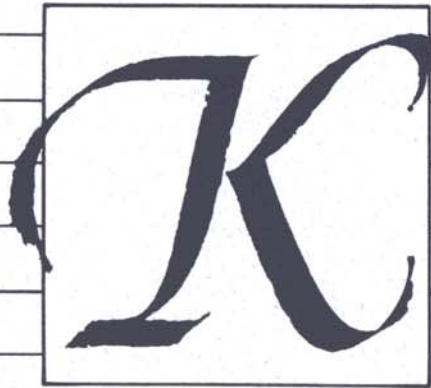


KENNESAW  
STATE  
COLLEGE

FACT BOOK

1990 • 1991



**KENNESAW  
STATE  
COLLEGE**

**FACT BOOK  
1990 • 1991**

OFFICE OF  
INSTITUTIONAL  
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COLLEGE

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## PREFACE AND ACKNOWLEDGEMENTS

The availability of basic information and trends concerning the operation of the college is vitally important to planning, evaluation, and administration at all levels of the institution. At Kennesaw State, numerous departments and individuals are directly responsible for maintaining data files and conducting routine and special purpose analyses of institutional records that are useful for their purposes. However, the college's last institutional self-study for reaccreditation documented a vital need for the compilation of basic facts and trends from the diverse information resources into a single condensed, and comprehensive document. This fourth edition of the **Kennesaw State College Fact Book** is intended to respond to that specific need.

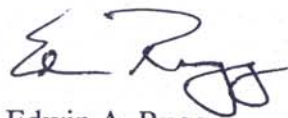
The **Fact Book** is intended to give a comprehensive overview of basic information about most aspects of the college. Where possible, trends over the last five years have been identified. Graphic as well as tabular approaches have been used to capture selected data, and interpretations of the data are highlighted extensively throughout the document to facilitate and enrich understanding of the facts and figures. In future editions, these analyses will be expanded and extended. Your suggestions and comments as to how that should be done to improve your use of the **Fact Book** would be welcomed and are invited.

Appreciation must be expressed to the numerous staff at Kennesaw who took time to provide valuable information and services upon repeated requests. The Administrative Computer Services Department under the direction of Randy Goltz generously produced report after report to help assimilate information. Joe Kelly and Jim Chancellor of the Instructional Resource Center, contributed countless hours and outstanding service in the final production of camera-ready copy through the desk-top publishing capabilities of the IRC. And, last but not least, thanks to all the contributors! Without your continued support and careful attention to keeping detailed and accurate records, this compilation of institutional information would not have been possible.

Again, we welcome your reactions to and critiques of this fourth edition.



Deborah J. Head  
Coordinator of  
Institutional Research



Edwin A. Rugg  
Vice President  
for Academic Affairs

February 1991

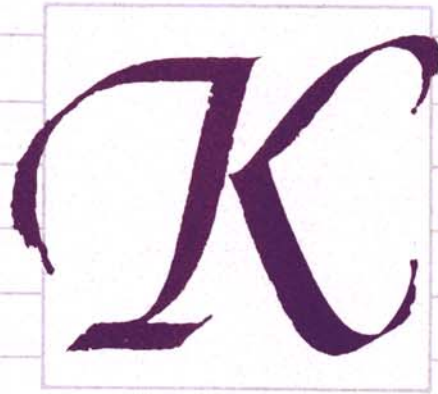
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# KENNESAW STATE COLLEGE FACT BOOK

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GENERAL  
INFORMATION

## HISTORICAL HIGHLIGHTS OF KENNESAW STATE COLLEGE

- The Georgia Board of Regents approved the creation of a new institution, tentatively named Cobb County Junior College on October 9, 1963. The original stationery was labeled with "Marietta College" and the *Marietta Journal* sometimes used the name "Kennesaw Mountain Junior College." The program for the groundbreaking ceremony of November 18, 1964 was simply headed "Cobb County University of Georgia System College."
- Dr. Horace W. Sturgis took office as president of the college on July 1, 1965, and the institution was officially named Kennesaw Junior College in August of that year.
- The college opened its doors in September of 1966 with a student body of 1,014, but the campus was not ready for occupancy so temporary quarters were set up that fall at Southern Technical Institute (where most classes were held), the Marietta Housing Authority at Marietta Place (which provided office space for the administrators) and the Banberry Elementary School. Dr. Sturgis' office was in Southern Tech's administration building. By the summer of 1966 the administrative staff was at Banberry along with data processing. The first registration occurred at Marietta Place in the Recreation Building. Developmental Studies was also housed at Marietta Place.
- By January 9, 1967, the campus was ready for occupancy, although most of the buildings were still in the final stages of construction. The science, humanities, and student services buildings were the first to open. The administration building opened within a month, but the library was not ready until April...bookshelves were set up in the physics lab as a temporary library from January through April. (The library held only 4,200 volumes when it opened.)
- The February 2, 1967 issue of the *Sentinel* (the student newspaper) reported that the faculty and staff pitched in to ready the campus — teachers, administrators and secretaries alike were seen hauling in desks, washing windows, attaching lighting fixtures, etc., that January.
- The initial campus also sported a physical education building, social science building and a maintenance building, which opened in 1967, bringing the total to eight buildings.
- The construction costs of the eight initial buildings totalled \$4 million, roughly 87% of which came from Cobb County, the City of Marietta, and a federal grant.
- The matriculation fee in 1966-67 was \$70 per quarter for full-time students and \$6 per credit hour for part-time students. The day the college opened there were only 37 faculty members on board. According to the annual President's Reports published during those first few years, one-third of the student body attended night classes, and men outnumbered women by a ratio of 2:1.
- The Kennesaw Junior College Foundation was created during the 1968-69 academic year, with 23 charter members made up of respected, influential businessmen from Cobb and surrounding counties.
- Before the college even opened in 1966, community leaders and local residents wanted to know when it would become a four-year institution. Thanks to the strong commitment of community leaders, local government officials, students, faculty, and staff, Kennesaw Junior College was granted senior college status in 1976 and renamed Kennesaw College in September 1977. The junior year was added in the fall of 1978, and the senior year in 1979. In June of 1980, 70 students received the first baccalaureate degrees to be conferred by the college. Later that year, the college became fully accredited as a four-year institution by the Southern Association of Colleges and Schools (SACS).



- Buildings added since 1967 included a new student center in 1973, a new library in 1979, a new plant operations building in 1973, and three new academic buildings (Humanities in 1979, Education/Performing Arts in 1989 and Business/Computer Services expected in 1991-92). The original Student Center later became the Administration Annex, the original Library became the Pilcher Public Service Building, the former Plant Operations facility became the Music Building, and the initial Humanities Building became Business Administration.
- In 1981, Dr. Betty L. Siegel became the first female president in the University System of Georgia succeeding the founding president at Kennesaw, Dr. Sturgis and acting president Dr. Eugene Huck.
- Intercollegiate Athletics was originated in 1982.
- In 1983, the college's organizational structure within academic affairs changed from five divisions to four schools and seventeen departments better reflecting the college's four-year status.
- Major advances in minority faculty, staff, and student involvement at Kennesaw were achieved in the 1980's.
- The college's first graduate programs in business and education were initiated in Winter Quarter 1985.
- In 1986, Kennesaw became one of the first institutions in our region to be reaccredited by the Southern Association of Colleges and Schools under its new Criteria, emphasizing institutional effectiveness.
- Kennesaw was selected to be spotlighted in *Searching for Academic Excellence* (1986) as one of twenty colleges and universities in the nation as "on the move."
- The Kennesaw College Foundation initiated its first capital campaign in 1987-88 in cooperation with the Foundation for Southern Tech with an initial goal of \$4 million.
- In keeping with its continuing development as a four-year college with graduate programs, the faculty approved a plan to discontinue all associate degrees except the program in nursing in 1988.
- In 1988, Kennesaw College requested a change in name to Kennesaw State College which took effect during the 25th year anniversary of the college.
- Throughout the 1980's, the centrality of effective teaching grew in its importance at Kennesaw State. Graduates of the KSC education programs continued to lead all others in the state with a 98% passing rate on the state's Teacher Certification Test. All (100%) students in the initial graduating class in the BSN program passed their licensing exams. The initial MBA graduates earned perfect GPAs (4.0). The Center for Excellence in Teaching and Learning and its newsletter, *Reaching Through Teaching*, focused faculty attention on the excitement of teaching at Kennesaw State.
- Critical demands for space led to the college's construction of four temporary classroom/faculty office buildings in the 1988 and 1989.
- The Fall of 1988 saw the opening of the A.L. Burruss Institute of Public Service which was the college's first major public service/applied research center.
- The new Education and Performing Arts building was completed for the opening of Fall 1989; with it the college finally added a performing arts auditorium to its physical resources.
- The School of Business Administration established the nation's first degree program in professional sales in 1990.



