

ATTITUDES OF PROMINENT CITIZENS
TOWARD PROBLEMS OF HIGHER EDUCATION
IN THE CHICAGO AREA

National Opinion Research Center
University of Chicago

Report No. 53
Survey 360

October 22, 1954

NATIONAL OPINION RESEARCH CENTER
University of Chicago

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Acknowledgments

To Mrs. Fansayde N. Calloway, not only for her administrative assistance, but also for her skillful handling of interviewer-respondent appointments; to the following persons, who handled all of the interviewing and the coding of respondents' replies: Mrs. Marna Carney, Mrs. Ruth Comroe, Mr. Robert Gaudino, Mrs. Ida Gradolph, Mr. Philip Gradolph, Mr. Gerald Gratch, Mrs. Louisa Kaberon, Mr. J. Howard Kauffman, Mr. Robert Marsh, Mr. Harold Metcalf, Mr. Henry Quarantelli, Mrs. Lucy Sassaman, and Mrs. Nathalie Winkler; and to the many busy citizens who, almost invariably, gave generous and full cooperation.

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INTRODUCTION

In the summer of 1954 the Central Administration of the University of Chicago commissioned the National Opinion Research Center to conduct a study of the attitudes of prominent citizens toward the problems of institutions of higher education in the Chicago area in general and toward the University of Chicago in particular.

During August and September, 1954, personal interviews were carried out with three groups of individuals whose opinions and attitudes are especially relevant to the subject.

Interviews were obtained with:

1. Three hundred and four members of the Citizens Board of the University of Chicago, a lay advisory board, composed of leading citizens in many fields of endeavor in Chicago and vicinity.
2. One hundred and fifty-six other prominent Chicago citizens who have no formal affiliation with the University of Chicago
3. Thirty-one women residing in the Chicago area who have indicated interest in the activities and program of the University at sometime.

Prior to interview each respondent received a letter, from the Chairman of the Citizens Board or from the Director of the National Opinion Research Center, describing the study and inviting participation in it. Subsequently, appointments for personal interview were made by telephone. Most of the Citizens Board members and the other prominent citizens were interviewed at their place of business. Interviews with the women were usually conducted at home.

The results of the study presented here are based on the responses of the members of these three groups to the interview. In many of the questions respondents were not confined to single answers but were free

to make as many relevant comments as they wished.

Attention is directed to the small size of the women's group. Percentages based on the responses of this group or of any sub-group similar in size are somewhat unreliable.

In the report which follows members of the Citizens Board are designated as Citizens Board Members (CBM); the 156 leading citizens, as Other Prominent Persons (OPP); and the women as the Women on the Women's List (WL).

MAIN FINDINGS

Problems of Universities

1. Financing is more frequently mentioned than anything else, by all three groups interviewed, as an important problem currently facing colleges and universities. Eighty-three per cent of the Citizens Board, 77 per cent of the Women's List, and 62 per cent of Other Prominent Persons cite the problem of financing, in one or more of its aspects. Of all specific aspects of financing, attracting and maintaining high level faculty through adequate salaries is the need most often mentioned.
2. A majority of the men and two-fifths of the women believe the problems of private universities in the Chicago area to be about the same as problems of universities elsewhere. One person in four, however, feels that local private universities have more extreme financial problems than other universities.
3. In enumerating problems of local universities, a number of persons commented specifically about the University of Chicago. Those who did so pointed out the problem of neighborhood deterioration more often than any other special problem.

Evaluating Universities and Colleges

4. Universities are evaluated by all three groups interviewed primarily in terms of the calibre and reputation of their faculties and other aspects of academic reputation, including quality of graduates and products of research.
5. Women, much more often than the men, make a distinction between criteria for evaluating a college and criteria for evaluating a university. Faculty-student relations, including amount of supervision, are a factor more often considered by women than by men in evaluating a college. The character of non-academic student life is frequently mentioned by both men and women as a criterion for evaluating a college.

Public and Private Higher Education

6. Half the Citizens Board members are confident that private colleges and universities will be able to handle the anticipated increase in number of students in the next decade; a third believe some "other provision" will be necessary; and the rest are undecided. On the other hand, a majority of the Other Prominent Persons who have an opinion on this feel that private institutions will not be able to handle the increase. The Women on the Women's List resemble the Citizens Board in their opinions on this matter.

7. Nearly half (47 per cent) of the Citizens Board members oppose the proposed establishment in Chicago of a full four-year college by the University of Illinois; but 4 out of 10 favor it, the remainder being undecided. Two-thirds of the Other Prominent Persons favor the proposal. The Women are closer, again, to the Citizens Board members in their opinions on this subject.
8. Government scholarships to needy, able students, as an alternative to a four-year state college in Chicago, are preferable to 49 per cent of the Citizens Board, while 42 per cent make the converse choice. A majority of the Women and Other Prominent Persons would prefer the state college.
9. Among those who would favor public financial support of needy, able students, half the Citizens Board members and a third of the other respondents would disapprove of having the Federal government help.

Impressions of the University of Chicago

10. About as many Citizens Board members and Women have a favorable impression of the University of Chicago as do of Northwestern. Among Other Prominent Persons, however, fewer have a favorable impression of Chicago than of Northwestern.
11. Opinions about the University of Chicago have been in more of a flux among all three groups than have opinions of Northwestern. Nearly two-thirds of the Citizens Board and half the Women's List and Other Prominent Persons say their opinion of the University of Chicago has changed for the better over the past two or three years; five per cent of the Citizens Board and Other Prominent Persons (three per cent of the Women) report a change for the worse in this time period.
12. Kimpton's program and personality, the reorganization of the University of Chicago College, and improved community relations are the reasons most frequently given for improved opinions of Chicago. The departure of Hutchins, the loss of his influence in education, talk of increased emphasis on athletics and fraternities, and deterioration of the surrounding neighborhood are mentioned as reasons for worsening opinions of the University of Chicago.
13. The charge of radicalism is frequently heard as a criticism by Citizens Board members and Other Prominent Persons in their conversations with friends about the University of Chicago. The Women also mention the radicalism charge as a frequently heard criticism, but the Women report hearing criticism about educational innovations and "super-students" at least as frequently.

14. Although they were not asked whether they agreed or disagreed with any of the criticisms heard in conversations with friends, half the Citizens Board members, half the Women on the Women's List, and about a third of the Other Prominent Persons who report hearing the charge of radicalism at the University of Chicago volunteered the comment that they doubted the validity of this criticism.
15. Asked for their own opinion, one Citizens Board member in seven says that, in general, professors at the University of Chicago are "too radical." Two-thirds of the Board Members say they are "all right"; a fifth has no opinion; and two per cent say they are "too conservative."
16. Most persons have an opinion on the subject of athletics at the University of Chicago. A majority of the men say more emphasis should be placed on athletics at Chicago. The Women are divided on this issue, half saying more emphasis is needed, half saying the present emphasis is all right.
17. At least half the persons interviewed have no opinion about student social activities at Chicago. Of those with an opinion, most feel more emphasis should be placed on student social activities.
18. A majority (59 per cent) of the Citizens Board expresses agreement with the statement that "...the University of Chicago undergraduate college has too high a proportion of very bright but socially-not-well-adjusted students."
19. Favorable comments heard about the University of Chicago most frequently refer to the excellence of its faculty and the reputation of the University for scholarship and research. Specific departments often singled out for praise are the medical school, the law school, and "the graduate schools." Favorable comments are heard with some frequency about the new administration and the good impression that Kimpton is making. The Women more frequently report hearing favorable comments about Hutchins and his forward-looking ideas than do the men.
20. Many Citizens Board members plead ignorance on the subjects of adequacy of physical facilities (37 per cent--"no opinion") and undergraduate housing (51 per cent--"no opinion"). Of those who do voice an opinion, a majority believe physical facilities are adequate, but that facilities for undergraduate housing are inadequate.
21. To gain wider public support, the most frequent recommendations are: improvement in public relations, continuance with present program, encouragement of athletics, development of the undergraduate school, improvement of area surrounding the university, and combatting faculty radicalism or the public's impression of it.
22. Ninety-eight per cent of the Citizens Board approve the University's activity on behalf of improving the area surrounding the University. Ninety-six per cent of the Board approve the principle of university involvement in the life of the community.

Advice to Students on Selecting a College

23. Approximately one in ten Citizens Board members and Other Prominent Persons believes that it is generally desirable for a student whose home is in the Chicago area to attend a college in the Chicago area. Approximately four in ten persons in these two groups say a student whose home is in Chicago should leave the Midwest to go to college; two-thirds of the Women feel this way, also.
24. A "liberal arts college connected with a large university" is preferred by a considerable margin by all groups to an "independent liberal arts college."
25. In the Chicago area, Northwestern University and the University of Chicago are most frequently thought of as providing the best undergraduate training generally, all three groups interviewed designating Northwestern somewhat more frequently.
26. A majority of all persons interviewed report they have had recent occasion to advise students about the selection of an undergraduate college. Of those advising boys, 12 per cent recommended the University of Chicago, 7 per cent recommended Northwestern, 22 per cent Harvard, Princeton, or Yale, and 59 per cent all other schools.
27. Reasons given by Citizens Board members for not recommending the University of Chicago when they had occasion to give advice on selection of a college include: unfavorable opinion of undergraduate life at Chicago, the desirability of going to school away from home, and preferences for smaller schools or schools in smaller communities.
28. Persons more likely than others to recommend the University of Chicago to a potential student are: alumni of the University of Chicago, persons who have no active interest (serving on boards, etc.) in schools other than Chicago, and persons who believe a student whose home is in the Chicago area should attend a college in the Chicago area. One in five of those who have recommended Chicago have only a slightly favorable or an unfavorable impression of the way Chicago is functioning today. Everyone who has recommended Northwestern, however, has either a favorable or very favorable impression of Northwestern.
29. Those who approve of the degree of emphasis on athletics at Chicago have been more likely than others to recommend Chicago to potential students, as have those who disagree with the notion that Chicago has too high a proportion of socially-not-well-adjusted students. Among Citizens Board members, opinion about whether Chicago professors are "too radical" is totally unrelated to advice they have given to students with respect to attending the University of Chicago.
30. Respondent's own personal interest or involvement in a school is most frequently given as reason for having recommended an Ivy League school (Harvard, Princeton, Yale). Chicago has been most often recommended for the reason that it furnishes a great educational opportunity. Northwestern has been most often recommended because it serves the interests, talents, or other traits of potential students. However, a great variety of reasons is given for having recommended specific schools to specific students.

Financing Higher Education

31. More persons believe it will be harder to raise money for the support of private universities and colleges in the next few years than believe it will be easier. "High taxes" are most frequently cited as the reason for believing fund-raising for higher education will be harder. Those who believe such fund-raising will be easier note an increasing assumption of responsibility by business and improved public relations.
32. When deciding where to make a gift to an educational institution, Citizens Board members and Other Prominent Persons most often take into account the quality of the faculty and teaching and the general character of the institution. The Women's considerations also are often these, but Women more frequently cite their own personal interest or involvement in a school as a factor.
33. Four out of ten Citizens Board members and Other Prominent Persons, but only one out of four Women, indicate they would prefer to make gifts unrestrictedly, leaving to the institution involved the decision as to how the money should be spent. The Women are more inclined to want to earmark funds to be spent on faculty. Among specified ways in which money should be spent, all groups mention faculty more often than any other subject of expenditure.
34. When asked to choose between expenditures for scholarships and expenditures for salaries for teaching and research, all groups prefer to see gift money spent on salaries by not less than three to one. Among Citizens Board members, 63 per cent vote for salaries; 9 per cent for scholarships.
35. Older persons are more likely than younger persons to favor expenditures for medical research and physical facilities.
36. Younger persons are more likely than older persons to favor expenditures for scholarships.

