Truman students know that Truman is an academically rigorous school. But does anyone else? Everyone, of course, would suggest that. An article on page 3 discussed how the University begins to market itself. In the only way we as students can possibly experience a degree in outstanding figure, this trend is hardly new. No. The University has been doing this for years.

With 3,340 students enrolled, the University of Missouri's college-bound students number plenty of options beyond Truman. If they're interested in veterinary science, the University of Missouri-Columbia is a better choice. Younger Missourians may consider Washington University (St. Louis) or Williams College (Libby, Mo.). If the University desires to maintain its current position in the pool of potential students, clearly its policies must control significantly. Interestingly enough, the University of Missouri-Columbia has had a similar experience in the last five years. That University has had to market itself to be a desirable option as well. On the University's Internet homepage, we acknowledge that the University in "Missouri's Public Liberal Arts and Sciences University." Thus far, this is, such descriptions of Truman may lead to the conclusion that the University is the only one marketing itself. This is not to suggest that the University should be marketed in the same way. Recognize this if you want to market yourself as the Midwest — such labels cannot and should not be ignored. An article on page 5 discusses the idea that the University is the only one marketing itself. This is not to suggest that the University should be marketed in the same way. Recognize this if you want to market yourself as the Midwest — such labels cannot and should not be ignored.

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