- 
- In the Spring of 1990 the library was named in honor of Horace W. Sturgis, the founding president.
  - Telephone registration was successfully implemented during the Spring Quarter 1990.
  - In the Fall of 1990 a campus-wide policy prohibiting smoking in any building in order to promote the healthiest possible environment for the faculty, staff and students was implemented.
  - In the Fall of 1989 KSC was one of only five institutions in the South named by the *U.S. News and World Report* as one of the nation's "Top Up-And-Coming Regional Colleges and Universities." In 1990, *U.S. News and World Report* again spotlighted Kennesaw State along with George Mason University as among the "best up and coming colleges" in the South.
  - The Physical Education Annex was completed and opened for use in the Fall of 1990.
  - As a result of raised admission standards and more stringent exiting requirements, Developmental Studies enrollment decreased 28% while the University System's Developmental enrollment grew by 60% from 1986 to 1990.

## Statement of Purpose

Kennesaw State College is a dynamic, developing senior college in the University System of Georgia, responding to the needs of the northwest region of the state for accessible, relevant and high-quality undergraduate, graduate and public service programs.

Grounded in the liberal arts tradition, the academic programs of the college offer opportunities for concentrated study in the arts, the humanities, the sciences and the professional fields of business, education, health and social services. Enrichment programs and support services enhance the collegiate experience, help students achieve their personal and professional goals, and promote lifelong learning.

Committed to providing an inviting and supportive learning environment, Kennesaw State College values and promotes excellence in its central missions of teaching and service. Scholarly activity and research are encouraged in support of these aims and to further professional development. The campus community provides a stimulating and challenging atmosphere, which fosters critical thinking, social responsibility and an understanding of differences among people and ideas.

Kennesaw State College aspires to be a model senior college, respected for its contributions to excellence in education, the realization of personal potential and the improvement of the quality of life in the communities it serves. The institutional goals of the college supporting these principal missions of teaching, learning and service are as follows:

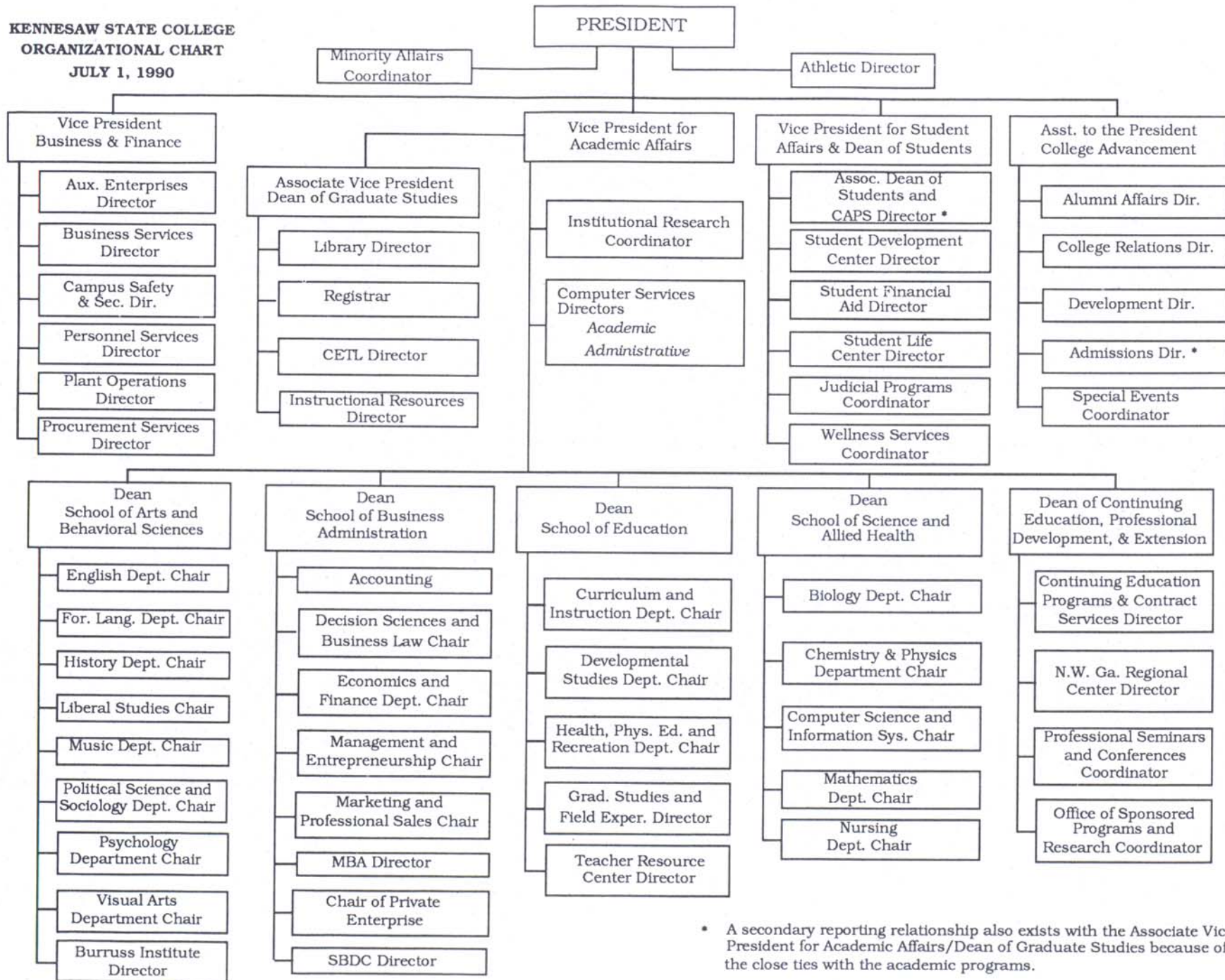
- Offer collegiate programs, courses of study and services that are of high quality and that prepare people well for the pursuit of their personal and professional goals.
- Offer a broad educational experience grounded in the liberal arts tradition, in which personal growth occurs outside as well as inside the classroom.
- Maintain a strong record of excellence in teaching and learning.
- Demonstrate genuine concern for all people and for their personal development.
- Be service-oriented and responsive to the needs of the communities served.
- Remain a dynamic organization that continuously evolves and responds to needed change.
- Have an inviting campus environment.
- Be a leader among peer institutions.

### ACCREDITATION

Kennesaw State College is fully accredited by the Southern Association of Colleges and Schools as a baccalaureate-level and graduate-level institution. The undergraduate teacher education programs are accredited by the National Council for Accreditation of Teacher Education. The music program is fully accredited by the National Association of Schools of Music. The associate program in nursing is approved by the Georgia Board of Nursing and is accredited by the National League for Nursing; the baccalaureate program is provisionally approved by the board and is preparing for professional accreditation. The Department of Chemistry and Physics is fully accredited by the American Chemical Society which allows the department to offer ACS certified degrees.

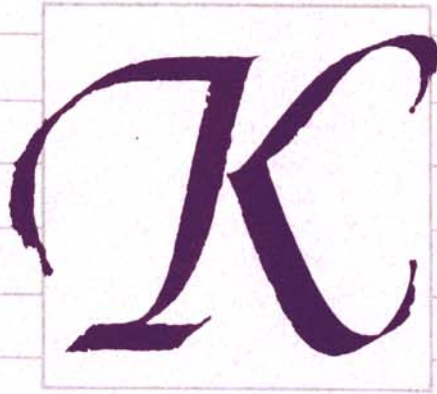


**KENNESAW STATE COLLEGE  
ORGANIZATIONAL CHART  
JULY 1, 1990**



\* A secondary reporting relationship also exists with the Associate Vice President for Academic Affairs/Dean of Graduate Studies because of the close ties with the academic programs.