Citizens Board Members' Information and General Impression of the University of Chicago

37. Citizens Board members say they get most of their information about the University through personal observation and contact with persons, including faculty members and trustees, and less from printed materials. A third have had no occasion in recent years to attend any concerts, lectures, exhibits, religious services, or performances of sacred music at the University, or to utilize the University's hospitals and clinics.
38. A third of the Citizens Board members did not know whether college enrollment (prior to this fall) had been increasing or decreasing; one in six thought it had stayed about the same or had increased.

39. Four per cent of the Citizens Board guessed undergraduate enrollment to be somewhere between 1100 and 1350. (Actual enrollment is about 1300 this fall.) One in seven gave estimates of 1350 or less. Taking any figure of 2250 or less as a reasonably good estimate, nearly two-thirds of those who ventured to guess overestimated undergraduate enrollment by two or three times or even more.
40. Not quite half (46 per cent) of the Citizens Board is satisfied with the publicity the University of Chicago has been getting. Those who are satisfied with the University's publicity are more likely to have a generally favorable impression of the University than those who are not. Citizens who think that Chicago professors are "too radical" or that Chicago students are "socially-not-well-adjusted" are less likely than others to have a favorable impression of the University. Criticisms they hear about Chicago do not seem to have any important relation to the general impression Citizens Board members form of the University, but those who feel that wider public support could be obtained by "developing the undergraduate college" are less likely to have a favorable impression of the University than others. Finally, whether a Citizens Board member is an alumnus of the University of Chicago or not, or in what age group he falls, is unrelated to his impression of the University.

GENERAL ATTITUDES

Problems Of Higher Education

Members of the Citizens Board, the Women on the Women's List, and the Other Prominent Persons interviewed are in general agreement in naming the important problems facing colleges and universities today. There are, to be sure, group differences in the frequencies with which specific problems are mentioned, but members of the three groups rank broad categories of problems similarly.

All three groups speak of the problem of financing education, either the general problem (high costs, increased costs, efficient business management) or specific needs for financing (faculty salaries, maintenance of plant, expansion of facilities) most often. Each of the three groups mentions problems of financing more frequently than any other kind of problem. In fact, financing--in one or more of its aspects--is mentioned as an important problem facing colleges and universities by 83 per cent of the Citizens Board, 77 per cent of the Women's List, and 62 per cent of the Other Prominent Persons.

The second most frequently indicated problem is that of educational objectives--problems of curricula, and extracurricular activities. Other frequently mentioned problems include those of education and educational institutions in a political world--threats to academic freedom, political interference in education, or the political complexion of faculties and educational institutions, problems attributable to the student body, the recruitment and maintenance of faculties, and to public information or lack of information on educational objectives and needs. All of the Citizens Board members and all from the Women's List enumerate problems in answer to this, as do most of the Other Prominent Persons.

The question:

"What, do you think, are some of the important problems facing colleges and universities these days?"*

	Per cent of each group mentioning problem		
	<u>CBM</u>	<u>WL</u>	<u>OPP</u>
Problems of financing			
General, not private institutions specifically	38%	42%	28%
General, private institutions specifically	22	16	13
Specific, attracting and maintaining faculty	20	13	17
Specific, accommodating larger number of students	11	10	10
Specific, enlarging, improving physical facilities	4	3	3
Specific, maintaining high instructional standards	2	3	2
Problems of educational philosophy			
Educational objectives; philosophy, curricula	34	39	32
Place of athletics in education	1	-	-
Problems of education and politics			
Threats to academic freedom	10	13	6
Governmental, political interference or control	5	-	2
Communist or "liberal" influence in education	7	16	10
Problems of student body			
Selection of students, methods	11	16	12
Low, fluctuating enrollment	6	10	5
Problem of attracting and maintaining faculty	10	13	7
Problems of public information			
Informing public of educational objectives and problems	2	6	1
Relation between public opinion and financial support	2	3	1
Other problems (including neighborhood deterioration)	13	19	11
No problems indicated	-	-	8
Number of persons in group**	(304)	(31)	(156)

*Although the question was phrased in general terms, 6% of the replies of Citizens Board members and 3% of the replies of the Other Prominent Persons were in terms of specific problems faced by the University of Chicago.

**In all tables the number in parentheses is the base on which percentages are computed for the group.

Fewer than half of the Citizens Board members and the Other Prominent Persons, but more than half of the Women from the Women's List, consider that the private universities in the Chicago area have problems different from those of the universities of the country generally. Respondents who feel there are special Chicago-area problems for the private universities here see them as well largely in terms of finances, either from the viewpoint of the school or of the students and tuition. Problems of neighborhood deterioration, of public relations, and problems caused by student bodies are also mentioned.

The question:

"What do you think about the private universities here in the Chicago area? Would you say they have the same kinds of problems, or do they have any special problems?"

	Per cent of each group mentioning problem		
	<u>CBM</u>	<u>WL</u>	<u>OPP</u>
Problems of financing			
Financial problems more extreme	24%	29%	22%
High tuition; competition with state schools for students	6	6	4
Problems of neighborhood deterioration	7	3	5
Problems of public relations, reputation			
Public relations; relations with special groups	3	3	1
"Too liberal" reputation	1	-	3
Problems of curriculum, student body			
Educational philosophy or theory	1	3	2
Character of the student body	2	-	1
Other special problems	10	32	11
No special problems; problems similar to other private universities	54	39	60
	(304)	(31)	(156)

A number of respondents answer this question with specific reference to the University of Chicago. They report the location of the University and the population of the surrounding area to be problems twice as often as any other factor. The public relations of the University, the unique nature of the University of Chicago College, and special financial problems are also mentioned.

<u>Special Problems of the University of Chicago</u>	<u>Per cent of each group mentioning problem</u>		
	<u>CBM</u>	<u>WL</u>	<u>OPP</u>
Problems of location, neighborhood deterioration, race	19%	16%	16%
Problems of public relations, reputation			
Public relations; relations with special groups	6	3	3
"Too liberal" reputation	4	3	1
Problems of educational philosophy; U. of C. set-up	8	6	7
Financial problems			
Financial problems more extreme	6	3	4
High tuition; competition with state schools	1	-	1
Problems of character of student body	2	3	1
Other problems including deterioration of academic standing, deterioration of physical plant . .	7	9	7
	(304)	(31)	(156)

Evaluating a University

In evaluating a university, the faculty, the standards and quality of the teaching, and the curriculum are the factors most commonly taken into account by the individuals in the three groups. Faculty is mentioned by about half of the Citizens Board members, the Women on the Women's List, and the Other Prominent Persons, and much more frequently than the criterion mentioned second most frequently. The quality of students and graduates, physical facilities and campus, administration and management,

relationship to the community, and spirit or atmosphere are likewise indicated as important in evaluation. Citizens Board members and Other Prominent Persons are in substantial agreement as are the Women on the Women's List except that the latter tend to emphasize the character of the student body, the physical location and campus, and relationship to community or public life.

The question:

"In your opinion what are some of the important things to take into account in evaluating a large university?"

	Per cent of each group mentioning criterion		
	<u>CBM</u>	<u>WL</u>	<u>OPP</u>
Academic reputation			
Faculty, calibre, reputation	52%	48%	46%
Teaching standards; teacher-student relations	26	16	20
Research quality, reputation	17	6	13
Reputation, academic standing of departments	12	19	12
"Scholarship"	10	13	6
Eminence, quality of graduate schools . .	5	10	3
Character of student body, graduates			
Quality of graduates	22	13	20
Quality of students; method of selection .	15	26	11
Educational philosophy; curriculum			
	25	29	23
Physical facilities, campus			
Adequacy of facilities	14	16	18
Physical, geographic location; campus . .	9	22	8
Management			
Administration staff, policy	14	6	12
Financial position	5	3	2
Atmosphere, spirit			
Extracurricular activities	8	16	6
Tradition, "feeling of belonging"	4	6	3
Moral tenor, spiritual emphasis	4	-	4
Relations to non-academic world			
Relationship to community life, public affairs	9	16	6
Ideological position	3	3	8
All other, including vigor of undergraduate school			
	12	16	12
No answer			
	3	6	7
	(304)	(31)	(156)

Evaluating a College

Three-fifths of the Citizens Board members, four-fifths of the Women on the Women's List, and almost half of the Other Prominent Persons report that they take something different or something additional into account when evaluating an undergraduate college. Among the additional factors taken into consideration the non-academic student life is mentioned most frequently, followed by references to the curriculum, and the ability of the faculty in the role of teacher. Reported important also are the location and campus, the character of the student body, and the "spirit" of the place.

The question:

"Do you take anything else or anything different into account when evaluating an undergraduate college?"

	Per cent of each group mentioning criterion		
	<u>CBM</u>	<u>WL</u>	<u>OPP</u>
Non-academic student life; athletics; social life	18%	26%	13%
Curriculum, scope and character	17	22	10
Teaching ability of faculty	13	16	8
Location; environment; campus	9	13	6
Student body, composition and size	8	6	7
Spirit of the place, "indefinable something" . .	8	6	1
Relationship between faculty and students	6	29	3
Public acceptance; reputation	2	3	3
Other factors, including finances	14	16	17
Take nothing different into account	38	19	52
	(304)	(31)	(156)

The Women on the Women's List mention much more frequently than do others the non-academic life, the ability of the faculty as teachers, and the relationship between faculty and students as things they would take into account in evaluating an undergraduate college.

Public and Private Higher Education

In the field of education as in many segments of American life today a major concern is the relative rights and responsibilities of the state and of private individuals or groups to meet needs and to solve problems. From the point of view of educational institutions one of the more pressing problems is the anticipated increase in college enrollment.

Within this frame of reference the following question was asked:

"With the increased birthrate since the war, colleges everywhere expect larger numbers of students in another decade. Do you think the private colleges and universities in the Chicago area will be able to handle these extra students, or will some other provision have to be made for their education?"

	Per cent of each group saying		
	CBM	WL	OPP
Will be able to handle	50%	45%	34%
Unqualified	43	42	31
Qualified	7	3	3
Other provision necessary	34	29	43
Unqualified	31	29	39
Qualified	3	-	4
Can't choose	2	-	4
Don't know	14	26	19
	100%	100%	100%
	(304)	(31)	(156)

Citizens Board members are more apt to express confidence in the ability of the present private institutions to handle the anticipated increased enrollments either with their present facilities or through expansion of facilities while the Other Prominent Persons are less likely to express confidence in the private institutions in this respect. Among the Citizens Board members and the Women on the

Women's List a greater percentage of those making a choice feel the present schools will be able to handle the problem than feel that some other provision is necessary. The reverse is true among the Other Prominent Persons. For all three groups a number of individuals feel incapable of reaching a decision either because of the complexity of the problem or because of lack of information.

One proposed solution to the problem of accommodating higher enrollments in the Chicago area is the expansion of the present two-year University of Illinois undergraduate branch to a four-year school.

The question:

"It's been proposed that the University of Illinois establish a full four-year state college in Chicago. Would you favor or oppose a four-year state college here?"

