



UNIVERSITY OF MINNESOTA ROCHESTER

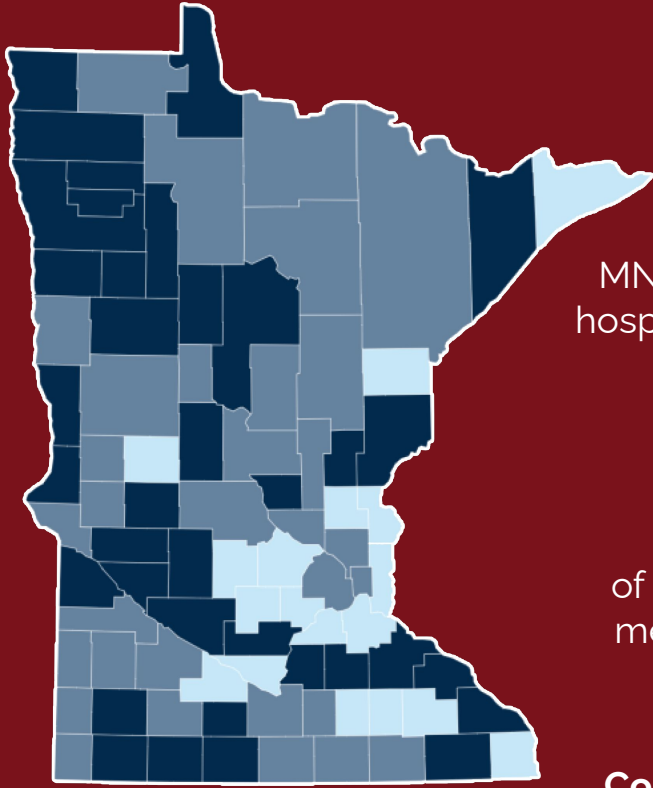


UNIVERSITY OF MINNESOTA

Driven to Discover®

Crookston Duluth Morris Rochester Twin Cities

The Need - Dire Shortages Across Minnesota



source: MN Department of Health

18

MN counties lost or reduced
hospital birth services between
2013 and 2023

3x more travel

for rural MN patients seeking
inpatient mental health & chemical
dependency treatment

80%

of MN counties designated
mental health professional
shortage areas

79%

of MN counties designated primary
care physician shortage areas

County shortage area:



none



part



whole



Developing Human Potential for Minnesota's Future Health Care Workforce



**Pre-Med &
Patient Care**



**Psychology &
Mental Health**



**Business &
Leadership**



**Health
Technology**



**Public
Health**



**Research,
Discovery &
Cures**



UMR fosters a healthier Minnesota through education, innovation and partnerships

Current location:

Crosby



Hometown:

St. Joseph



Meet Hannah Elsenpeter '13

Area of Focus:

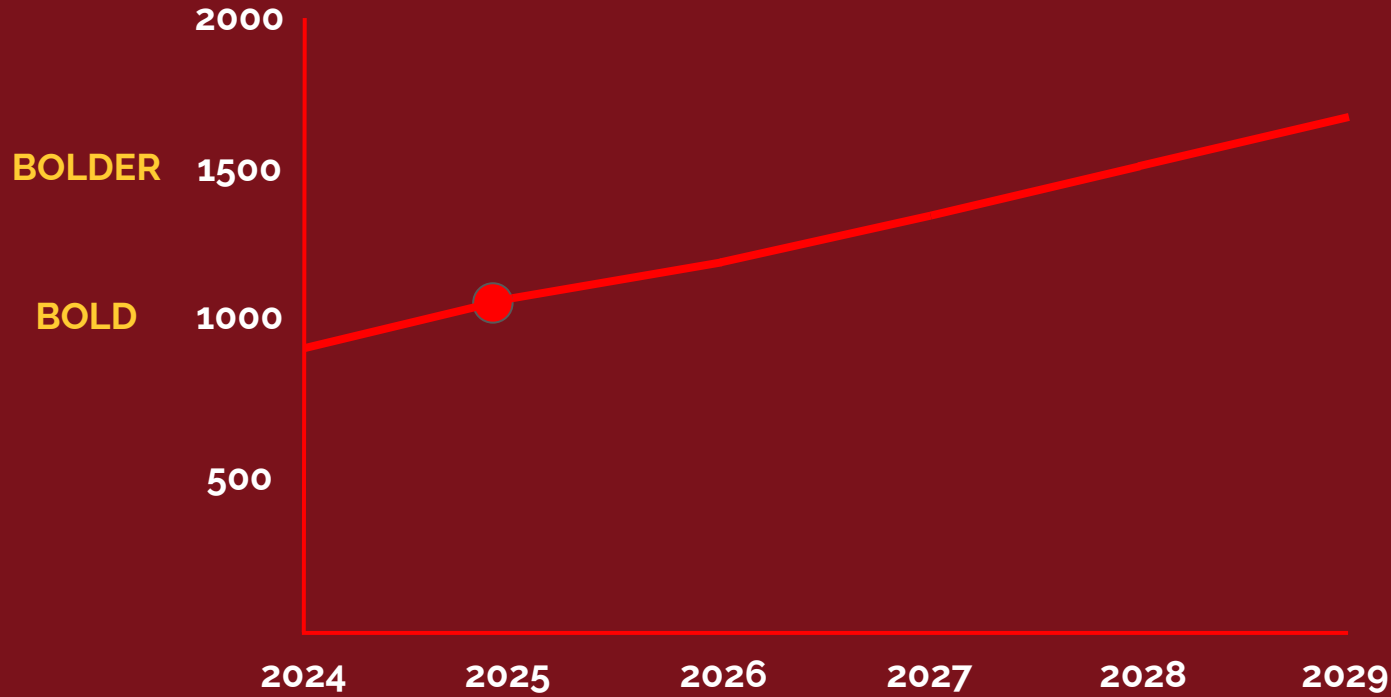
Pre-Med and Patient Care

Current Position:

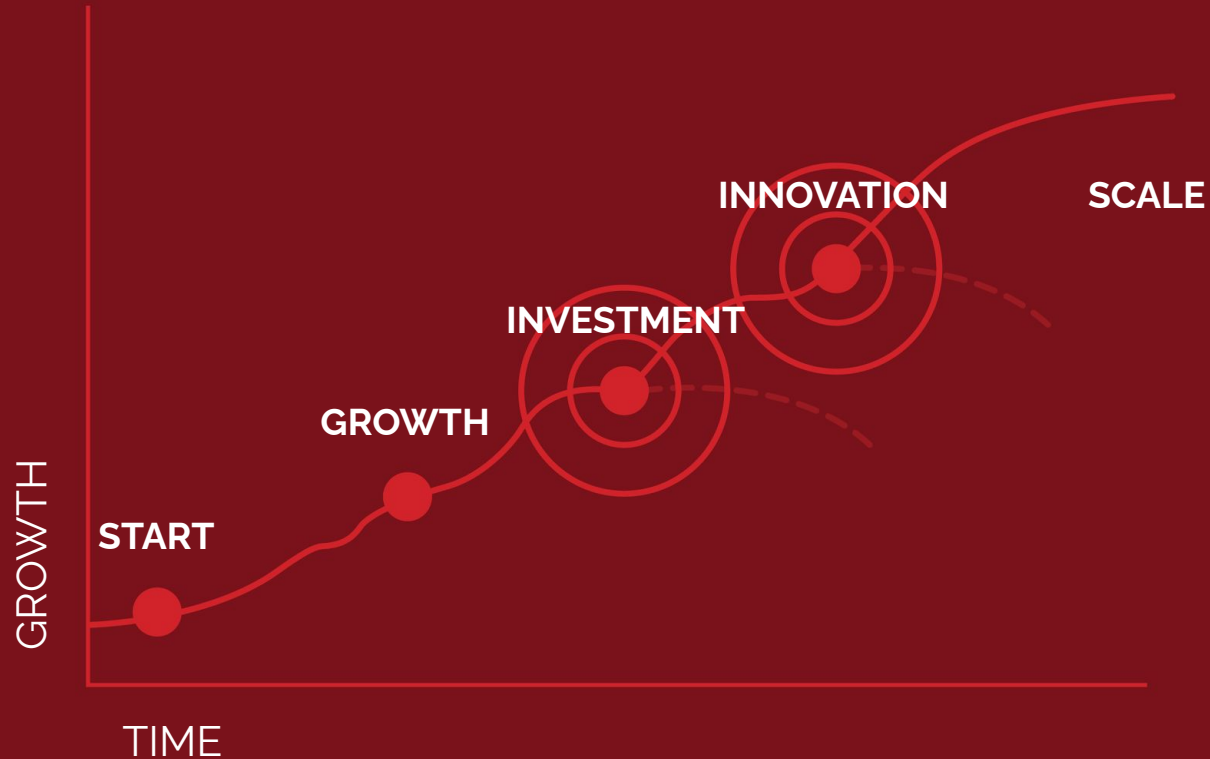
Family Medicine, OB, Primary Care at
Cuyuna Regional Medical Center



UMN Students Served on the Rochester Campus - Projections through 2029 (with strategic investment)



The University's Start-Up Campus



New Recruitment Initiatives

- Updated marketing materials showcasing Get Forward Faster programs
- Expanded direct admission within the State of Minnesota
- Launched a parent communication program
- Increased campus visit opportunities
- Increased merit scholarships through Onward campaign
- Added new summer STEAM programs for middle school students



UMR's Retention Strategies: Students from MN Health Care Deserts More Likely to Succeed



A wide-angle photograph of the University of Minnesota Rochester campus at sunset. The sun is low on the horizon, casting a warm glow over the city skyline and reflecting on the water in the foreground. The campus features a mix of modern and traditional architecture, including a large, curved building on the left and a tall, modern tower in the center. The foreground shows a body of water with a small bridge and a path. The sky is filled with soft, colorful clouds.

Vision: The University of Minnesota Rochester will **inspire** transformation in higher education through innovations that **empower** our graduates to **solve** the grand health challenges of the 21st century.