STUDENT  
INFORMATION

## STUDENT INFORMATION

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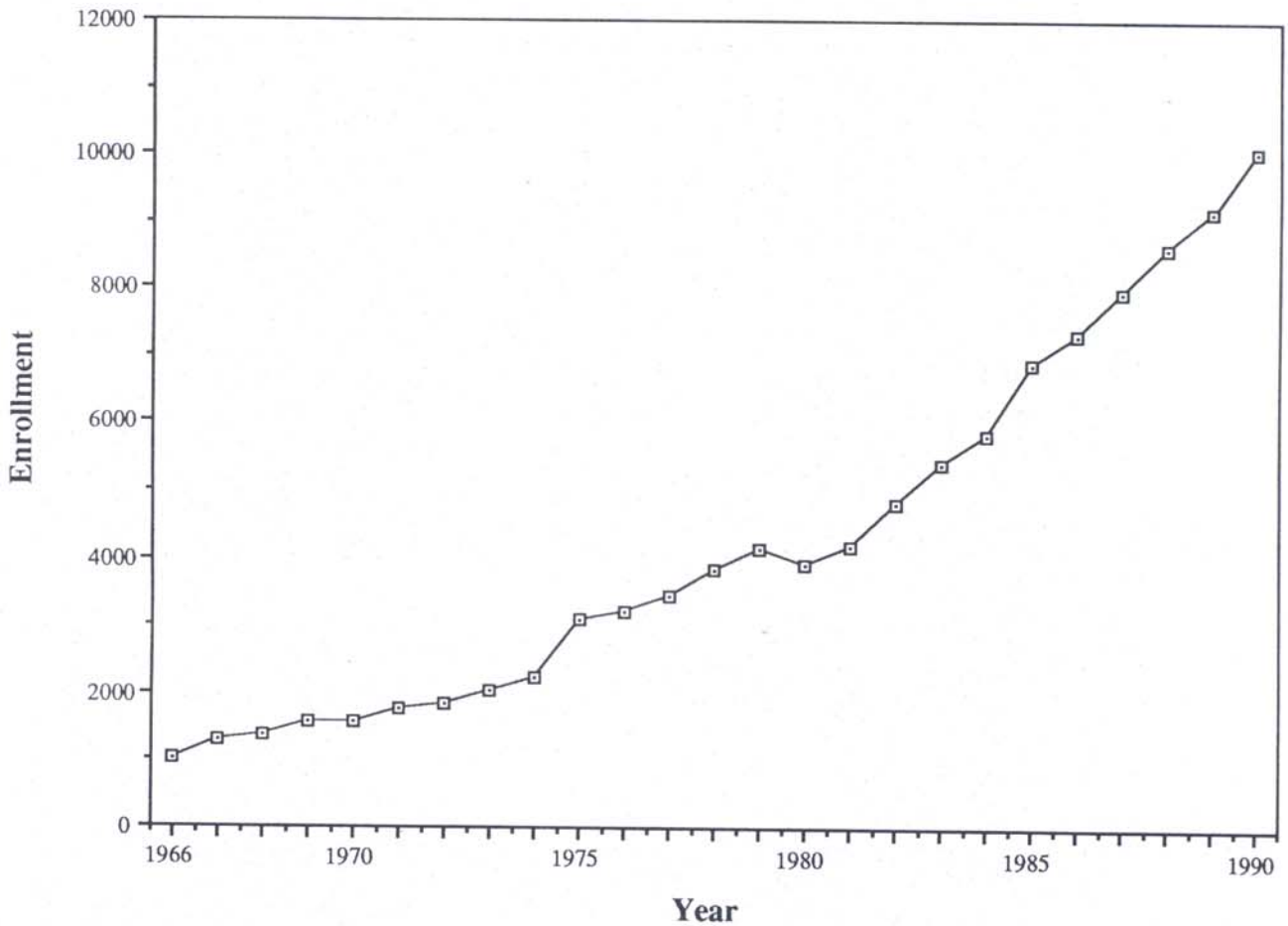


## FALL QUARTER ENROLLMENTS SINCE 1966

YEAR	TOTAL	FALL TO FALL % CHANGE	SIGNIFICANT DEVELOPMENTS
1966	1,014	-	Initial Year as Kennesaw Junior College
1967	1,278	26%	
1968	1,368	7%	
1969	1,577	15%	
1970	1,570	0%	
1971	1,773	13%	
1972	1,848	4%	
1973	2,031	10%	
1974	2,241	10%	
1975	3,098	38%	
1976	3,211	4%	Granted Senior College status
1977	3,444	7%	
1978	3,825	11%	First Junior Class
1979	4,134	8%	
1980	3,903	-6%	
1981	4,195	7%	New President, Betty L. Siegel
1982	4,799	14%	
1983	5,383	13%	
1984	5,821	8%	
1985	6,866	18%	Graduate programs begun
1986	7,296	6%	
1987	7,946	9%	
1988	8,614	8%	Name change to Kennesaw State College
1989	9,140	6%	
1990	10,030	10%	



## ENROLLMENT TREND 1966 - 1990

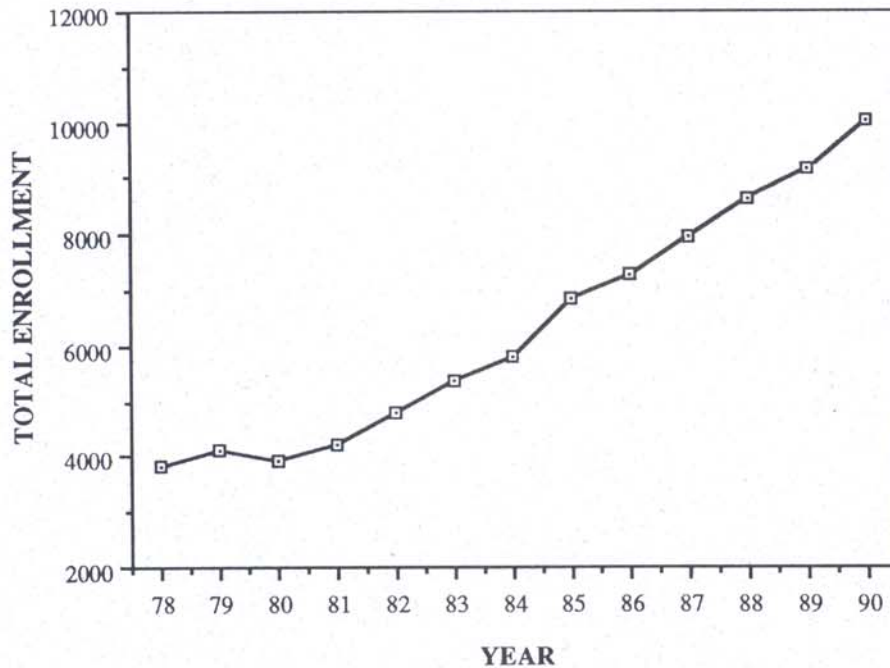


### HIGHLIGHTS

- With the exception of only one year in the last 24, Kennesaw State College has experienced constant growth in enrollment since its founding in 1966.
- From 1966 to 1990, Kennesaw State College's enrollment grew by over 9,000 students or 889%.
- Roughly two-thirds of the college's growth since its founding occurred in the 1980's; fall enrollment grew by over 6,100 or 157% from 1980 to 1990.
- The average annual fall enrollment growth in the 1980's was 9.9%.

## SENIOR COLLEGE ENROLLMENT HISTORY

### Enrollment Since Going Four-Year



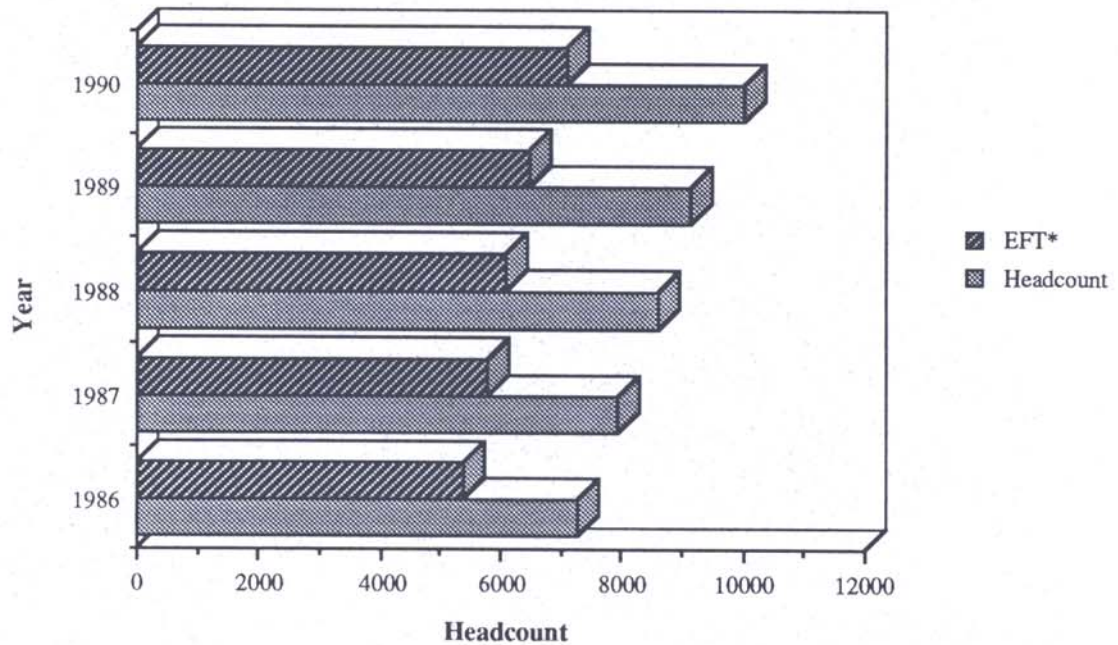
### 1986 - 1990 FALL QUARTER ENROLLMENT COMPARISONS

Enrollment	Fall 1986	Fall 1987	Fall 1988	Fall 1989	Fall 1990	5-Year # Change	5-Year % Change
Undergraduate	6,807	7,370	7,955	8,404	9,148	2,341	34%
Graduate	489	576	659	736	882	393	80%
Total	7,296	7,946	8,614	9,140	10,030	2,734	37%
Annual % Change	6%	8%	8%	6%	10%		

### HIGHLIGHTS

- Undergraduate enrollment grew 34% over 5 years with impressive increases each year.
- The graduate programs initiated in 1985 have experienced dramatic growth each fall.
- Over the last ten years, total enrollment grew from 3,903 in 1980 to 10,030 in 1990, an impressive increase of 157%.