	Per cent of each group expressing choice		
	CBM*	WL	OPP
Favor	42%	48%	68%
Unqualified	36	45	56
Qualified	6	3	12
Oppose	47	36	28
Unqualified	44	33	27
Qualified	3	3	1
Can't choose	3	-	-
Don't know	8	16	4
	100%	100%	100%
	(304)	(31)	(156)

* A majority of the Citizens Board was interviewed after August 12. On August 12 a copy of a letter setting forth arguments against the advisability of establishing a four-year state college in Chicago, signed by the heads of six private educational institutions in Chicago, was sent to Citizens Board members. Twenty per cent of the Citizens Board members interviewed after August 12 when the letter was mailed mentioned the letter spontaneously. Although the effect of the letter on opinion cannot be determined, it should be taken into account as a possible factor in the formation of opinion expressed in these replies.

As in the preceding question the Citizens Board members show themselves to be more reluctant than either the Women or the Other Prominent Persons to accept governmental solutions. Among those making a choice a higher percentage of Board members oppose the proposal than favor it, while among the Women and the Other Prominent Persons a higher percentage favor than oppose. Among the group of Other Prominent Persons twice as many favor the establishment of a University of Illinois branch in Chicago as oppose it.

Those who favor the idea of a four-year state college here give the following reasons:

	Per cent of each group giving reason		
	<u>CBM</u>	<u>WL</u>	<u>OPP</u>
Need for increased educational facilities . . .	31%	27%	31%
Need for less costly educational facilities . .	25	47	31
In favor of education generally	9	20	6
Educational institutions beneficial to community	3	-	6
Need for facilities for "marginal" students . .	3	-	1
Other reasons	27	13	29
No reasons given	4	-	8
	(128)	(15)	(107)

Of those who favor the idea of a four-year state college here, the Women on the Women's List give as reasons more frequently than do the Citizens Board members and the Other Prominent Persons the need for less costly educational facilities and the desirability of making education available generally.

Those who oppose the idea of a four-year state college here give the following reasons:

	Per cent of each group giving reason		
	<u>CBM</u>	<u>WL*</u>	<u>OPP</u>
Present institutions can handle needs	61%		42%
Would hurt private universities here	17		16
State doing all it should already	12		14
Oppose public expenditure of this size	11		12
Problem inadequately analyzed	3		7
Other reasons	28		30
No reasons	4		2
	(142)	(11)	(43)

*Per cents not shown for this group.

Among those who oppose the idea of a four-year state college here, members of the Citizens Board voice more frequently than do the Other Prominent Persons the belief that the area's present institutions can handle the needs for education.

Provided the educational facilities of the area are adequate, some needy, able students can obtain an education through the device of governmental scholarships as well as through attendance at the less expensive state-supported schools. Members of the three groups were asked this question:

"If we had to choose between setting up a new four-year state-supported college in Chicago and government scholarships to needy but able students at the private colleges already here, which would you favor?"

	Per cent of each group favoring:		
	CBM	WL	OPP
State college	42%	52%	51%
Unqualified	39	52	49
Qualified	3	-	2
Government scholarships	49	42	37
Unqualified	40	36	34
Qualified	9	6	3
Oppose both	5	3	3
Favor both	1	3	5
Don't know	<u>3</u>	<u>-</u>	<u>4</u>
	100%	100%	100%
	(304)	(31)	(156)

Among those making a choice, a higher percentage of members of the Citizens Board than among either of the other groups choose government scholarships over a state college as alternative. A higher percentage of members of the Citizens Board choose government scholarships than choose state college, while the opposite is true for the Women and the Other Prominent Persons.

Those choosing government scholarships give these reasons for doing so.

	Per cent of each group giving reason		
	<u>CBM</u>	<u>WL*</u>	<u>OPP</u>
Relative cost	22%		21%
Avoid duplication of facilities, no mention of cost	21		24
Support for private colleges	20		19
Foster private control of education	18		22
Better education at private schools	14		3
Other reasons	12		16
No reasons	13		7
	(148)	(13)	(58)

*Per cents not shown for this group.

Citizens Board members cite as a reason more frequently than do the others the belief that scholastic standards are higher at private schools and that government scholarships to private schools mean a better education for the recipient.

Respondents choosing state college indicate these reasons for doing so.

	Per cent of each group giving reason		
	<u>CBM</u>	<u>WL*</u>	<u>OPP</u>
Oppose Federal government participation, less opposed to state or local government**	52%		56%
Oppose doing things for people they should do for themselves	11		4
Relative cost	5		4
Other reasons	35		39
No reason	6		2
	(127)	(16)	(80)

*Per cents not shown for this group.

**Though type of government was not specified in this question, it was apparently sometimes interpreted as Federal government.

From the point of view of the individual student a pressing problem today is the cost of a college education or of graduate work. Members of the three groups were questioned about financial support for needy, able students.

The question:

"What about able young students who can't afford to go to college--how would you feel about a program of public financial support for needy and able students? Would you favor or oppose public financial support for these students?"

	Per cent of each group expressing opinion		
	CBM	WL	OPP
Favor public support	41%	48%	51%
Unqualified	27	29	37
Qualified	14	19	14
Oppose public support	58	52	48
Unqualified	52	49	45
Qualified	6	3	3
No opinion	<u>1</u>	<u>-</u>	<u>1</u>
	100%	100%	100%
	(304)	(31)	(156)

Members of the Citizens Board report themselves to be more opposed to public support than are the Women or Other Prominent Persons, and as a group, the Citizens Board members are more opposed to, than in favor of, public support. Just the opposite is reported by the Other Prominent Persons; the Women are intermediate in opinion between the two.

Those who favor public financial support were asked:

"Would you approve or disapprove of having the Federal government help finance the college education of such students?"

	Per cent of each group expressing opinion		
	CBM	WL	OPP
Approve	49%	67%	58%
Unqualified	29	20	31
Qualified	20	47	27
Disapprove	50	33	38
Unqualified	44	20	37
Qualified	6	13	1
No opinion	<u>1</u>	<u>-</u>	<u>4</u>
	100%	100%	100%
	(125)	(15)	(80)

In this question both the Other Prominent Persons and the Women indicate greater approval of Federal governmental financial support to students than do the Citizens Board members. In addition, as groups, both the Women and the Other Prominent Persons approve rather than disapprove and by sizable majorities. Opinion of the Citizens Board members is almost equally divided.

On the subject of public financial support to needy, able students, in summary, a larger percentage of Citizens Board members oppose public financial support of all kinds than do the members of either other group. On the other hand, greater percentages of the Women and the Other Prominent Persons favor both public financial support and Federal government support than do the Citizens Board members.

	Per cent of each group expressing opinion		
	CBM	WL	OPP
Oppose public support of all kinds	58%	52%	48%
Favor public support, oppose Federal	21	16	20
Favor public, favor Federal	20	32	30
No opinion	<u>1</u>	<u>-</u>	<u>2</u>
	100%	100%	100%
	(304)	(31)	(156)

SUMMARY: Members of the three groups are in agreement in indicating most frequently finances as a problem facing colleges and universities today.

Respondents who believe Chicago area schools have unique problems likewise mention most often financial problems.

Respondents who mention the University of Chicago as having special problems most often name as a problem the location of the university and the population of the area.

The faculty, the quality and standards of teaching, and the curriculum are most frequently designated as criteria by which a university is evaluated.

Non-academic life and curriculum are the factors most often mentioned as criteria in evaluating an undergraduate college.

Members of the Citizens Board consistently express greater confidence in the ability and effectiveness of private education, and more opposition to government participation in higher education than do the Other Prominent Persons. The opinions of the Women on the Women's List are more like those of the Other Prominent Persons than of the Citizens Board members.

ATTITUDES TOWARD CHICAGO AREA INSTITUTIONS OF HIGHER EDUCATION

Northwestern University

Within this general context of opinion and attitude toward higher education members of the Citizens Board, the Women on the Women's List, and the Other Prominent Persons expressed their opinions about specific educational institutions in the Chicago area.

Asked about Northwestern University, three-quarters of the Citizens Board members and Other Prominent Persons, and two-thirds of the Women indicate they have either a favorable or a very favorable impression of the way Northwestern is operating today. A higher percentage of Women than of either of the other groups reports unfavorable impressions of Northwestern. This generally favorable opinion of Northwestern University is of some stability, for three-quarters of the members of each of the three groups report that their opinions of Northwestern have not changed in the past two or three years. Where change has taken place, it has been in the direction of improved opinion.

The questions:

"Taking NORTHWESTERN as a whole, have you a favorable or unfavorable impression of the way it's functioning today?"

	Per cent of each group expressing opinion		
	<u>CBM</u>	<u>WL</u>	<u>OPP</u>
Very favorable	28%	19%	29%
Favorable	45	45	49
Slightly favorable	9	3	4
No opinion	9	16	11
Slightly unfavorable	4	10	3
Unfavorable	3	7	3
Very unfavorable	2	-	1
	<u>100%</u>	<u>100%</u>	<u>100%</u>
	(304)	(31)	(156)

"Has your opinion of NORTHWESTERN changed in any way in the past 2 or 3 years? Do you think better of it or worse of it than you did 2 or 3 years ago?"

	Per cent of each group expressing opinion		
	CBM	WL	OPP
Better opinion now	18%	13%	19%
Worse opinion now	2	-	1
No change	73	71	75
Not ascertained	7	16	5
	100%	100%	100%
	(304)	(31)	(156)

On specific aspects of Northwestern University various criticisms and favorable comments were reported.

The question eliciting critical comments of Northwestern was:

"When you and your friends talk about Northwestern, what do they tend to criticize?"*

	Per cent of each group reporting criticism		
	CBM	WL	OPP
Social life, extracurricular activities			
Country club atmosphere	23%	26%	11%
Athletics, overemphasis	8	13	3
Snobbishness of students, fraternities.	1	3	2
Constituents of education			
Inferior faculty, low standing of schools	14	13	4
Poor scholarship	10	22	6
Poor undergraduate school	2	-	-
Administrative policy			
Quotas on minority groups	4	3	5
Low admission standards	2	3	1
General criticisms; ranks lower than Chicago;			
less respected than Chicago	10	3	2
Miscellaneous			
Too conservative; too conformist	6	10	4
Denominational	1	-	2
Too big	2	-	4
Tax-free status	2	-	1
Other criticisms	12	6	9
No criticisms reported	39	29	60
	(304)	(31)	(156)

*In this and subsequent questions soliciting criticisms and favorable comments respondents were asked to report criticisms and favorable comments made by their friends. Of course, many respondents took this opportunity to air their own critical and favorable reactions.

Even though most of the respondents are favorable to Northwestern, 60 per cent of the members of the Citizens Board, 70 per cent of the Women, and 40 per cent of the Other Prominent Persons report having heard unfavorable comments about Northwestern. Most often criticized spontaneously by members of all groups are certain aspects of the social life--the amount of social life, fraternities and sororities, and the attention given to athletics. This is true also in answer to these direct questions:

"Thinking about student social activities, should NORTHWESTERN change the emphasis on them? How?"

	Per cent of each group expressing opinion		
	<u>CBM</u>	<u>WL</u>	<u>OPP</u>
More emphasis	1%	-%	2%
Less emphasis	17	13	10
Different kind of emphasis.	4	16	6
All right now	36	16	35
No opinion	<u>42</u>	<u>55</u>	<u>47</u>
	100%	100%	100%
	(304)	(31)	(156)

Almost a third of the Women, a fifth of the Citizens Board members, and a sixth of the Other Prominent Persons feel there should be less or a different kind of emphasis in Northwestern's student social life.

"How about sports? Should NORTHWESTERN put more emphasis on athletics or less?"

