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[News Release on Reasons Students Chose UMM]

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News Release from:
University of Minnesota
University of Minnesota, Morris
Morris, Minnesota
January 30, 1961

For Immediate Release

The expectation of more individual attention is the most frequently offered reason for attending the University of Minnesota, Morris according to the results of a poll of students enrolled at that institution. Seventy percent of the students questioned selected this reason as a significant factor in their decision to attend the University of Minnesota, Morris.

The opinions of 94% of the UMM freshmen were recorded on anonymous questionnaires designed to sample student reasons for enrolling at a new college whose future may have appeared uncertain. The success of the initial college classes has prompted the University of Minnesota to request legislative approval for development of the University of Minnesota, Morris into a four-year institution.

Most of the students responding to the questionnaires had several reasons for choosing UMM. Sixty-seven percent were influenced by the fact that UMM is part of the University of Minnesota.

Sixty-three percent of the students indicated they are attending UMM because they prefer a smaller size college, while 60% were impressed by the fact that UMM is close enough so that they could live at home and commute.

Tuition and fees that are lower than other colleges was an important factor in the opinion of 57% of the students who responded to the poll, while 48% thought they would feel more at home at this college.

The fact that it would have been financially difficult to attend another college influenced 46% of the students to attend, the same percentage that checked liking the campus at UMM as a reason. The parents of 45% of the students polled suggested enrolling at UMM, according to the results of the survey. Thirty-one percent were drawn by the challenge of a new college.

Other factors influencing the choice of the University of Minnesota, Morris by the students enrolled there included: it offered a better chance to participate in extra-curricular and social activities, high school faculty, principal, or counselor suggested attending the University of Minnesota, Morris, the expectation that the teachers would be better than in many other colleges, and the thought that UMM would have higher academic standards than many other colleges.

Other reasons given for choosing UMM included: desire to lend support to the new college, the fact that one's friends were coming to UMM, the thought that the student would have a better chance for being accepted at one of the University's professional schools by taking pre-professional work at UMM, and the offer of a better chance to participate in athletic activities.