## HEADCOUNT AND EFT ENROLLMENT: FALL QUARTERS 1986 - 1990



### HEADCOUNT AND EFT ENROLLMENT COMPARISONS

Type	Fall 1986	Fall 1987	Fall 1988	Fall 1989	Fall 1990	5-Year # Change	5-Year % Change
Total Headcount	7,296	7,946	8,614	9,140	10,030	2,734	37%
Headcount(% Change)	6%	8%	9%	6%	10%		
Total EFT*	5,361	5,785	6,071	6,474	7,110	1,749	33%
EFT(% Change)	6%	7%	5%	7%	10%		

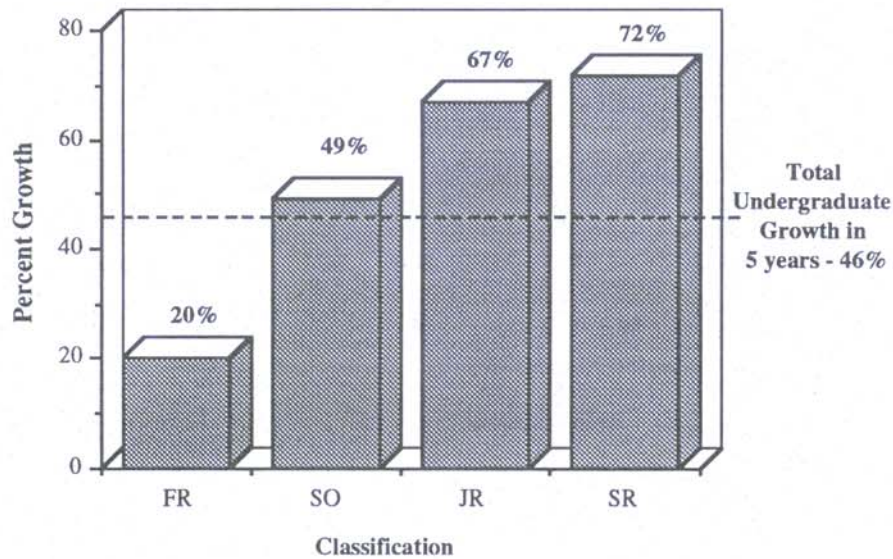
\*EFT - The University System of Georgia definition: Equivalent full-time enrollment converts the number of enrolled students, full- and part-time into an equivalent number of full-time students. It is calculated by dividing the total credit hours taken by all students during the quarter by 15.

### HIGHLIGHTS

- Kennesaw State experienced a consistent upward trend in enrollment over the last five years, reaching the milestone mark of over 10,000 in the Fall of 1990, at least a year ahead of projections.
- EFT enrollment increased steadily at a rate comparable to the headcount growth.



## DEGREE-SEEKING UNDERGRADUATE ENROLLMENT PATTERNS



### DEGREE-SEEKING STUDENTS: FALL 1986 - FALL 1990

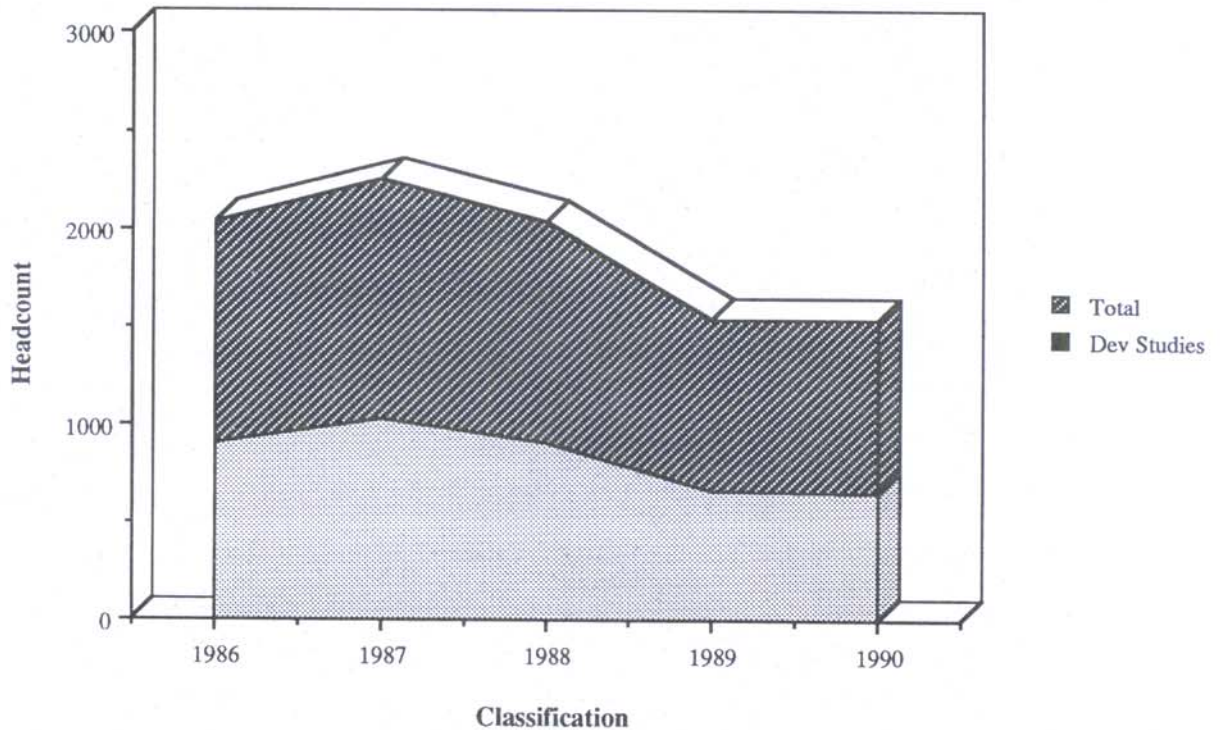
Classification	Fall 1986	Fall 1987	Fall 1988	Fall 1989	Fall 1990	5-Year # Change	5-Year % Change
Freshmen	2,127	2,234	2,352	2,750*	2,543	416	20%
Sophomores	1,465	1,555	1,736	1,818*	2,189	724	49%
Juniors	1,035	1,196	1,387	1,425*	1,725	690	67%
Seniors	1,046	1,158	1,342	1,523*	1,799	753	72%
<b>Total Undergraduates</b>	<b>5,673</b>	<b>6,143</b>	<b>6,817</b>	<b>7,516</b>	<b>8,256</b>	<b>2,583</b>	<b>46%</b>
<b>Annual % Change</b>	<b>6%</b>	<b>6%</b>	<b>11%</b>	<b>10%</b>	<b>10%</b>		

\* Fall Transfer data were incomplete at time of final enrollment report.

### HIGHLIGHTS

- The freshmen pool showed modest growth over five years, compared with the other classifications.
- The most impressive growth was at the upper division where juniors and seniors increased approximately 70% .
- The rate of growth was significantly higher at the sophomore, junior and senior levels indicating improved retention of upper-level students as well as increased recruitment of readmission, transfer and non-traditional students.

## NON-DEGREE UNDERGRADUATE STUDENT ENROLLMENT OVER FIVE YEARS



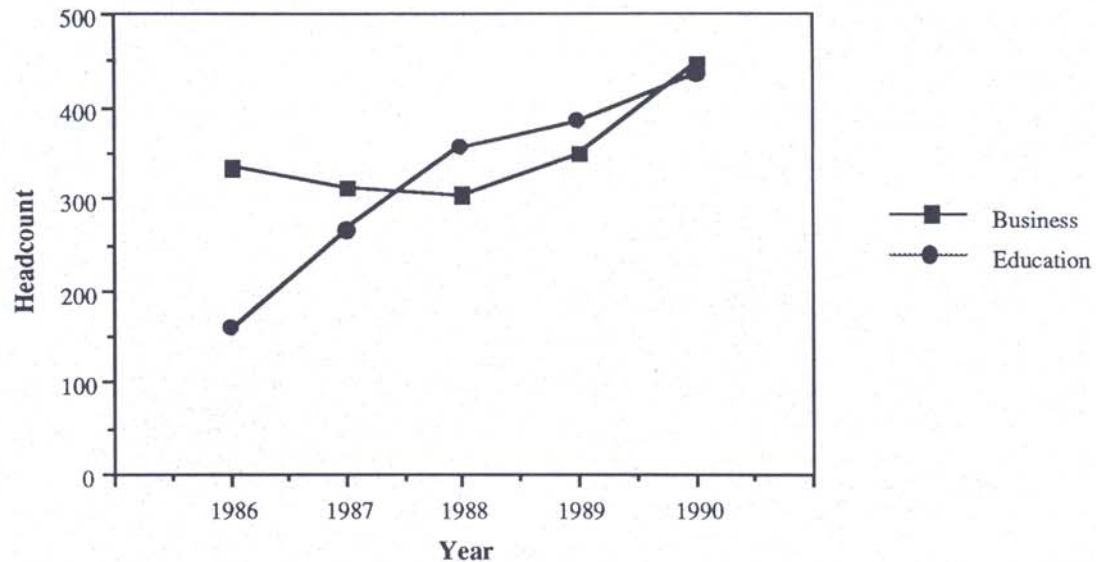
NON-DEGREE ENROLLMENT: FALL 1986- FALL 1990							
Undergraduate Classification	Fall 1986	Fall 1987	Fall 1988	Fall 1989	Fall 1990	5-Year # Change	5-Year % Change
Dev. Studies	907	1,027	902	656	648	(259)	(29%)
JETS	22	18	9	16	11	(11)	(50%)
Transient	62	67	88	74	93	31	50%
All Other	143	115	139	142	140	(3)	(2%)
<b>Total</b>	<b>1,134</b>	<b>1,227</b>	<b>1,138</b>	<b>888</b>	<b>892</b>	<b>(242)</b>	<b>(21%)</b>
Annual % Change	(17%)	8%	(7%)	(22%)	.4%		

### HIGHLIGHTS

- Conscientious efforts to reduce Developmental Studies enrollments began in 1986 with raised admissions standards. However, 1987 saw the number increase as the backlog of DS students attempted to complete the required sequence. Then, 1988 showed evidence that the changes were beginning to take effect with 1989 and 1990 approaching the goal of 600.
- The shift from quarters to semesters in the public schools and the new College Preparatory Curriculum (CPC) requirement seems to have discouraged participation of joint enrollment students (JETS).