	Per cent of each group expressing opinion		
	<u>CBM</u>	<u>WL</u>	<u>OPP</u>
More emphasis	2%	-%	2%
Less emphasis	33	29	18
All right now	54	36	65
No opinion	<u>11</u>	<u>35</u>	<u>15</u>
	100%	100%	100%
	(304)	(31)	(156)

About a third of the Citizens Board members and the Women and slightly more than one-sixth of the Other Prominent Persons indicate that they feel Northwestern should put less emphasis on athletics.

The quality of the faculty and the quality of the education offered are criticized spontaneously next most frequently. "Faculty" was the aspect of a university mentioned most frequently as a criterion by which one evaluates a university.

Respondents in all three groups had heard a number of favorable comments about Northwestern. Favorable comments were brought out in answer to the following question:

"When you and your friends talk about Northwestern, do they say any favorable things about Northwestern? What?"

	Per cent of each group mentioning comment		
	<u>CBM</u>	<u>WL</u>	<u>OPP</u>
Specific departments, schools			
Good departments, graduate school	17%	26%	19%
Medical school	10	19	10
Law school	6	13	7
Undergraduate school or program	6	-	3
Physical plant, campus			
Location, campus	15	19	15
Good plant	5	6	4
Administration, public or community relations			
President, leadership	10	13	8
Good money raisers	4	3	4
Good public relations; good community relations	8	3	8
Average, well-rounded student body	9	10	2
Extracurricular life			
Active athletic program	7	10	9
Campus life; school spirit	7	3	6
Well-recognized faculty	6	13	5
General favorable comments			
Better than it used to be	10	3	4
Good educational institution	15	16	19
Wholesome; properly conducted school	9	13	6
Other	8	13	10
No favorable comments	20	16	26
	(304)	(31)	(156)

With the exception of commendatory opinions of specific schools and departments at Northwestern, those elements of the school which respondents find to be most praiseworthy are not those which are mentioned most often as important as criteria for evaluation of universities.

Not only do two-thirds of the members in each of the three respondent groups have either a favorable or very favorable opinion toward Northwestern University, but almost three-quarters of the respondents from each group can suggest no way in which Northwestern might change to gain wider public support. They were asked:

"What changes could Northwestern make to gain wider public support?"

	Per cent of each group suggesting change		
	<u>CEM</u>	<u>WL</u>	<u>OPP</u>
No suggested changes; keep on as they are	72%	77%	71%
Improve undergraduate and graduate schools	8	-	3
Improve public relations	7	10	10
Relate themselves to the community more	2	-	1
Improve faculty	6	10	2
Improve research	1	-	1
Improve student supervision, control over students.	1	-	1
Other suggestions	7	3	12
	(304)	(31)	(156)

Relatively few changes are suggested in the area of social life and athletics which is most frequently criticized.

SUMMARY Northwestern University enjoys a good reputation among the Citizens Board members, the Women, and the Other Prominent Persons interviewed. Changes suggested for it are not pointed directly toward correcting those aspects which are most frequently criticized. Apparently, among these individuals, Northwestern will continue to enjoy approval merely by following the course it has in the recent past and is currently pursuing.

ATTITUDES TOWARD CHICAGO AREA INSTITUTIONS OF HIGHER EDUCATION

The University of Chicago

Respondents' Contact with the University of Chicago:

Twenty-nine per cent of the Citizens Board members as contrasted with 15 per cent of the Other Prominent Persons are known to be alumni of the University of Chicago.*

Among Citizens Board members 50 per cent take an active interest--serving on boards, committees, etc.--of a college or university other than the University of Chicago. The corresponding percentage among the Women is 39 per cent, and for the Other Prominent Persons, 31 per cent.

Seven out of ten Citizens Board members, six out of ten Women on the Women's List, but only five out of ten of the Other Prominent Persons say they have "favorable" or "very favorable" impressions of the University of Chicago. About as many Citizens Board members report favorable impressions of Chicago as report favorable impressions of Northwestern. The Women on the Women's List also have about as favorable an impression of the University of Chicago as they do of Northwestern. However, among the Other Prominent Persons group fewer have a favorable impression of Chicago than they do of Northwestern.

*Respondents in this survey were asked only questions of opinion and attitude, and were not asked any personal questions. A limited amount of factual information about respondents was available in University files on such matters as age group, alumni status, and so on. Information of this sort, however, was not available for many of the persons interviewed.

The question:

"Taking CHICAGO as a whole, have you a favorable or unfavorable impression of the way it's functioning today?"

	Per cent of each group expressing opinion		
	<u>CBM</u>	<u>WL</u>	<u>OPP</u>
Very favorable	37%	19%	19%
Favorable	35	42	31
Slightly favorable	9	10	15
No opinion	7	16	14
Slightly unfavorable	5	10	6
Unfavorable	6	-	12
Very unfavorable	1	3	3
	<u>100%</u>	<u>100%</u>	<u>100%</u>
	(304)	(31)	(156)

Opinions about the University of Chicago have been in more of a flux among all three groups than have opinions of Northwestern. Nearly two-thirds of the Citizens Board and half the Women's List and Other Prominent Persons say their opinion of the University of Chicago has changed for the better over the past two or three years; only five per cent (three per cent of the Women's List) report a change for the worse in this time period.

The question:

"Has your opinion of the UNIVERSITY OF CHICAGO changed in any way in the past 2 or 3 years? Do you think better of it or worse of it than you did 2 or 3 years ago?"

	Per cent of each group expressing opinion		
	<u>CBM</u>	<u>WL</u>	<u>OPP</u>
Better opinion now	63%	49%	49%
Worse opinion now	5	3	5
No change	30	45	45
Not ascertained	2	3	1
	<u>100%</u>	<u>100%</u>	<u>100%</u>
	(304)	(31)	(156)

As the table below shows, the most frequently mentioned reasons for improved opinions of the University have reference to the change in administration; Kimpton, his program and personality; the reorganization of the University of Chicago College; and improved community relations.

Reasons given for better opinion of University of Chicago	Per cent of each group giving reason		
	CBM	WL	OPP
Change in administration			
Kimpton and his program	41%	13%	27%
Kimpton and his personality	22	7	13
Change, general	36	47	40
Reorganization of the U. of C. College	15	20	16
Increased and improved community relations	11	-	8
Counteracting radicalism or reports of it	4	-	8
Other reasons	19	33	17
No reasons	2	-	-
	(192)	(15)	(77)

Worsening opinions of the University of Chicago are ascribed to disapproval of the departure of Hutchins, the loss of his influence in education, talk of increased emphasis on athletics and fraternities, and the deterioration of the surrounding area.

Members of the Citizens Board were asked what they thought had happened to the University's reputation among the general public in recent years.

The question:

"From what you've seen and heard, would you say the University's reputation among the general public has been improving or getting worse in recent years--say, in the past 2 or 3?"

The over-all results of the question parallel the Board members' reports of what happened to their own opinions. Seventy-three per cent of the Citizens

Board members feel that the University's reputation among the general public is improving; 11 per cent feel that it is getting worse; 11 per cent, that it is the same; and 5 per cent have no opinion.

Citizens Board members who feel the University's reputation has improved among the general public in recent years attribute this to the new chancellor, his policies and personality; to the departure of the former chancellor; to the fact that the school is less "controversial" and its public relations better; to the activities of the University in improving its immediate surroundings; and to the research contributions of the school. On the other hand, Board members who report that the University's reputation has been getting worse with the general public in the past two or three years ascribe this most frequently to deterioration of the neighborhood, too academic a reputation, lack of athletics, poor public relations, and a lag in public recognition.

Considering the reputation of the University over the period of a generation, members of the Citizens Board are as likely to express confidence in the University as they do when they think of it in terms of the recent past. Citizens Board members were asked:

"Do you think the University of Chicago is more or less of an asset to the city than it was a generation ago?"

Sixty-six per cent think it is more of an asset; 10 per cent, about the same; 17 per cent, less of an asset. Seven per cent have no opinion.

Members of the Citizens Board, the Women, and the Other Prominent Persons report hearing many more criticisms of Chicago than they report for Northwestern. On the other hand, all three groups report hearing many more favorable things said.

The question:

"When you and your friends talk about Chicago, what do they tend to criticize?"

	Per cent of each group reporting criticism		
	<u>CBM</u>	<u>WL</u>	<u>OPP</u>
Radical thought and teaching*	47%	41%	50%
University of Chicago system of education			
Educational innovations; devaluation of the A.B.	26	45	17
Overemphasis of graduate school to detriment of undergraduate	12	10	6
Brain factory; too intellectual	10	10	4
Hutchins and his educational theory	26	19	17
Extracurricular life			
Elimination, underemphasis of athletics	22	29	13
Lack of well-rounded social life	13	10	7
Environment; geographic location	22	22	12
Character of the student body			
Super-students; unrepresentative youth	17	42	10
Ethnic composition	5	3	4
Relations with outside world			
Aloofness, detachment from community	3	6	1
Loss of contact, alienation from educational institutions	2	3	2
Poor alumni relations	2	-	1
Other criticisms, including those of present chancellor	16	10	13
No criticisms reported	7	3	16
	(304)	(31)	(156)

*Although they were not asked whether they agreed or disagreed with the criticisms they heard, a number of respondents volunteered the comment that they doubted the validity of the charge of radicalism at the U. of C. This doubt was expressed by about half of the Citizens Board members, half of the Women on the Women's List, and about a third of the Other Prominent Persons who mention they had heard this criticism.

The greater number of criticisms heard about Chicago may in part be a consequence of its more controversial history. The Women on the Women's List hear criticized more frequently than do the Citizens Board members or the Other Prominent Persons the University of Chicago College, the de-emphasis of athletics, and the unrepresentativeness of the student body. These particular criticisms reported by the Women are, in part, anticipated by their statements of the criteria by which they evaluate universities and colleges wherein such factors as curriculum, non-academic student life, and the nature of the student body are mentioned more frequently by them than by the others.

On the issue of radicalism members of the Citizens Board were asked directly:

"How about the professors at the University of Chicago? In general, do you think they're too conservative or too radical?"

Sixty-four per cent of the Board members feel that the professors are "about right"; 14 per cent, "too radical"; 2 per cent "too conservative"; and 20 per cent report they have no opinion.

In the area of non-academic life members of all three groups were asked:

"How about sports? Should the UNIVERSITY OF CHICAGO put more emphasis on athletics or less?"

	Per cent of each group expressing opinion		
	<u>CBM</u>	<u>WL</u>	<u>OPP</u>
More emphasis	62%	45%	60%
Less emphasis	2	-	-
All right now	33	45	25
No opinion	<u>3</u>	<u>10</u>	<u>15</u>
	100%	100%	100%
	(304)	(31)	(156)

Among Citizens Board members and the Other Prominent Persons majorities favor more emphasis in sports. The Women are evenly divided with 45 per cent for more emphasis and 45 per cent indicating that the emphasis is all right now.

Respondents in the three groups were asked:

"Thinking about student social activities, should CHICAGO change the emphasis on them? How?"

	Per cent of each group expressing opinion		
	<u>CBM</u>	<u>WL</u>	<u>OPP</u>
More emphasis	34%	23%	22%
Less emphasis	1	-	4
Different kind of emphasis.	6	3	4
All right now	13	13	11
No opinion	<u>46</u>	<u>61</u>	<u>59</u>
	100%	100%	100%
	(304)	(31)	(156)

To this question about half or more of the respondents in each group express no opinion. About one-eighth in each group express satisfaction with student social activities as they are. The remaining respondents voice the opinion that there should be a change in the kind or amount of emphasis in social activities.

