



## **BOSTON COLLEGE RANKED FIRST IN MASS. REPUTATION SURVEY**

CHESTNUT HILL, MA (1-25-08) - Boston College has placed first in the latest Massachusetts Corporate Reputation Survey as the institution business leaders throughout the Commonwealth respect most.

The survey, which ranks the reputations of the state's leading private and public organizations, solicits 200 Massachusetts executives on their opinions of 74 well-known businesses and organizations. The respondents rate each institution on six attributes: overall reputation, products and services, workplace environment, degree of social responsibility, ethics and corporate governance, and financial stability.

While BC has placed in the top 10 in each of the five years the survey has been conducted, this year marks the first time the University has been ranked #1. Rounding out the top five were United Parcel Service, Children's Hospital, Blue Cross & Blue Shield and Massachusetts Institute of Technology.

The Massachusetts Corporate Reputation Survey is conducted on behalf of Morrissey & Company, a Boston reputation management and public relations firm, and administered through Opinion Dynamics Corporation of Waltham, a national leader in market research and polling.

"Boston College's dedication to academic excellence and community service has helped boost the school's reputation and enhance the state's reputation for excellence in education," said Morrissey & Company President & CEO Peter A. Morrissey. "The results of MCRS clearly demonstrate how well BC addresses each of its stakeholders, and how community involvement can impact reputation and quality of life – a lesson that can be translated to all types of organizations."

Vice President for Human Resources Leo Sullivan said the first-place finish in the prestigious survey is a reflection of BC employees' commitment to the University and its Jesuit mission. "There is a unique culture at Boston College in which people view the University as more than a place to work," said Sullivan. "BC is a place where people are personally invested in the mission, and that commitment, along with our excellent academic reputation and our community outreach, has helped us to earn this distinction. It is a credit to the entire BC community."

The complete MCRS report is available at [www.reputationsurvey.com](http://www.reputationsurvey.com).

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