

UMAY (University of Michigan Asks You) Survey 2011
“Why I Chose Michigan”

University of Michigan Asks You (UMAY) is a survey that the University administers periodically to all undergraduates. The survey asks questions about many facets of the student experience, including academic activities, experiences in their major, satisfaction, and perceptions of climate. During the spring 2011 UMay survey administration, 8,014 U-M undergraduates responded to the survey, for a 31% response rate.

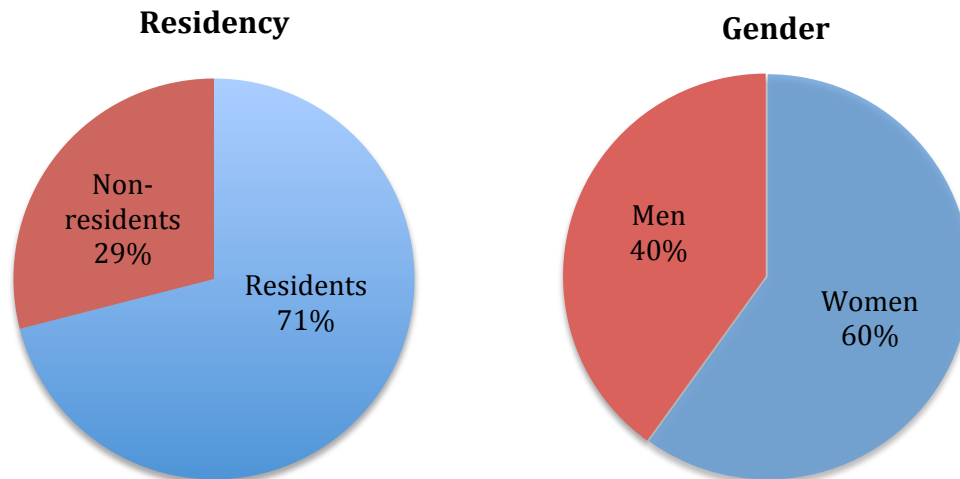
The UMay survey presents all students with a core group of common questions about the undergraduate experience. Responses on many of these key items appear in the department reports OBP produces and distributed to units. In addition to the core questions, students may also see one of four randomly-assigned modules of additional questions. In 2011, one of the modules included the following open-ended response item:

What were the most important factors or influences that prompted you to decide to attend the University of Michigan?

Of the students who were offered a chance to answer this survey item, 1,407 submitted responses:

School/College	N	%
LSA	842	60%
Engineering	291	21%
Kinesiology	54	4%
Business Administration	52	4%
Nursing	45	3%
Music, Theatre and Dance	43	3%
Art & Design	42	3%
Education	13	1%
TCAUP	11	1%
Dental Hygiene	8	1%
Public Policy	6	<1%

Among those submitting responses:

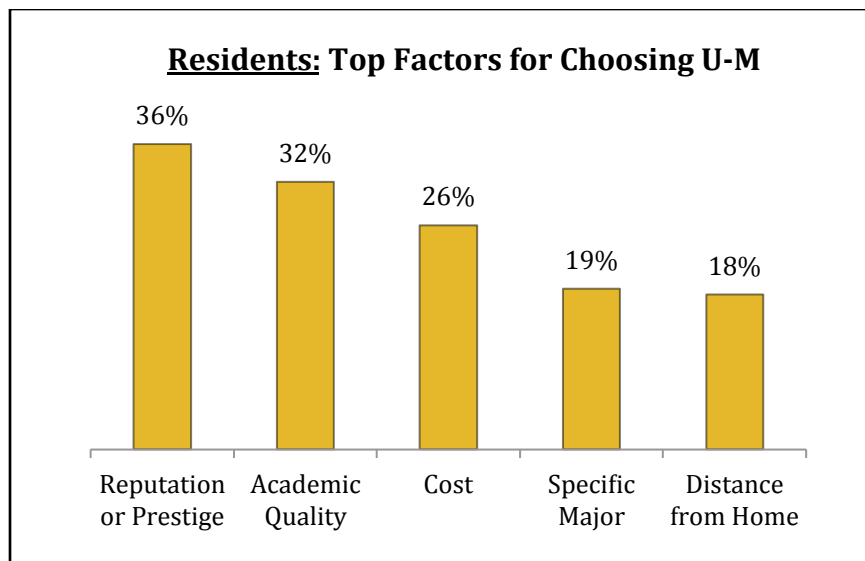
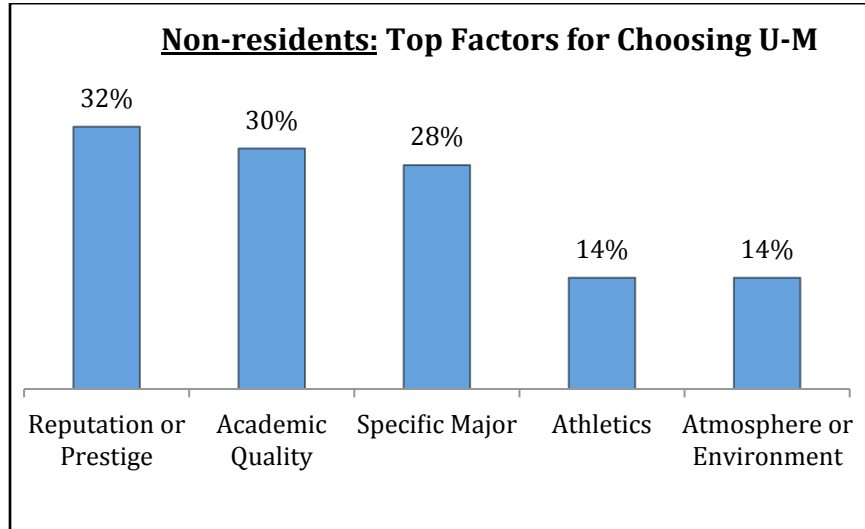


Students responded in their own words. Their responses were coded into nine broad categories, each containing between two and six sub-categories.

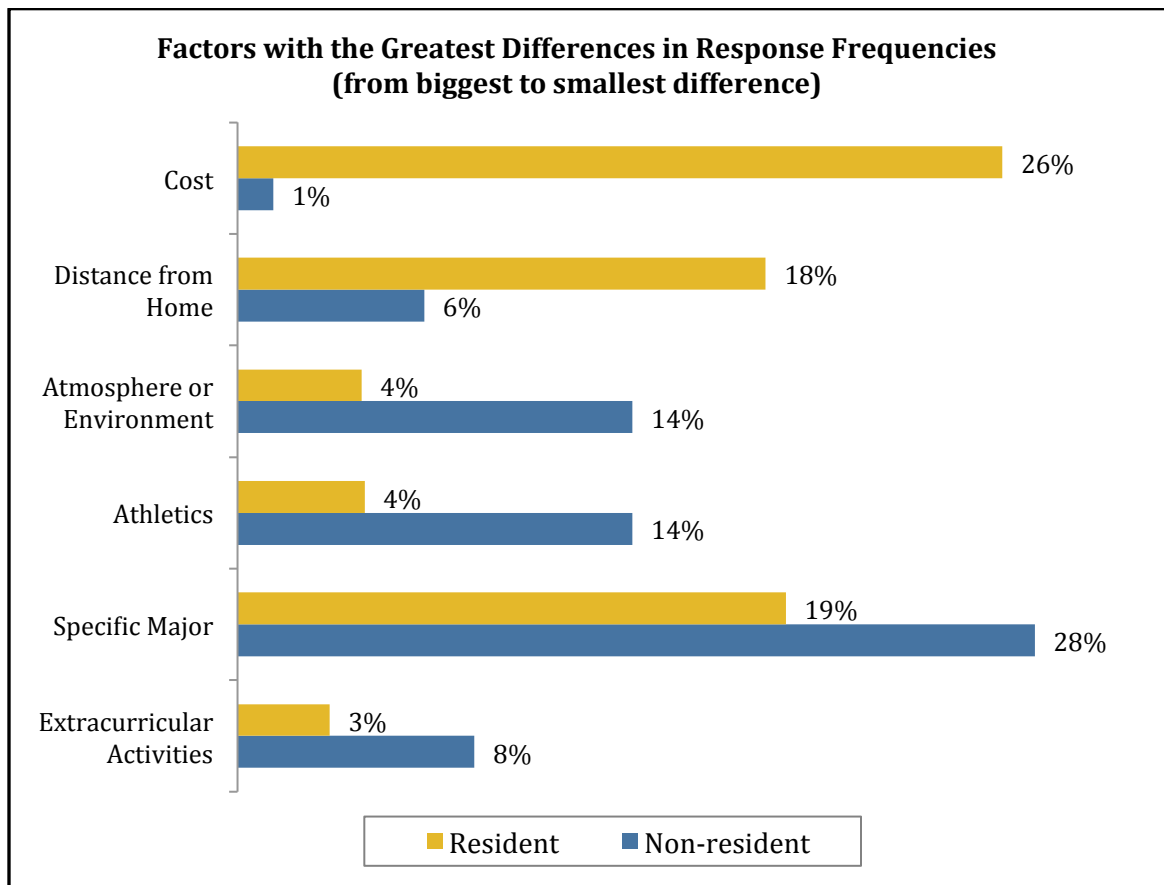
General observations:

- **Prestige counts.** Among all respondents, reputation/prestige was the most frequently cited reason for choosing Michigan.
- **Students care about quality.** Academic quality was the second most frequently cited reason.
- **They seek out information at the department level.** 21% of all respondents stated that they were drawn to a particular major, department, or academic program (28% of non-residents). The major or department was frequently linked with the perception of quality, *“the best Aerospace Engineering program in the country.”*
- **Low cost sways Michigan residents.** Among Michigan residents, cost was the third most frequently cited reason. Several respondents noted that they had hoped to, or planned to, attend an out-of-state or private school but could not afford to so came to Michigan instead. Several other students mentioned having a MET and stating that U-M was the best option among their eligible colleges.
- **Being close to home is also a plus.** Among Michigan residents, distance from home was important, with most stating, *“close to home.”*
- **Students like “the whole package.”** Among non-residents, the atmosphere/environment of the campus and Ann Arbor, and the University’s athletic program, were important factors.

The following graphs show the distribution of responses among the most common categories:



The factors below had the greatest differences in response frequencies between residents and non-residents.



Sample comments from Michigan residents:

- *The University of Michigan combines high rankings and a cheaper in-state public school tuition, reaching a happy middle ground for my competing desires of academic prestige and avoiding debt. (Engineering)*
- *The fact that its engineering program is one of the top in the country, the tuition would be cheaper for me since I am in-state, I would not be terribly far from home, and I would be getting a world-class education. (Engineering)*
- *The University of Michigan has such a fantastic reputation, a great learning atmosphere, a lot of recreation/volunteer activities, and is located in a beautiful city. (LSA)*
- *The most important factors were the prestige, close proximity to home, and that the University accepted me with a scholarship. (LSA)*
- *Many top ranked programs so I could switch majors and not have to worry if necessary. Enjoyed campus and all the resources the university had to offer. (Kinesiology)*
- *It was in state and close to home and the business school is one of the best. (Business)*
- *My parents and the prestige of the university played a role into my decision to come here. It was close to home and would give me a great education. (Nursing)*
- *Prestige, quality of education, perceived awesomeness. (Music, Theatre and Dance)*

Sample comments from non-residents:

- *U of M is famous for its quality of education and breadth of opportunities. It is the only school that I applied to that excels in every single department. The school spirit is phenomenal as well. (Engineering)*
- *The ranking of the engineering school and the Mechanical Engineering department was the most important. Also, the breadth of knowledge that could be gained at U of M and the teamwork-oriented atmosphere. (Engineering)*
- *The atmosphere. Students seemed like they wanted to be here. Also the undergraduate programs. If I decided to change my major, I knew I'd be at a school that was Top 10 in almost every specialty. (LSA)*
- *Quality and rigor of education, alma mater of people whose jobs and drive I envied, research being done by the faculty, prestige of the faculty. (LSA)*
- *Academic reputation, business school ranking, athletic programs, campus life. (Business)*
- *The amount of choices for majors and schools that exist and the combinations you can do with it, such as dual degrees and major/minors, dual majors, etc. Also, the reputation of Michigan as a whole and all the schools within it. (Business)*
- *Good academics. Good athletics. Great city. Always felt safe, open to lots of things to do, pretty. (Kinesiology)*
- *It was the best program in the nation for my major that still allowed for a traditional college experience. (Music, Theatre and Dance)*
- *Big sports school, good academic reputation, lots of majors, maize and blue community, city of Ann Arbor. (Public Policy)*

For more information about the UMay survey, contact the Office of Budget & Planning at umaysurvey@umich.edu.