Concerning criticisms of the student body, members of the Citizens Board were asked:

"It's been said that the University of Chicago undergraduate college has too high a proportion of very bright but socially-not-well adjusted students. Do you agree with this, generally?"

In answer, 17 per cent express disagreement with the statement or agree but express the opinion that it is immaterial; 59 per cent express agreement; and 24 per cent have no opinion.

Respondents in all three groups have heard many specific favorable comments made.

The question:

"When you and your friends talk about CHICAGO, do they say any favorable things about Chicago? What?"

	Per cent of each group mentioning comment		
	<u>CBM</u>	<u>WL</u>	<u>OPP</u>
Faculty; excellent staff	25%	26%	16%
Specific departments, programs			
Medical school	20	16	14
Graduate schools	17	16	18
Specified departments	10	16	6
Law school	8	3	4
Reputation, feeling, spirit			
Reputation for scholarship	22	13	20
"One of three top schools", one of the best. . .	14	26	11
Feeling of growth, pioneering	8	13	4
Research, scientific work			
Research in general	21	22	11
Atomic energy research	13	16	10
Scientific work in general	7	19	6
Kimpton; good impression; good administration	17	19	6
Hutchins; forward-looking; crusader	4	13	1
Physical plant and facilities	4	6	4
General comments comparing Chicago favorably with Northwestern; "superior to Northwestern", etc. . .	7	-	3
Other comments	10	16	13
No favorable comments	9	3	19
	(304)	(31)	(156)

Almost all of the Citizens Board members and the Women report having heard favorable comments about the University of Chicago. Most frequently mentioned in favorable terms is the University of Chicago faculty. Frequently mentioned favorably also are the University's scholarly reputation generally, its research and scientific work, and specific departments.

On the subject of physical plant Citizens Board members were asked this question:

"What do you think of the physical facilities, the buildings and plant, at the University of Chicago? Are they adequate?"

Forty-eight per cent of the Citizens Board members express the opinion that the physical facilities are adequate; 15 per cent, that they are not adequate; and 37 per cent voice no opinion on the adequacy of plant.

Citizens Board members were also asked this question:

"How about the housing for undergraduates? From what you've seen or heard, is undergraduate housing adequate?"

In reply 39 per cent of the Board members express their belief that undergraduate housing is inadequate; 10 per cent, that it is adequate; and 51 per cent have no opinion on the matter.

Not only are the criticisms and favorable comments reported for the University of Chicago more numerous than those for Northwestern but so are the suggestions for change designed to bring about wider public support for the University.

The question:

"What changes could Chicago make to gain wider public support?"

	Per cent of each group suggesting change		
	<u>CBM</u>	<u>WL</u>	<u>OPP</u>
No changes suggested	18%	29%	40%
Continue present course; keep on with Chancellor's program	17	16	7
Improve relations with outside world			
Improve or increase public relations	34	29	19
Strengthen, re-establish community relations	10	3	3
Improve relations with alumni	6	-	3
Improve relations with high schools	6	6	1
Develop Citizens Board and its activities. . .	5	3	-
Extracurricular activities			
Encourage athletics	16	6	12
Increase undergraduate social life	5	6	3
Undergraduate school			
Build up undergraduate school	14	13	10
Improve undergraduate student body by encouraging average students; students from other areas	7	10	3
Improve area surrounding the university	13	13	10
Combat radicalism in faculty and public impression of it	10	3	11
Institute more practical curriculum	3	3	1
Other suggestions	14	16	13
	(304)	(31)	(156)

It should be borne in mind that the purpose of these suggested changes is to achieve wider public support, not necessarily to gain the firmer support of the respondent. Especially is this true of the recommendations to encourage and expand athletics. Some respondents prefaced their remarks on this with the comment that athletics have little relation to education, but that they are one way to achieve publicity and promote

public interest.

In reference to the suggestions concerning the improvement of the area around the University members of the Citizens Board were asked two questions directly:

"The University of Chicago has been a prime mover in the South East Chicago Commission, an organization interested in improving the area around the University. Do you approve or disapprove of this particular activity of the University?"

"In general, do you believe that a university should involve itself in the life of the surrounding community?"

Approval is expressed by 98 per cent of the Citizens Board members in answer to the first question, and by 96 per cent of the Board members in response to the second.

SUMMARY Many more criticisms, favorable comments, and suggestions for change are reported by respondents for Chicago than for North-western. The criticism of radical thought and teaching is reported most frequently for Chicago, but many respondents express skepticism of the validity of the criticism.

The University's faculty and reputation for scholarship and research are mentioned with considerable frequency in favorable terms. Suggestions for change are pointed rather directly toward those aspects of the University frequently reported in a critical light.

ADVICE TO STUDENTS ON SELECTING A COLLEGE

An important element in the recruitment of students is the attitudes toward schools among leading citizens which influence recommendations for, or recommendations against, attending a particular school. Informal advice by the layman can be an important influence toward enrollment, along with the professional efforts of college and university officials themselves.

Attitudes toward Geographic Location and Affiliation

To find out what are considered to be desirable qualities of a school, members of the Citizens Board, the Women on the Women's List, and the Other Prominent Persons were asked a series of questions. Among them:

"For the average student whose home is in the Chicago area, what kind of college location would you say is generally most desirable - a college in the Chicago area; a college in the Midwest, but not in the Chicago area; a college outside of the Midwest?"

	Per cent of each group expressing opinion		
	<u>CBM</u>	<u>WL</u>	<u>OPP</u>
College in the Chicago area	10%	3%	12%
College in Midwest, but not in Chicago area	17	6	14
College outside of the Midwest	41	65	35
Outside Chicago but whether Midwest or not immaterial	11	13	10
Within "striking distance" of home	*	-	1
Can't, won't generalize	18	10	21
Not ascertained	3	3	7
	<u>100%</u>	<u>100%</u>	<u>100%</u>
	(304)	(31)	(156)

*Less than half of one per cent.

They were also asked:

"And again, all things considered for the average student, what sort of college generally offers more advantages--a liberal arts college connected with a large university or an independent liberal arts college?"

	Per cent of each group expressing opinion		
	<u>CEM</u>	<u>WL</u>	<u>OPP</u>
Liberal arts college connected with large university	56%	58%	44%
Independent liberal arts college	23	32	20
Can't, won't generalize	15	7	15
Not ascertained	6	3	21
	<u>100%</u>	<u>100%</u>	<u>100%</u>
	(304)	(31)	(156)

The three groups of respondents are in substantial agreement that a college outside of the Midwest is generally most desirable for a student whose home is in the Chicago area. Only 10 per cent of the Citizens Board, 3 per cent of the Women's List, and 12 per cent of the Other Prominent Persons believe a Chicago-area college is best as far as location goes for a student who lives in the Chicago area. The Women, more than others, feel that it is desirable for a student to go to an out-of-town college.

There is agreement also among the three groups with respect to their feeling that a liberal arts college connected with a large university generally offers more advantages than an independent liberal arts college. More than twice as many in each group prefer the "large university college" to the "independent".

Attitude toward Undergraduate Education in Chicago Area

In the Chicago area Northwestern University and the University of Chicago are most frequently named as providing the best undergraduate training generally, although fifteen other schools are also suggested. A third of the members of the three respondent groups make no choice. Among Citizens Board members 32 per cent pick Northwestern when asked:

"Just thinking about the colleges in and around Chicago, in your opinion which one of the colleges provides the best undergraduate training, generally?"

while 25 per cent choose the University of Chicago; 6 per cent, the University of Chicago and Northwestern; and 30 per cent do not name a college. For the Women the choice is 36 per cent for Northwestern and 32 per cent for Chicago; with 32 per cent, no choice. The Other Prominent Persons pick Northwestern by 37 per cent; University of Chicago by 15 per cent; Chicago and Northwestern, 6 per cent; and no choice, 31 per cent. Each of the thirteen other schools mentioned is picked by less than five per cent of the members of any one group.

A majority of the individuals interviewed report that they have had relatively recent occasion to act on their beliefs of what constitutes a good college education by advising a potential student about the selection of an undergraduate college. Of the Citizens Board members 28 per cent had advised a boy or his parents; 8 per cent had advised a girl; 29 per cent had advised both; and 35 per cent had advised no one. From the Women's List, 13 per cent report having advised a boy concerning a school; 29 per cent advised a girl; 19 per cent advised both a boy and a girl; and 39 per cent advised neither. Of the Other Prominent Persons, 24 per cent advised a boy; 6 per cent report they had advised a girl; 26 per cent report having advised both a boy and a girl; 44 per cent report having advised neither.

Respondents recommended a great many different schools to prospective college students. Among those advising girls, half of the recommendations were to girls' schools while the remaining half were to twenty-six other schools. Among those advising boys, 12 per cent of the recommendations were to the University of Chicago; 7 per cent to Northwestern; 22 per cent to Harvard, Princeton, or Yale in the Ivy League; and 59 per cent to all other schools.

Respondents who had advised a boy on a school he might go to cite many different reasons for their recommendations.

The question:

"What were your main reasons (for having advised a certain college to a Boy)?"

	Per cent of each group mentioning reason		
	<u>GEM</u>	<u>WL*</u>	<u>OPP</u>
Student's special interests, talents, or personality traits	29%		31%
Special personal experience of advisor	26		18
One of the best schools in the area; a great educational opportunity	18		9
Small school	17		19
Good reputation in a particular discipline, course, or degree offered	15		23
Good reputation of faculty, students, or graduates	13		9
Turn out the intellectually curious, better adjusted for life	12		13
Student should be away from home, on his own	10		6
Tied to the liberal arts tradition, a more orthodox school, will prepare you for any graduate school	8		10
Extracurricular activities like athletics and social life	6		6
Opportunity for desirable contacts, social pressures.	6		4
Desirability of going to a different part of the country	5		4
School in small community	5		4
Desirable qualities of eastern schools	4		6
A democratic school; permissive	4		4
Desirable qualities of midwestern schools	3		3
Inexpensive school, element of cost	3		6
All other reasons	13		12
No reason given	2		1
	(174)	(10)	(78)

*Per cents not shown for this group.

Members of the Citizens Board who had recommended a school other than the University of Chicago College to a boy were asked:

"Why did you advise HIM to go to (school named) instead of the College at the U. of C.?"

	<u>Per cent of CB members mentioning reason</u>
Unfavorable opinion of undergraduate life at Chicago .	25%
Desirability of going away to school, be on his own. .	21
Desired small school or school in small community. . .	20
Specific courses or training unavailable at Chicago or poorer in quality than elsewhere	15
Unique U. of C. College system	14
Unfavorable opinion of selection and composition of U. of C. student body	13
Advisor's personal experience or interest elsewhere. .	10
Student's special interests, talents, or personality traits	8
Unfavorable opinion of faculty or of student- faculty relations	6
Unfavorable opinion of results of education at U. of C., not adjusted to life, etc.	5
Other reasons	21
No reason given	8

(152)

Respondents who had recommended a school to a girl enumerate many different reasons for these recommendations.

The question:

"What were your main reasons (for having advised a certain college to a Girl)?"