## GRADUATE ENROLLMENT DISTRIBUTION



### DISTRIBUTION OF GRADUATE ENROLLMENT

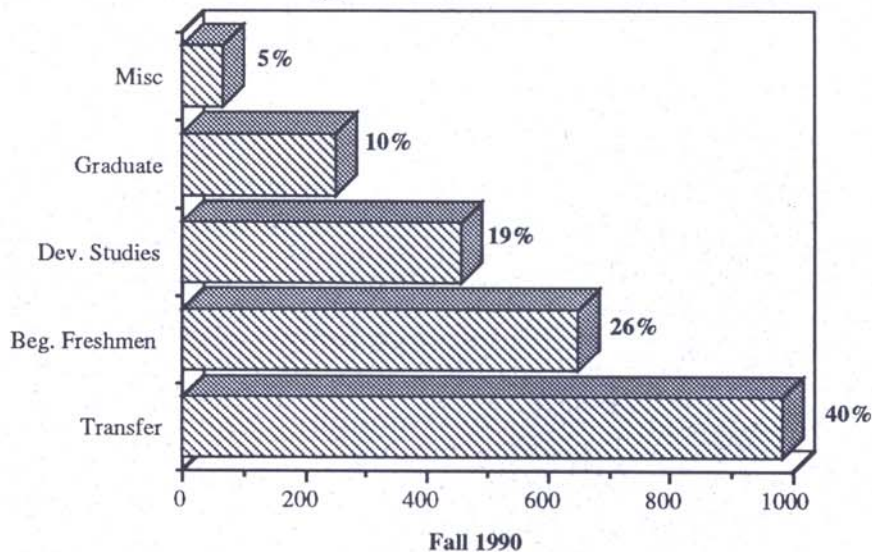
Area	Fall 1986	Fall 1987	Fall 1988	Fall 1989	Fall 1990	5-Year # Change	5-Year % Change
MBA	280	294	283	327	419	139	50%
Non-degree	51	17	20	24	26	(25)	(49%)
Total Business	331	311	303	351	445	114	34%
MED	22	28	31	51	64	42	191%
Non-degree*	136	237	325	334	373	237	174%
Total Education	158	265	356	385	437	279	177%
Total Graduate	489	576	659	736	882	393	80%
Annual % Change	76%	18%	14%	12%	20%		

\* A large percentage of education students are post-baccalaureate completing programs that lead to initial teacher certification.

### HIGHLIGHTS

- Each year the graduate enrollment continued to show double-digit increases.
- Most business students enrolled in degree programs while the majority of education students enrolled in courses that lead to initial, renewal or add-on teacher certification.

## NEW STUDENT ENROLLMENT: FALL QUARTERS 1986 - 1990



Percentage of the Fall 1990 NEW Student Body by Category

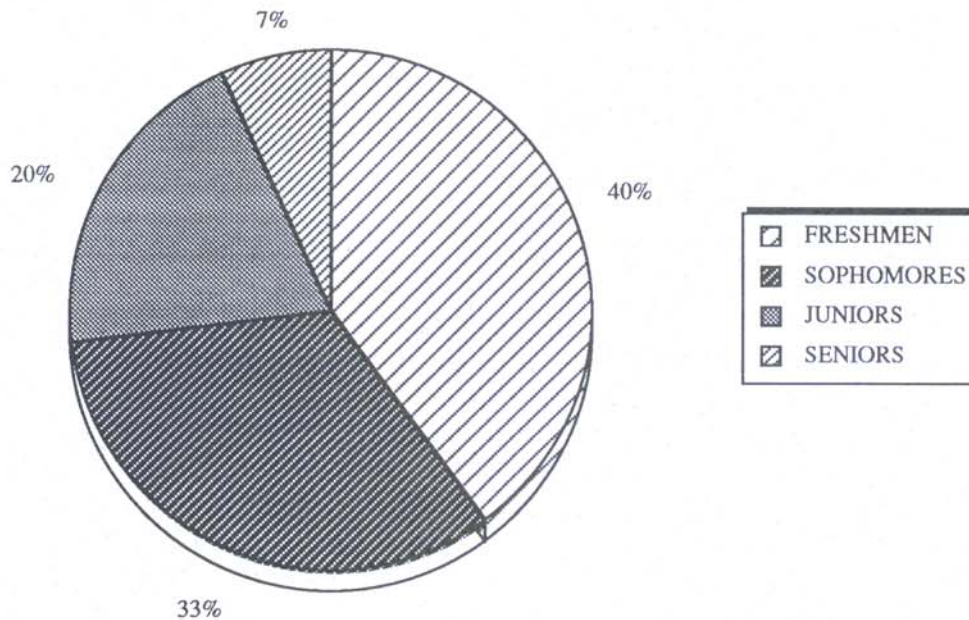
NEW STUDENT ENROLLMENT COMPARISONS							
Classification	Fall 1986	Fall 1987	Fall 1988	Fall 1989	Fall 1990	5-Year # Change	5-Year % Change
Beginning Freshmen	593	552	599	692	650	57	10%
Developmental Studies	561	673	579	380	457	(104)	(19%)
Transfer Students	697	714	786	836	981	284	41%
JETS	19	11	7	13	9	(10)	(53%)
Transients	38	46	63	48	56	18	47%
Other	77	63	78	75	67	(10)	13%
Graduates	174	165	192	218	249	75	43%
Total	2,159	2,224	2,304	2,262	2,469	310	14%
Annual % Change	1%	3%	4%	(2%)	9%		

### HIGHLIGHTS

- Beginning Freshmen enrollment demonstrated a modest increase over the five-year period, as the college recruitment efforts were concentrated on non-traditional and readmission students in the Falls of 1987, 1988, 1989 and 1990.
- The Developmental Studies enrollment decreased significantly (19%) in attaining the institutional goal of fewer developmental students.
- Transfer students increased at a rate four times that of freshmen indicating the continued development of KSC as a senior college.
- New students comprised from 25 to 30% of the total student body during the past five years.



## NEW TRANSFER STUDENTS BY ENTERING CLASSIFICATION



**Fall 1990: Distribution of New Transfers at Time of Acceptance**

<b>CLASSIFICATION OF NEW TRANSFERS</b>							
Credit Hours	Fall 1986	Fall 1987	Fall 1988	Fall 1989*	Fall 1990	5-Year # Change	5-Year % Change
Freshmen	369	366	332	505	391	22	6%
Sophomores	199	203	244	174	328	129	65%
Juniors	87	107	146	96	196	109	125%
Seniors	42	38	64	61	66	24	57%
Total Transfers	697	714	786	836	981	284	41%
Annual % Change	5%	2%	10%	6%	17%		

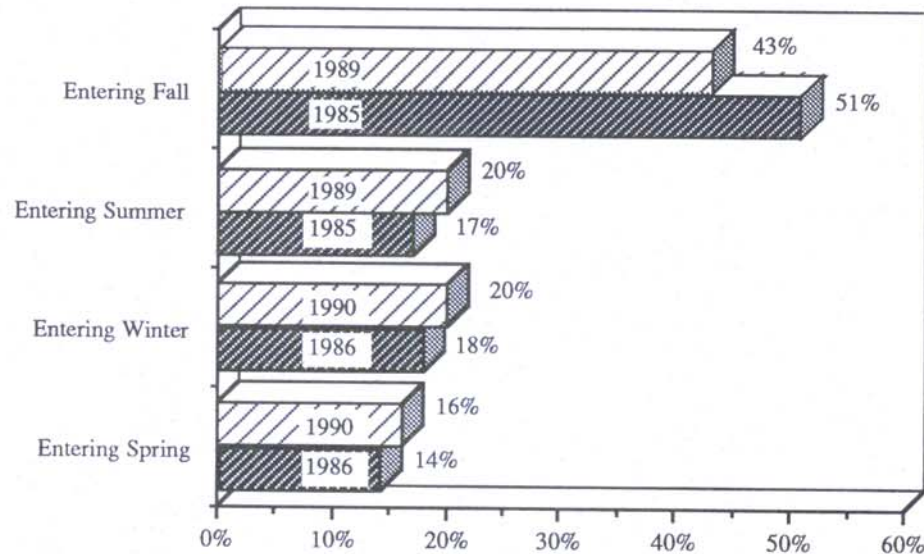
Note: Caution is noted in interpreting these data. Transfer students are classified as freshmen until their transcripts have been evaluated. Prior to 1986, transfer evaluations were not completed prior to registration.

