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Babson flies below Princeton Review's rankings

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By Matt Rocheleau, Globe Correspondent

The Princeton Review released its annual assessment of colleges across the US this week, ranking the top 20 schools in categories such as "Best Classroom Experience," "Is it food?" and "Scotch and Soda, Hold the Scotch."

So, in how many of those 62 categories did Princeton place Babson College?

Well, none. But, that's something Babson's dean of the undergraduate school, Dennis Hanno, said he doesn't mind.

"We certainly do not try to be the 'Top Party School,' nor do we try to be a 'Stone-cold Sober School,'" said Hanno. "In general, I kind of breathe a sigh of relief when we don't make anyone of those 62 lists."

However, the college was named to four other lists – "Best Northeastern Colleges," "2007 Top Entrepreneurial Programs: Undergraduate," "Best 371 Colleges," and "2009 Best Value Colleges – Private," – none of which are ranked.

Current and prospective students, as well as their parents, are often aware of how Babson is reviewed by Princeton and publications like Business Week and the U.S. News and World Report, he said.

But, Hanno advised against over-emphasizing the value of such collegiate ratings when deciding where to attend.

"The school has to fit," the student's preferences, he said.

Each publication that ranks various aspects of higher education tries to carve out its own niche, he said, and Princeton, which has published its college guide annually since 1992, aims to be a "conversation starter."

"Princeton Review has clearly tried to carve out a 'cutesie' niche with these 62 different categories," Hanno said. "It's better to be below the radar screen on some of these lists. I'd much rather have students come experience Babson for themselves."

The 62 rankings are based on an 80-question survey completed by about 122,000 students – 325 per campus on average – at the 371 schools in the book during the 2008-09 school year and/or previous two school years. The surveys, most of which were completed online, ask students about their school's academics, administration, campus life, student body, and themselves.

The Princeton Review is an education services company headquartered in Framingham. It is not affiliated with Princeton University, and it is not a magazine.

For more information on the 2010 edition of "The Best 371 Colleges," go [here](#).

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