	Per cent of each group mentioning reason		
	<u>CEM</u>	<u>WL*</u>	<u>OPP</u>
Student's special interests, talents, or personality. . .	31%		38%
One of the best schools in the area; a great educational opportunity	17		10
Good reputation of faculty, students, or graduates. . .	14		6
A girls' school	14		4
Special personal experience of advisor	13		8
Small school	12		12
Good reputation in a particular discipline, course, or degree offered	12		16
Turns out the intellectually curious, better adjusted for life	12		4
Desirable qualities of eastern schools	8		16
Student should be away from home, on her own	6		8
Extra-curricular activities like athletics, social life	6		10
Co-ed school; men's school nearby	5		18
Tied to the liberal arts tradition, more orthodox school	5		10
School in small community	4		-
Nearness to friends and relatives	2		-
Inexpensive school, cost element	2		-
A democratic school, permissive	2		2
All other reasons	17		12
No reason given	4		4
	(113)	(15)	(50)

*Per cents not shown for this group.

Members of the Citizens Board who had advised that a girl go to a school other than the University of Chicago College were asked:

"Why did you advise HER to go to (school named) instead of the College at the U. of C.?"

	<u>Per cent of CB members mentioning reason</u>
Unfavorable opinion of undergraduate life at U. of C.	26%
Desirability of going away to school, be on her own	21
Desired small school or school in small community	15
Desired girls' school	14
Specific courses or training unavailable at Chicago or poorer in quality than elsewhere	14
Student's special interests, talents, or personality traits	14
Unfavorable opinion of selection and composition of U. of C. student body	11
Unique U. of C. College system	9
Unfavorable opinion of faculty or student-faculty relations	7
Advisor's personal experience or interest elsewhere	5
Unfavorable opinion on results of education at U. of C., not adjusted to life, etc.	4
Other	33
No reason given	35

(104)

Characteristics of Persons Recommending Schools to Boys

Useful as keys to the problem of student recruitment are the reasons given for recommending schools and the background of those who advised boys about schools.

Of those who have recommended schools to boys and are known to be University of Chicago alumni, 19 per cent* recommended the U. of C. to a boy; 5 per cent recommended Northwestern; 16 per cent, Harvard, Yale, or Princeton (subsequently referred to as Ivy League schools); and 60 per cent, other schools. Of those who have recommended schools to boys and are not known to be alumni of the University of Chicago, 5 per cent advised the University of Chicago to a boy; 8 per cent recommended Northwestern; 25 per cent, an Ivy League school; and 62 per cent, other schools.

Among those who have recommended schools to boys and report an active interest in a school other than the U. of C., 9 per cent recommended Chicago to the boy; 8 per cent, Northwestern; 27 per cent, an Ivy League school; and 56 per cent, other schools. Of those who have recommended schools to boys but indicate no active interest in a school other than Chicago, 14 per cent advised the U. of C.; 7 per cent, Northwestern; 18 per cent, Ivy League schools; and 61 per cent, all other schools.

Of respondents advising that a boy go to the University of Chicago, 16 out of 21 consider Chicago to give the best undergraduate training generally. Among those recommending Northwestern to a boy, 10 out of 12 believe that Northwestern offers the best undergraduate training

*In this breakdown and those that follow groups are often quite small in size and the percentages based on them somewhat unreliable consequently.

generally in the Chicago area.

Among respondents who have recommended a school to a boy and who feel that a student with a Chicago area home should attend college in the Chicago area, 19 per cent have advised the University of Chicago; 26 per cent, Northwestern; 7 per cent, one of the Ivy League schools; and 48 per cent, other schools. On the other hand, among those who feel a student should attend college outside of the Chicago area, 7 per cent advised that a boy go to the U. of C.; 5 per cent have recommended Northwestern; 30 per cent, an Ivy League school; and 58 per cent, one of the other schools.

Individuals recommending that a boy go to a particular school have varying impressions of the way in which Northwestern University and the U. of C. are functioning currently. Every respondent who reported advising a boy to go to Northwestern has either a favorable or a very favorable impression of Northwestern. On the other hand, 20 per cent of the persons who recommended the U. of C. to a boy have only a slightly favorable or an unfavorable impression of the way Chicago is functioning.

Per cent Whose Impression of NORTHWESTERN is:	Among Persons Recommending to a Boy--			
	<u>Chicago</u>	<u>Northwestern</u>	<u>Ivy League</u>	<u>Other</u>
Very favorable	20%	67%	31%	29%
Favorable	26	33	51	47
Slightly favorable	7	-	4	9
No opinion	20	-	8	7
Slightly unfavorable	20	-	-	4
Unfavorable	7	-	2	3
Very unfavorable	<u>-</u>	<u>-</u>	<u>h</u>	<u>1</u>
	100%	100%	100%	100%
	(30)	(18)	(58)	(154)

Per cent Whose Impression of CHICAGO is:	Among Persons Recommending to a Boy--			
	<u>Chicago</u>	<u>Northwestern</u>	<u>Ivy League</u>	<u>Other</u>
Very favorable	47%	28%	24%	29%
Favorable	33	33	31	31
Slightly favorable	3	11	17	13
No opinion	7	5	11	8
Slightly unfavorable	7	11	4	8
Unfavorable	-	6	11	11
Very unfavorable	<u>3</u>	<u>6</u>	<u>2</u>	<u>*</u>
	100%	100%	100%	100%
	(30)	(18)	(58)	(154)

*Less than one-half of one per cent.

Opinions of specific aspects of a school may have an influence on whether that school is recommended or not. Respondents who feel that Chicago's emphasis on athletics is "all right now" recommend that a boy go to the University of Chicago in 15 per cent of the instances. Ten per cent of those who feel that there should be more or less emphasis on athletics at the U. of C. advise a boy to go to Chicago.

Among Persons Recommending to a Boy--

	<u>Chicago</u>	<u>Northwestern</u>	<u>Ivy League</u>	<u>Other</u>	<u>Total</u>
Per cent believing emphasis on athletics "all right"	15%	6%	20%	59%	100% (71)
Per cent believing emphasis on athletics not "all right"	10%	7%	24%	59%	100% (179)

Considering student social activities, 17 per cent of the respondents who feel that such activities are correctly emphasized at the University of Chicago, have advised a boy to go to Chicago. Of respondents who feel student social activities at the U. of C. need more, less, or a different kind of emphasis, 14 per cent have recommended Chicago to a boy.

Among Persons Recommending to a Boy--

	<u>Chicago</u>	<u>Northwestern</u>	<u>Ivy League</u>	<u>Other</u>	<u>Total</u>
Per cent believing emphasis on social activities "all right"	17%	6%	18%	59%	100% (34)
Per cent believing emphasis on social activities not "all right"	14%	6%	17%	63%	100% (121)

Citizens Board members were asked two further questions about specific aspects of the University of Chicago. Of Board members who, advising a school to a boy, disagree with the statement that the U. of C. students are bright but socially not well adjusted, 25 per cent have recommended that a boy go to Chicago. Conversely, for those who agree with the statement, 11 per cent have advised the U. of C.

Among Board Members Recommending to a Boy--

	<u>Chicago</u>	<u>Northwestern</u>	<u>Ivy League</u>	<u>Other</u>	<u>Total</u>
Per cent agreeing with statement*	11%	5%	23%	61%	100% (128)
Per cent disagreeing with statement*	25%	7%	18%	50%	100% (28)

*Statement: "The University of Chicago undergraduate college has too high a proportion of very bright but socially-not-well adjusted students."

Among Board members who hold the opinion that professors at the U. of C. are too radical, 11 per cent recommend Chicago to a boy; while among Citizens Board members who hold that Chicago's professors are "about right," 11 per cent also recommend the University of Chicago.

Among Board Members Recommending to a Boy--

	<u>Chicago</u>	<u>Northwestern</u>	<u>Ivy League</u>	<u>Other</u>	<u>Total</u>
Per cent believing U. of C. professors "too radical"	11%	7%	21%	61%	100% (28)
Per cent believing U. of C. professors "all right"	11%	6%	26%	57%	100% (113)

Taking into consideration these specific areas, it seems that adverse opinions of the athletic program at the U. of C. have more of an effect on whether or not one recommends the U. of C. to a boy than do adverse opinions of student social activities in general. In those areas in which only Board members were queried, it would seem that Board members' adverse opinions of the student body at the University of Chicago have more effect on whether or not they recommend the University to a boy than do opinions of the faculty's political views.

Reasons for Recommending Schools to Boys

The foregoing constitutes part of the framework within which advice on choosing a school was given to boys. Within this framework specific reasons operated for recommending one school rather than another. The most frequently reported reasons for advising a boy to go to the University of Chicago, Northwestern, an Ivy League school, or one of the other schools are:

REASONS GIVEN FOR ADVISING A SCHOOL BY THOSE WHO RECOMMENDED THAT A BOY ATTEND -

	<u>Chicago</u> (30)	<u>Northwestern</u> (18)	<u>Ivy League</u> (54)	<u>Other</u> (154)
10% A great school				
30 Student's unique needs	50% Student's unique needs	33 Unique course or degree	41% Respondent's special interest	33% Student's unique needs
20 Unique course or degree	22 Respondent's special interest	22 A great school	22 Reputation of faculty, students	29 Small school
17 Educational results	6 Desirability of Midwest	14 Theory of education	18 Unique course or degree	20 Respondent's special interest
13 Reputation of faculty, students	6 Away from home	12 Away from home	12 Educational results	
10 Respondent's special interest	6 Educational results	12 Student's unique needs	11 Away from home	
7 Theory of education	6 A great school	12 Unique course or degree	11 Reputation of faculty, students	
3 Midwest school	6 Extracurricular life	10 An Eastern school	9 A great school	
		10 Desirable contacts	9 Extracurricular life	
		10 Educational results	9 Theory of education	
		9 Democratic school		
		9 Out of Midwest		
		9 Small community		
		9 Small school		
		9 Extracurricular life		

(Numbers in parentheses represent number of persons recommending each school or type of school.)

The reason most frequently mentioned for having recommended that a boy attend the University of Chicago is that Chicago is one of the best schools in the area and furnishes a great educational opportunity. Most frequently mentioned as a reason for having advised a boy to go to Northwestern is that the prospective student had special interests, talents, or traits which Northwestern could serve well. For the Ivy League schools the reason most often given for advising a boy to attend is that of the respondent's own particular interest or personal involvement in the school.

Citizens Board members who had recommended some school other than the University of Chicago College were asked their reasons for doing so. (This question was not put to the Women on the Women's List nor to the Other Prominent Persons.)

REASONS GIVEN FOR NOT ADVISING UNIVERSITY OF CHICAGO BY THOSE RECOMMENDING THAT A BOY ATTEND -
 (Citizens Board Members only)

	<u>Northwestern</u>	<u>Ivy League</u>	<u>Other</u>
	(18)	(54)	(154)
17% Specific course poorer or not given at U. of C.	29% Desirable to go away to school	18% Small school or community	
17 Unfavorable opinion of undergraduate life at U. of C.	19 Unfavorable opinion of student body at U. of C.	15 Unfavorable opinion of undergraduate life at U. of C.	
11 Respondent's special interests	19 Unfavorable opinion of undergraduate life at U. of C.	12 Specific course poorer or not given at U. of C.	
6 Student's unique needs	10 Respondent's special interests	10 Desirable to go away to school	
6 Poor educational results at U. of C.	10 U. of C. set-up	10 U. of C. set-up	
	9 Small school or community	7 Student's unique needs	
	7 Poorer faculty or faculty-student relations at U. of C.	6 Unfavorable opinion of student body at U. of C.	
	3 Specific course poorer or not given at U. of C.	5 Respondent's special interests	
	3 Poor educational results at U. of C.	4 Poorer faculty or faculty-student relations at U. of C.	
	2 Student's unique needs	3 Poor educational results at U. of C.	