\* Transfer evaluations were incomplete at time of final data.

### HIGHLIGHTS

- The overall growth rate of new transfer students continued to demonstrate significant increases, with 1990 posting the largest rate in the last five years.
- The increasing numbers of upper classmen continue to affirm the development of KSC as a growing senior college.

## TOTAL NEW STUDENTS ENROLLED: FISCAL YEARS 1986 - 1990



Percentage of Total New Students for the Fiscal Year Entering KSC Each Quarter

FISCAL YEARS COMPARISONS: TOTAL NEW STUDENTS ENROLLED							
Quarters	FY 1986	FY 1987	FY 1988	FY 1989	FY 1990	5-Year # Change	5-Year % Change
Summer	684	764	902	1,013	1,058	374	55%
Fall	2,133	2,159	2,224	2,304	2,262	129	6%
Winter	764	918	1,077	943	1,056	292	38%
Spring	559	714	791	773	862	303	54%
Totals	4,140	4,555	4,994	5,033	5,238	1,098	27%
Annual % Change	12%	10%	9%	1%	4%		

### HIGHLIGHTS

- Increases of new students during the summer quarters showed the greatest growth rate of 55% over the five-year period. In part, this was attributed to the special emphasis placed on expanded and improved summer class scheduling, and the initiation of graduate programs.
- Unlike a traditional residential campus that attracts most of its students in the fall, Kennesaw State attracts more than half of its new students in the other three quarters. The proportion of new students who start at Kennesaw State in the fall fell from 5 out of every 10 in 1985-86 to nearly 4 in 10 in 1989-90.
- The annual growth in new student enrollment slowed substantially in 1988-89 and 1989-90 with the implementation of new admission standards.



## WINTER QUARTER ENROLLMENTS

TOTAL WINTER ENROLLMENT							
	Winter 1986	Winter 1987	Winter 1988	Winter 1989	Winter 1990	5-Year # Change	5-Year % Change
Developmental	797	728	786	718	488	(309)	(39%)
Freshmen	1,725	1,952	1,967	1,989	2,230	505	29%
Sophomores	1,391	1,454	1,610	1,696	1,882	491	35%
Juniors	987	1,078	1,245	1,396	1,508	521	53%
Seniors	911	1,108	1,286	1,436	1,631	720	45%
Graduates	311	506	596	676	817	506	163%
All Other	245	210	191	182	190	(55)	(22%)
<b>Total</b>	<b>6,367</b>	<b>7,036</b>	<b>7,681</b>	<b>8,093</b>	<b>8,746</b>	<b>2,379</b>	<b>37%</b>
Percent Change	10%	11%	9%	5%	8%		

NEW STUDENT ENROLLMENT							
	Winter 1986	Winter 1987	Winter 1988	Winter 1989	Winter 1990	5-Year # Change	5-Year % Change
Developmental	161	174	245	191	156	(5)	(3%)
Beg. Freshmen	110	116	112	104	110	0	0%
Transfer Fresh.	201	266	207	193	223	22	11%
Sophomores	58	73	139	110	147	89	153%
Juniors	44	45	70	72	85	41	93%
Seniors	15	25	33	34	41	26	173%
Graduates	80	119	168	166	214	134	168%
All Other	95	100	103	73	80	(15)	(15%)
<b>Total</b>	<b>764</b>	<b>918</b>	<b>1,077</b>	<b>943</b>	<b>1,056</b>	<b>292</b>	<b>38%</b>
Percent Change	(8%)	20%	17%	(12%)	12%		

### HIGHLIGHTS

- Annual percentage increases in total winter enrollment have averaged about 9% in recent years and generally grew at a faster rate than fall enrollments.
- Graduate enrollment continued to grow at the fastest rate, while Developmental Studies decreased by design. Upper division enrollment grew faster than lower division.

## SPRING QUARTER ENROLLMENTS

TOTAL SPRING ENROLLMENT							
	Spring 1986	Spring 1987	Spring 1988	Spring 1989	Spring 1990	5-Year # Change	5-Year % Change
Developmental	557	588	585	452	361	(196)	(35%)
Freshmen	1,503	1,669	1,845	1,926	2,029	526	35%
Sophomores	1,269	1,343	1,506	1,650	1,843	574	45%
Juniors	1,015	1,124	1,231	1,319	1,568	553	54%
Seniors	988	1,176	1,331	1,535	1,759	771	78%
Graduates	322	495	603	663	788	466	145%
All Other	177	208	168	175	187	10	6%
Total	5,831	6,603	7,269	7,720	8,535	2,704	46%
Percent Change	12%	8%	13%	10%	11%		

NEW STUDENT ENROLLMENT							
	Spring 1986	Spring 1987	Spring 1988	Spring 1989	Spring 1990	5-Year # Change	5-Year % Change
Developmental	94	149	163	129	132	38	40%
Beg. Freshmen	87	68	75	63	72	(15)	(17%)
Transfer Fresh.	190	188	199	176	200	10	5%
Sophomores	37	66	79	108	109	72	195%
Juniors	14	40	37	59	63	49	350%
Seniors	9	15	14	29	38	29	322%
Graduates	64	103	141	136	172	108	169%
All Other	64	85	83	73	76	12	19%
Total	559	714	791	773	862	303	54%
Percent Change	(2%)	28%	11%	(4%)	12%		

### HIGHLIGHTS

- Of the three quarters in the academic year, overall spring enrollment grew the most.
- The gap between fall and spring enrollment continues to shrink; it differed by 15% in 1985-86 and only 7% in 1989-90.



## SUMMER QUARTER ENROLLMENTS

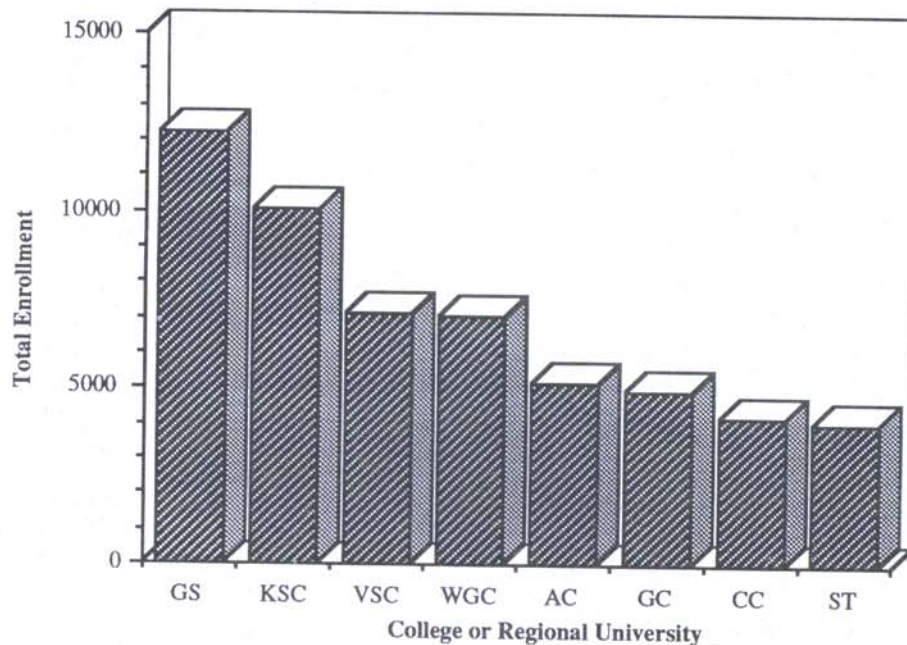
TOTAL SUMMER ENROLLMENT							
	Summer 1986	Summer 1987	Summer 1988	Summer 1989	Summer 1990	5-Year # Change	5-Year % Change
Developmental	218	263	265	246	235	17	8%
Freshmen	672	681	768	900	916	244	36%
Sophomores	626	724	806	881	977	351	56%
Juniors	553	593	752	857	972	419	76%
Seniors	684	784	901	1,066	1,237	553	81%
Graduates	331	497	517	595	669	338	102%
All Other	417	509	621	584	634	217	52%
<b>Total</b>	<b>3,501</b>	<b>4,051</b>	<b>4,630</b>	<b>5,129</b>	<b>5,640</b>	<b>2,139</b>	<b>61%</b>
Percent Change	17%	16%	14%	11%	10%		

NEW STUDENT ENROLLMENT							
	Summer 1986	Summer 1987	Summer 1988	Summer 1989	Summer 1990	5-Year # Change	5-Year % Change
Developmental	80	91	112	95	108	28	35%
Beg. Freshmen	70	49	67	76	61	(19)	(13%)
Transfer Fresh.	99	104	92	125	129	30	30%
Sophomores	47	61	67	70	98	51	109%
Juniors	29	24	30	49	41	12	41%
Seniors	11	33	22	15	30	19	173%
Graduates	109	171	162	201	196	87	80%
All Other	319	369	461	427	461	142	45%
<b>Total</b>	<b>764</b>	<b>902</b>	<b>1,013</b>	<b>1,058</b>	<b>1,124</b>	<b>360</b>	<b>47%</b>
Percent Change	12%	18%	22%	4%	6%		

### HIGHLIGHTS

- The summer enrollment over the past five years has grown faster than any other quarter's, thanks to planned investment in summer school offerings and a deliberate attempt to utilize available resources.
- The urban location and nontraditional student population of KSC result in summer becoming a significant fourth quarter for year-round educational opportunity.

