kentucky University	346	326	350	326	174
Georgia Southern University	347	321	312	337	208
U. of South Carolina Upstate	348	352	333	289	212
St. John's University (New York)	349	302	351	350	195
U. of Wisconsin-Green Bay	349	334	330	348	186

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Northern Illinois University	351	299	354	336	212
University of Nebraska Omaha	352	325	357	338	186
Long Island University	353	335	358	323	193
University of Hartford	354	318	346	349	202
Central Connecticut State U.	355	348	346	341	212
Eastern Michigan University	356	351	340	345	212
U. of Missouri, Kansas City	356	353	353	334	208
U. of Arkansas at Little Rock	358	346	339	352	212

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