(Numbers in parentheses represent number of persons recommending each school or type of school.)

Citizens Board members who have recommended Northwestern rather than the University of Chicago to a boy mention most frequently as reasons either that a particular course is unavailable or poorer at Chicago or indicate an unfavorable opinion of the undergraduate life at the U. of C. Board members who have advised that a student attend an Ivy League school speak most often of the desirability of going away to school and next most frequently speak of an unfavorable opinion of the student body or of the undergraduate life at Chicago. Members of the Citizens Board recommending all other schools in preference to the U. of C. cite as reasons most frequently the desirable features of a small school or a school in a small community. Next most frequently they indicate as reasons an unfavorable opinion of the U. of C.'s undergraduate life.

FINANCING HIGHER EDUCATION

The problem most frequently mentioned as important to colleges and universities by Citizens Board members, the Women, and Other Prominent Persons is that of finances. They also recognize the problem element existing in the relationship between public opinion and financial support.

Looking ahead for the next few years less than one in four respondents thinks it likely that the job of raising money for the support of private educational institutions will be easier. The Women, many of whom have had first-hand experience in fund-raising, are most pessimistic of all, four times as many thinking the job of raising money will be harder than think the job will be easier.

The question:

"In the next few years, do you think the private universities and colleges in the Chicago area are going to find it harder or easier to raise money for their support?"

	<u>Per cent of each group expressing opinion</u>		
	<u>CBM</u>	<u>WL</u>	<u>OPP</u>
Harder	49%	61%	44%
Easier	24	13	22
About the same	18	13	17
No opinion	<u>9</u>	<u>13</u>	<u>17</u>
	100%	100%	100%
	(304)	(31)	(156)

Those who feel money raising will be harder give these reasons:

	Per cent of each group mentioning reason		
	<u>CBM</u>	<u>WL</u>	<u>OPP</u>
High taxes on individuals	40%	47%	32%
Fewer very large fortunes	23	32	12
Competing demands of philanthropies	17	32	13
Inflation, rising costs	14	21	13
Business or economic conditions	13	5	15
Harder for business or corporations to give . . .	8	-	12
Public uninformed on financial problems of edu- cational institutions	3	10	6
Other reasons	12	10	18
No reason	2	-	12
	(149)	(19)	(68)

The Women on the Women's List are more inclined than the Board members or the Other Prominent Persons to give as reasons the high taxes on individuals, fewer large fortunes, competing demands of philanthropies, and inflation. Citizens Board members and Other Prominent Persons are more inclined to mention business or economic conditions.

Those who feel the job of raising money will be easier give these reasons:

	Per cent of each group mentioning reason		
	<u>CBM</u>	<u>WL*</u>	<u>OPP</u>
Assumption of responsibility by business .	44%		29%
Improved public relations of educational institutions	20		32
Device for lower taxes for individuals or corporations	17		24
Assumption of responsibility by general public	15		24
Other reasons	23		15
No reason	6		3
	(72)	(4)	(34)

*Per cents not shown for this group.

The reason given most often by Board members for saying "easier" is that business will assume some of the responsibility for supporting education. The Other Prominent Persons cite as a reason most frequently improved public relations of educational institutions.

Regarding the support of educational institutions by business, members of the three groups were asked:

"Irving Olds of United States Steel once said:

'Unless American business supports the free, independent, privately-endowed colleges and universities of this country to the limit of its financial ability, I do not believe it is properly protecting the long-range interests of its stockholders, its employees, and its customers.'

How do you feel about Mr. Olds' remarks?"

	Per cent of each group expressing opinion		
	<u>CBM</u>	<u>WL</u>	<u>QPP</u>
Agree substantially . . .	70%	81%	63%
Agree with reservation	20	6	21
Disagree in part	3	3	5
Disagree substantially	6	10	7
No opinion	<u>1</u>	<u>-</u>	<u>4</u>
	100%	100%	100%
	(304)	(31)	(156)

A sizable majority in each group expresses agreement with the Olds' statement, members of the Citizens Board agreeing by the highest percentage.

Respondents in each of the three groups enumerate a number of features of a private university which would be important to them, were they prospective donors. Faculty and teaching are mentioned most frequently of all the specific aspects which would be important. Financial need ranks well down the list in terms of the number of times it is designated.

The question:

"Suppose you had the responsibility for giving a large sum of money to a private university. What things about the university would you take into account in deciding where to make the gift?"

	Per cent of each group mentioning feature taken into consideration		
	CBM	WL	OPP
General character of institution, administration	43%	42%	35%
No ideological reference*	34	29	27
Ideological reference	9	13	8
Faculty and teaching, non-research	36	35	32
No ideological reference	30	29	20
Ideological reference	6	6	12
Results of training, education			
Achievement in research	20	3	10
Achievement of graduates	11	6	17
Type of curriculum	17	19	18
Respondent's personal interest	16	39	20
Management, plant			
Constructive, businesslike use of funds	12	6	6
Financial need	11	22	13
Physical plant adequacy	6	-	6
Facilities for recreation, athletics	3	-	3
Public service	10	6	6
Objective characteristics; size, location	10	3	6
Atmosphere, reputation			
Religious, moral environment	5	6	6
Prestige among scholars	3	-	2
Alumni loyalty	1	-	-
Character of student body	7	16	7
Other	14	10	8
Not ascertained	3	-	9
	(304)	(31)	(156)

*It should be noted here that the "ideological references" alluded to in the two top categories denote individuals who mention taking political ideology into account whether they say "They should teach the American Way of Life" or "They should be free to teach anything."

Faculty and teaching and the general character of the institution, as features of a university to be taken into account when deciding where to make a gift, are mentioned with most frequency by Citizens Board members and the Other Prominent Persons. The Women also often mention these two, but designate their own personal interest in a school most frequently as a consideration. The Women are noteworthy too for the frequency with which they mention financial need, type of curriculum, and character of the student body.

Citizens Board members, the Women, and Other Prominent Persons have various opinions of the way in which a university should spend the monies it gets from private donors.

The question:

"How would you like to see the university that you chose spend the money?"

	Per cent of each group indicating desired expenditure		
	<u>CBM</u>	<u>WL</u>	<u>OPP</u>
Unrestricted	40%	26%	43%
Improvement of faculty; faculty salaries	31	39	24
Research			
General	11	3	6
Medical; hospitals	5	6	3
Physical plant	10	13	6
Scholarships	8	26	13
On specific departments or adjuncts	6	10	3
Other	14	9	9
No ways specified	4	3	8
	(304)	(31)	(156)

Four out of ten members of the Citizens Board and the Other Prominent Persons and one out of four Women indicate they would make unrestricted gifts, leaving to the institution involved the decision as to how the money should be spent. A number of respondents accompany this choice with a comment to the effect that the particular institution knows better than any donor can what its relative needs are. More of the Citizens Board members and the Other Prominent Persons mention giving unrestrictedly than specify any single way in which money should be spent. The Women, on the other hand, are more inclined to earmark funds to be spent on faculty than to mention making unrestricted gifts.

Expenditures for faculty, among the specific ways in which money should be spent, are mentioned most often by all three groups. Citizens Board members and the Other Prominent Persons designate this type of expenditure about twice as frequently as any other specific expenditure. Donations to scholarships rank second to spending for faculty in order of frequency of mention and on a par with unrestricted giving among the Women. The concern of the Women on the Women's List with students or with the student body generally has been expressed in several other contexts as well.

The importance which Board members, Other Prominent Persons, and the Women attach to teaching and research salaries is indicated by answers to the question:

"All things being equal, which of these two would you rather see the money spent on--scholarships for students or salaries for teaching and research?"

	Per cent of each group choosing		
	<u>CBM</u>	<u>WL</u>	<u>OPP</u>
Scholarships	9%	19%	15%
Salaries	63	51	52
No preference; divide somehow	24	23	25
Depends on which is needed most	3	-	4
No opinion	<u>1</u>	<u>7</u>	<u>4</u>
	100%	100%	100%
	(304)	(31)	(156)

Salaries are chosen by a majority of individuals in each group, and those in each group choose salaries more than twice as often as scholarships. More Women choose scholarships, however, than do the members of either of the other groups.

The characteristics of those who would like to see money spent in certain ways are these:

Characteristics of Those Who Would Like to See -

Unrestricted giving

1. Unrestricted giving is related to the conception of how difficult or how easy the job of raising money will be. Individuals who hold that the private universities will have a harder time in the next few years are much less inclined to say they would make gifts unrestricted.
2. Unrestricted giving is related to spontaneous indications that ideological factors are important in determining where money is to be given. Citizens Board members who take into account the general character of the institution and mention ideological considerations are less inclined to favor giving money unrestrictedly than are Citizens Board members as a whole. Citizens Board members who take into account faculty and teaching and mention ideological considerations are again less likely to favor making gifts without restriction as to their use.
3. Women, whether from the Women's List or from the list of Other Prominent Persons, are less likely than are men to say they would give money without restrictions as to its use.

Expenditures for faculty

1. Designating money to be spent on faculty is related to whether or not ideological factors are mentioned as important in deciding where money is to be given. Citizens Board members who take into account the general character or administration of an institution and mention ideological considerations are more inclined to favor money being spent on the faculty. Citizens Board members who take into account the faculty and teaching and mention ideological considerations are more likely as well to favor money being spent on the faculty.
2. Designating expenditures for faculty is related to the sex of the respondent. Women as a group are more inclined than men to earmark money for the support and maintenance of faculty.

Expenditures for medical research

1. The desire to see money spent on medical research is related to the "Past Donor History" of the respondent. Those donors who are on record as having given under \$100 to the University are less inclined to want to see their money spent for medical research or hospitals than are donors on record as having given from \$100 to \$1000. Those who are on record as having contributed \$1000 or more are most inclined to say they would like to see money spent on medical research or hospitals.

2. Designating money to be spent for medical research or hospitals is related to the age of the respondent. Respondents under 45 years of age were least likely to favor having money spent for medical research or hospitals. Respondents 46 to 55, and 56 to 65 were increasingly in favor of having money spent in this way.

Expenditures for non-medical research

1. The desire to see money spent for non-medical research is related to whether or not education had been obtained at the University of Chicago. Respondents on record as being alumni of the University of Chicago were more in favor of having money spent for research of a non-medical nature.
2. Designating that money be spent for non-medical research is related to the sex of the respondent. Women, whether from the Women's List or from the list of Other Prominent Persons, were less inclined to have any money that they gave spent for non-medical research than were men.
3. Desirability of seeing money spent for non-medical research is related to several of the factors taken into account when deciding where to give. Both Citizens Board members and others who take achievement in research into account when deciding where to make a gift are more in favor of having those funds spent for non-medical research than are those who take into account other factors. Citizens Board members who take into account the public service or community functions of a university tend to favor having monies spent for non-medical research.

Expenditures for physical plant

1. Favoring expenditures for physical plant is related to the age of the respondent. Respondents under 45 years of age do not mention "physical plant" as a way in which money might be spent. Those between 46 and 65 mention favorably expenditures of this sort more frequently, while those 66 to 75 mention expenditures for physical plant most frequently.
2. Designating that money be spent for physical plant is related to several of the factors taken into consideration when deciding where to make a gift of money. Persons who take into account ideological factors whether in regard to the character and administration of an institution or with regard to the faculty are more inclined to indicate that expenditures should be for physical plant, than are those who do not mention ideological factors. Persons who take into account the curriculum offered are more inclined to favor expenditures for physical plant also.