## ENROLLMENT COMPARISON OF SELECTED SISTER INSTITUTIONS



### FALL 1990 ENROLLMENT COMPARISONS

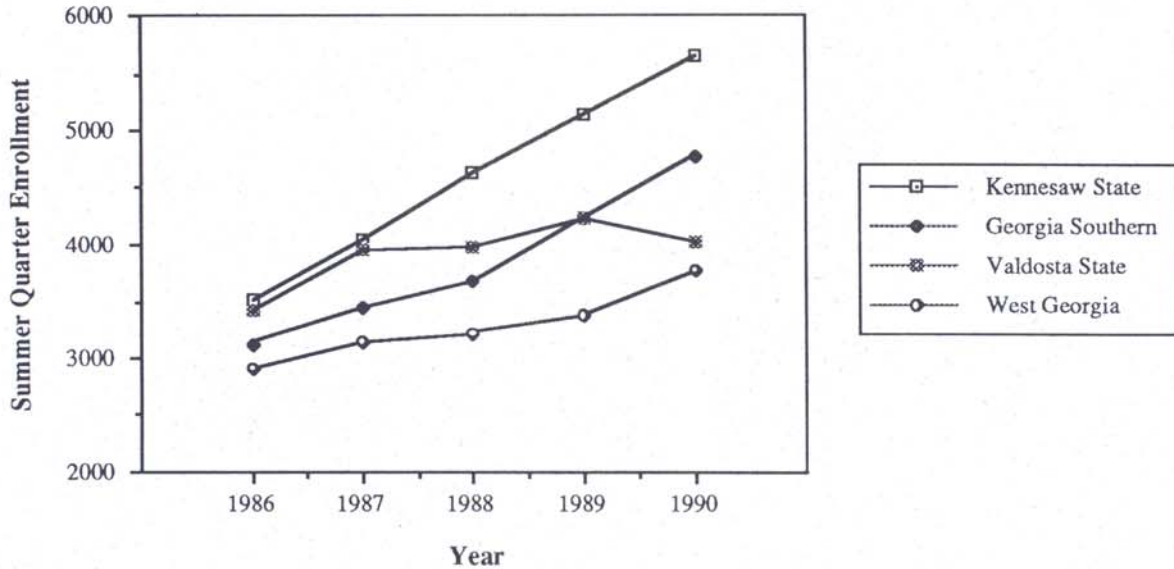
	Total Enrollment	EFT	Graduate Enrollment	Upper Divison	Total New Students
Georgia Southern University	12,250	11,436	1,232	3,635	3,669
<i>KENNESAW STATE</i>	10,030	7,110	882	3,524	2,469
Valdosta State College	7,144	6,121	1,111	2,484	1,816
West Georgia College	7,072	5,660	1,803	2,061	1,846
Augusta College	5,203	3,965	727	1,301	1,502
Georgia College	4,949	3,988	929	1,759	1,445
Columbus College	4,167	3,311	506	1,398	1,044
Southern Tech	4,018	3,096	189	1,596	864

### HIGHLIGHTS

- Kennesaw State is clearly the largest of the senior colleges in Headcount and EFT and continues to grow at a faster rate than all other senior colleges.
- West Georgia College has twice as many graduate students as KSC, but the college will soon become as large as Georgia Southern and Valdosta State in graduate enrollment.



## SUMMER QUARTER ENROLLMENT COMPARISONS AMONG SELECTED SISTER INSTITUTIONS



INSTITUTIONS	1986	1987	1988	1989	1990
Kennesaw State	3,501	4,051	4,630	5,129	5,640
Georgia Southern	3,117	3,446	3,684	4,238	4,762
Valdosta State	3,426	3,950	3,973	4,225	4,027
West Georgia	2,913	3,144	3,202	3,368	3,767
Augusta	2,040	2,420	2,700	2,912	2,851
Georgia College	2,090	2,284	2,288	2,540	2,631
Columbus	2,194	2,164	2,214	2,312	2,461
Armstrong State	1,237	1,369	1,511	1,854	2,210
Southern Tech	1,853	1,830	1,899	1,978	2,035
Clayton State	1,242	1,310	1,475	1,610	1,978

### HIGHLIGHTS

- Over the past five years, KSC has consistently maintained the largest summer enrollment among senior colleges and the regional university in the state.
- KSC's large summer enrollment confirms the notion that it is a four-quarter institution, attracting students throughout the year.

## UNDERGRADUATE APPLICATION STATISTICS

	FALL 1987	FALL 1988	FALL 1989	FALL 1990	4-Year # Change	4-Year % Change
<b>FRESHMEN APPLICANTS</b>						
Applied	791	919	1,105	1,012	221	279%
Rejected	4	11	66	41	37	925%
Incomplete	119	252	275	250	131	110%
Accepted	668	655	764	721	53	8%
Enrolled	552	599	692	650	98	18%
SAT Averages						
Verbal	448	444	454	445		
Math	475	480	493	482		
Composite	923	924	947	927		
<b>NEW DEVELOPMENTAL STUDIES APPLICANTS</b>						
Applied	914	1,313	1,114	1,172	258	28%
Rejected	41	294	388	364	323	788%
Incomplete	25	244	225	195	170	680%
Accepted	848	775	501	613	(235)	(28%)
Enrolled	673	579	380	457	(216)	(32%)
SAT Averages						
Verbal	360	368	365	365		
Math	361	377	393	390		
Composite	721	745	758	755		
<b>NEW TRANSFER APPLICANTS</b>						
Applied	1,361	1,723	1,820	2,180	819	60%
Rejected	6	35	48	46	40	667%
Incomplete	193	253	274	338	145	75%
Accepted	1,162	1,435	1,498	1,796	634	55%
Enrolled	760	849	884	1,037	277	36%
SAT Averages						
Verbal	406	408	411	415		
Math	431	428	430	438		
Composite	837	836	841	853		

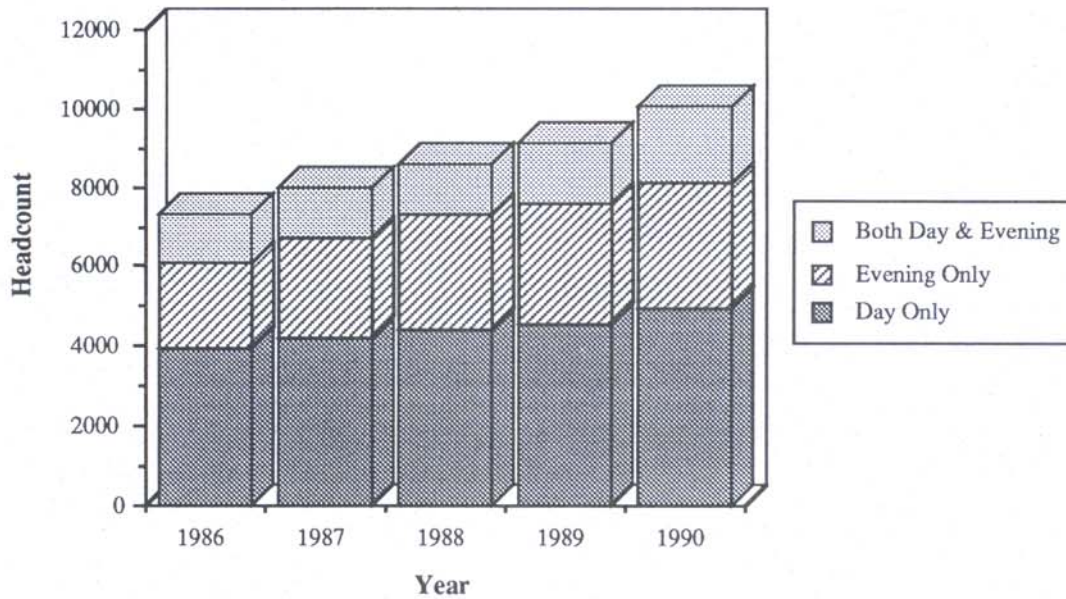
(Note: The *enrolled* numbers vary from the official figures due to different reporting programs. The enrolled transfer numbers include all students with any work from another college.)

### HIGHLIGHTS

- The number of transfers who applied, were accepted, and enrolled increased substantially more than beginning students from 1987 to 1990.
- Due to higher admissions standards, the number of rejected applicants increased significantly in all three categories in recent years.