Expenditures for scholarships

1. The desire to see funds spent for scholarships is related to several objective characteristics of respondents. Those recorded as alumni of the University of Chicago are less inclined to mention spending money for scholarships than are those not known to be alumni. Younger respondents, those under 45 years are most inclined to mention expenditures for scholarships; with each additional ten years of age expenditures for scholarships are desired less frequently. Women, whether from the Women's List or from the group of Other Prominent Persons, favor scholarships more than do men.
2. Small donors mention scholarships more frequently than large donors. Those donors who are on record as having given less than \$100 mention scholarships most frequently of all.

Characteristics of Persons Who Would Like to See
Gifts to Universities Spent in Various Ways

Those Who Would
Like to See -

ARE MORE LIKELY TO BE:

ARE LESS LIKELY TO BE:

Unrestricted
giving

Persons who think it will be easier to raise money in next few years

Persons who think it will be harder to raise money in next few years

CB members who don't think in ideological terms when deciding where to make a gift

CB members who think in ideological terms when deciding where to make a gift

CB members and male Prominent Persons

Women

Expenditures
For faculty

CB members who think in ideological terms when deciding where to make a gift

CB members who don't think in ideological terms when deciding where to make a gift

Women

CB members and male Prominent Persons

Expenditures
For medical
research

Large donors

Small donors

Older respondents

Younger respondents

Expenditures
For non-medical
research

U. of C. alumni

Non-alumni of U. of C.

CB members and male Prominent Persons

Women

Persons who think of achievement in research when deciding where to make a gift

Persons who don't think of achievement in research when deciding where to make a gift

Persons who think of public service of university when deciding where to make a gift

Persons who don't think of public service of university when deciding where to make a gift

Expenditures
for
scholarships

Younger respondents

Older respondents

Women

CB members and male Prominent Persons

Small donors

Large donors

Expenditures
for physical
plant

Older respondents

Younger respondents

Persons who think in ideological terms when deciding where to make a gift

Persons who don't think in ideological terms when deciding where to make a gift

Persons who think of curriculum when deciding where to make a gift

Persons who don't think of curriculum when deciding where to make a gift

CITIZENS BOARD MEMBERS' CONTACT WITH
AND INFORMATION ABOUT THE UNIVERSITY

Eight per cent of the Citizens Board members report that in the past several years they have had at least three types of contact (attendance at religious services or religious music performances, use of hospitals or clinics, attendance at concerts or exhibits) with the University. Twenty per cent have had at least two types of contact; 40 per cent have had at least one type of contact; 32 per cent have had none of these three.

Citizens Board members report most frequently that they get most of their information about the University from persons (faculty members, trustees, through personal observation and contact) and less frequently that they get their information from printed materials. Thirty-one per cent mention that they get most of their information from literature and meetings of the Citizens Board.

There are several areas in which members of the Citizens Board appear to have little information upon which to base opinions. For example, Citizens Board members were asked:

"What do you think of the physical facilities, the buildings and plant, at the University of Chicago? Are they adequate?"

"How about the housing for undergraduates? From what you've seen or heard, is undergraduate housing adequate?"

In answer to the first question 37 per cent of the Citizens Board members have no opinion or say "don't know." In answer to the second question 51 per cent have no opinion or say "don't know."

During the academic year 1953-54 enrollment in the undergraduate college of the University was about 1200 students, and the trend in enrollment recently (prior to the date of this survey) has been downward. Citizens Board members were asked:

"Do you happen to know what the recent trend in enrollment at the undergraduate college at the University of Chicago has been--increasing, decreasing, or staying about the same?"

A majority, 52 per cent, were correct in their answers that enrollment had been decreasing. However, 6 per cent thought the trend of enrollment was about the same, 11 per cent thought it had been increasing, and 31 per cent had no opinion.

Citizens Board members were asked:

"Just as a guess, roughly how many students do you think will be in attendance at the undergraduate college at the University of Chicago in the fall?"

Enrollment in the undergraduate college for the fall of 1954 is actually about 1300 students. Only four per cent of the Citizens Board members came close to this figure by estimating expected enrollment at 1100 to 1350. A total of 14 per cent gave estimates of 1350 or less. Eighteen per cent gave estimates ranging from over 1350 to 2250; 37 per cent, from over 2250 to 5000; and 15 per cent, over 5000. Sixteen per cent gave no estimate. If one took any figure of 2250 or less as a reasonably good guess, nearly two-thirds of Citizens Board members who made any estimate at all overestimated the undergraduate enrollment by two or three times or even more.

CITIZENS BOARD MEMBERS' IMPRESSIONS OF THE UNIVERSITY
IN RELATION TO CERTAIN SPECIFIC OPINIONS

Seven out of ten Citizens Board members say they have a "favorable" or "very favorable" impression of the way the University of Chicago as a whole is functioning today. Since membership on the Board may be considered prima facie evidence of interest in the University, it is appropriate to inquire as to the possible reasons for the "not-so-favorable" or clearly "unfavorable" impressions maintained by a minority of the membership.

By considering the Board as divided into four sub-groups on the basis of "favorableness" of over-all impression and comparing the opinions of the four sub-groups on certain more specific matters, some clues as to reasons for relatively unfavorable impressions emerge. The four sub-groups considered are those with a...

(1) "Very favorable" impression	37%
(2) "Favorable" impression	35
(3) "Not so favorable" impression (including "slightly favorable" and "no opinion")	16
(4) "Unfavorable" impression (including "slightly unfavorable" and "very unfavorable").	12
	<hr/>
	100%
	(304)

Publicity

Not quite half (46 per cent) of the Citizens Board is satisfied with the publicity the University of Chicago has been getting. Reactions of Board members to University publicity bear some relation to the general impression expressed by the Board of the way the University is functioning. Board members who are satisfied with U. of C. publicity in newspapers and magazines and over the radio and television are more likely to have a favorable impression of the University than those who are not satisfied with U. of C. publicity. Eighty per cent of Board members who are satisfied with U. of C. publicity have a "favorable" or "very favorable" impression of the University, as compared with 65 per cent of those who are not satisfied with U. of C. publicity.

Among Citizens Board members who are...	Proportion whose impression of the University is...				Total
	Very favor- able	Favor- able	Not-so- favor- able	Unfavor- able	
Satisfied with U. of C. publicity	47%	33%	15%	5%	100% (141)
Not satisfied with U. of C. publicity	29%	36%	18%	17%	100% (163)

"Radical Professors"

One Board member in seven has the view that U. of C. professors are "too radical." Those holding to this opinion are considerably less likely than those who do not share this opinion to have a "favorable impression" of the way the University is functioning today. Less than half (46 per cent) of the Board members who say Chicago professors are "too radical" have a favorable impression of the University, compared with 79 per cent of those who think U. of C. professors are "all right."

Among Citizens Board members
who think professors at U. of
C. are...

Proportion whose impression
of the University is...

	<u>Very favor- able</u>	<u>Favor- able</u>	<u>Not-so- favor- able</u>	<u>Unfavor- able</u>	<u>Total</u>	
"Too radical"	7%	39%	22%	32%	100%	(41)
"All right"	46%	33%	13%	8%	100%	(195)

"Socially Not-Well-Adjusted Students"

A substantial majority (62 per cent) of Citizens Board members agree with the statement that "...the University of Chicago undergraduate college has too high a proportion of very bright but socially not-well-adjusted students." Opinion of the composition of the undergraduate student body has less relation to Citizens Board members' impression of the way the University is functioning than does opinion as to "radicalism" of the faculty. However, it has some relation. Those members who agree with the statement are not as likely as those who disagree with it (70 per cent to 80 per cent) to have a favorable impression of the U. of C.

Among Citizens Board members who...	Proportion whose impression of the University is...				
	Very favor- able	Favor- able	Not-so- favor- able	Unfavor- able	Total
Agree with statement* . . .	37%	33%	17%	13%	100% (189)
Disagree with statement* . .	53%	27%	10%	10%	100% (41)

*Statement: "It's been said that the University of Chicago undergraduate college has too high a proportion of very bright but sociall not-well-adjusted students."

Opposition to Proposed Four-Year State College

Nearly half the Citizens Board (47 per cent) express opposition to the idea of establishing a full four-year state college in Chicago.

Those who oppose the proposed state college do not have a more favorable impression of the University of Chicago than those who favor the proposal. In fact, if anything, Board members who are for the state college are also slightly more favorable toward the University of Chicago than those who oppose the state college idea.

Among Citizens Board members who...	Proportion whose impression of the University is...				Total
	Very favor- able	Favor- able	Not-so- favor- able	Unfavor- able	
Favor 4-year state college in Chicago	41%	36%	13%	10%	100% (128)
Oppose 4-year state college in Chicago	37%	32%	17%	14%	100% (142)

Criticisms Heard About U. of C. and Changes Recommended to Achieve Wider Public Support

It has already been indicated that Citizens Board members hear many criticisms of Chicago when they talk about the University with their friends. It would be of value to know which, if any, of the criticisms heard have any effect on the general impressions Citizens Board members form of the University.

From the evidence in this survey it would appear that none of the criticisms frequently reported as heard by the Citizens Board has any great relation to Board members' own over-all impression of the University.

<u>Among Citizens Board members who report criticisms of...</u>	<u>Proportion whose impression of the University is...</u>				<u>Total</u>
	<u>Very favor- able</u>	<u>Favor- able</u>	<u>Not-so- favor- able</u>	<u>Unfavor- able</u>	
Underemphasis of athletics . . .	39	35	17	9	100% (66)
Deteriorating environment. . .	43	29	18	10	100% (68)
Type of students	41	29	20	10	100% (51)
Lack of well-rounded social life	35	32	15	18	100% (40)
Overemphasis of graduate work.	35	30	14	21	100% (37)
Radical thought and teaching .	38	34	17	11	100% (143)
Hutchins and his educational theories	30	36	23	11	100% (79)
Educational innovations . . .	42	30	19	9	100% (80)
Brain factory	46	27	10	17	100% (30)

Citizens Board members who report having heard criticisms of the "overemphasis of graduate work and little interest in undergraduate" appear to have a slightly less favorable impression of the University than others.

Similarly, as the table below shows, Citizens Board members who recommend that Chicago "build up, put more emphasis on undergraduate school, stress more liberal arts, more orthodox, conventional type of undergraduate school" have a less favorable impression of the University than do others. A majority (51 per cent) of those who recommend that the University develop its undergraduate school in order to gain wider public support, currently have an "unfavorable" or "not-so-favorable" impression of Chicago.

Among Citizens Board members who recommend for wider public support...	Proportion whose impression of the University is...				Total
	Very favor- able	Favor- able	Not-so- favor- able	Unfavor- able	
More favorable publicity . .	34	37	20	9	100% (102)
Encouragement of athletics .	37	35	10	18	100% (49)
Improvement of neighborhood.	40	30	15	15	100% (40)
Development of undergraduate school	27	22	29	22	100% (41)
Continuing with new policies	43	29	18	10	100% (51)
Strengthening community relations	42	38	10	10	100% (31)

Alumni Status and Age Group

Alumni status and age group do not appear to have any important relation to the general impressions Citizens Board members have of the University of Chicago.

Among Citizens Board members who are...	Proportion whose impression of the University is...				
	Very favor- able	Favor- able	Not-so- favor- able	Unfavor- able	Total
Alumni	43	30	14	13	100% (87)
Non-alumni	35	37	18	10	100% (217)
Over 65	37	36	16	11	100% (70)
56 to 65	39	33	18	10	100% (90)
55 or under	30	38	17	15	100% (87)