## DAY AND EVENING ENROLLMENTS



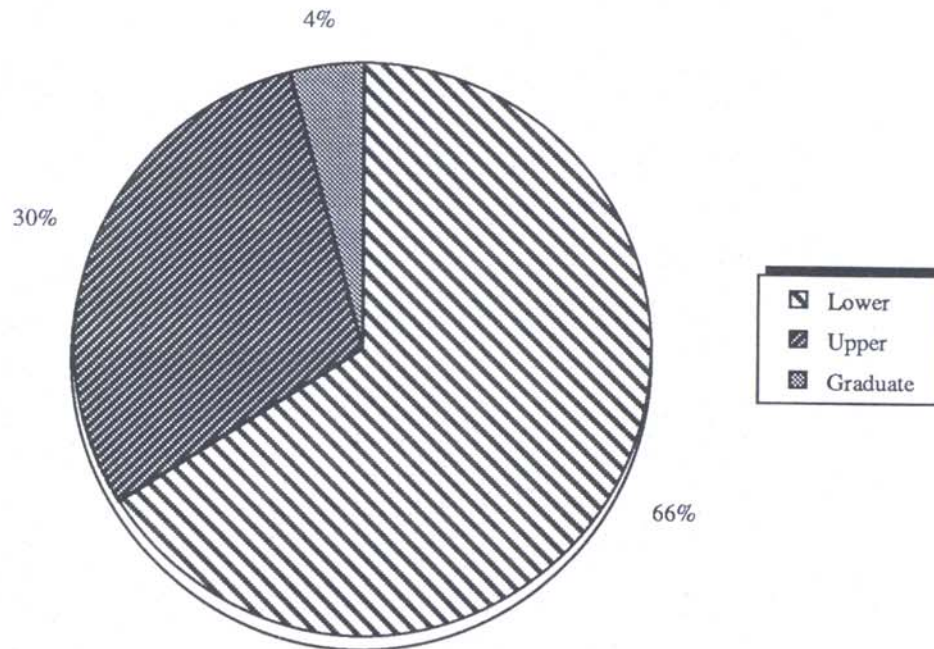
COMPARISON OF DAY-EVENING ENROLLMENTS: FALL 1986-1990

Category	Fall 1986	Fall 1987	Fall 1988	Fall 1989	Fall 1990	5-Year # Change	5-Year % Change
Day Only	3,938	4,228	4,453	4,577	4,991	1,053	27%
Evening Only	2,171	2,462	2,834	2,998	3,105	934	43%
Both Day & Evening	1,187	1,256	1,327	1,565	1,934	747	63%
TOTAL	7,296	7,946	8,614	9,140	10,030	2,734	37%

### HIGHLIGHTS

- Evening program enrollment grew faster than day program enrollment over the last five years.
- The number of students registering for day and evening classes has grown substantially, probably due to the increasing number of closed classes in the day-time schedule.
- Half (50% in the fall of 1990) of the total students presently take at least one evening class.

## CREDIT HOURS GENERATED



Fall 1990 Distribution of Credit Hours

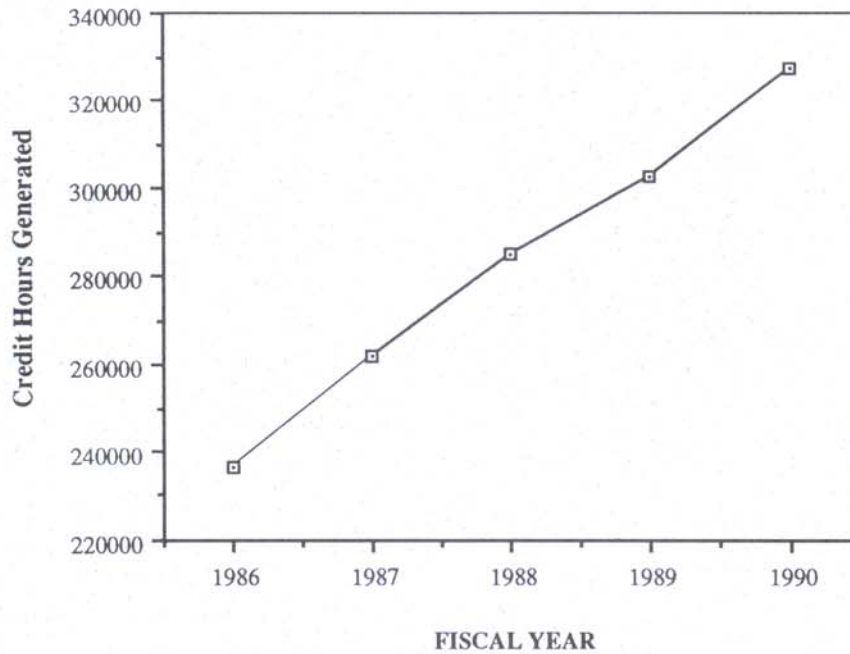
FALL CREDIT HOURS GENERATED 1986-1990							
Level	Fall 1986	Fall 1987	Fall 1988	Fall 1989	Fall 1990	5-Year # Change	5-Year % Change
Lower	58,517	61,863	63,370	67,521	71,944	13,427	23%
Upper	20,943	24,008	26,271	27,659	32,404	11,461	55%
Graduate	2,665	2,579	3,489	4,065	4,520	1,855	70%
Total	82,125	88,450	93,130	99,245	108,868	26,743	33%
Annual % Change	7%	8%	5%	7%	10%		

### HIGHLIGHTS

- The greatest percentage increase in credit hours occurred at the graduate level.
- The increasing attractiveness of completing baccalaureate programs at KSC is reflected in the greater growth in the upper division than lower division.
- Two-thirds of the total credit hours generated continue to be earned at the freshmen and sophomore levels.



## CREDIT HOURS GENERATED ANNUALLY



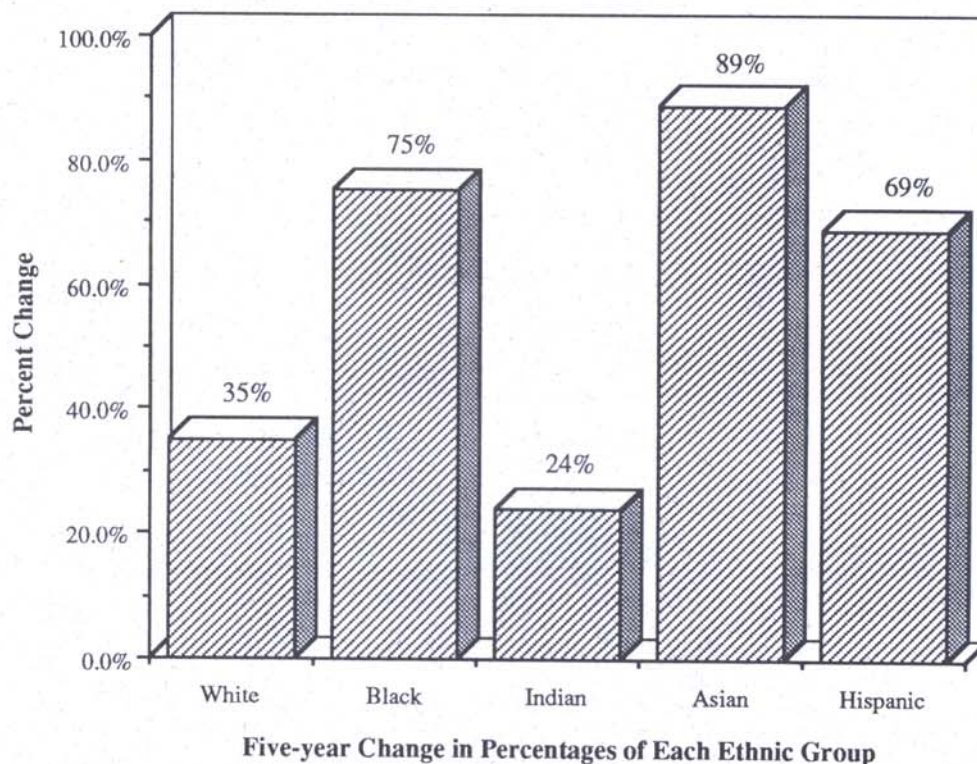
FISCAL YEAR CREDIT HOURS GENERATED 1986-1990*							
Level	FY 1986	FY 1987	FY 1988	FY 1989	FY 1990	5-Year # Change	5-Year % Change
Dev Studies	18,858	19,474	19,205	15,085	11,375	(7,210)	(38%)
Lower Level	145,743	157,267	169,553	180,184	197,487	51,744	36%
Upper Level	65,185	75,549	84,768	94,220	103,446	38,261	57%
Graduate	6,365	9,702	11,283	12,931	15,133	8,768	138%
<b>Total</b>	<b>236,151</b>	<b>261,992</b>	<b>284,809</b>	<b>302,420</b>	<b>327,441</b>	<b>91,290</b>	<b>39%</b>
Annual # Chg.	26,130	25,841	22,817	17,611	25,021		
Annual % Chg.	12%	11%	9%	6%	8%		

\* Excludes Military Science & KSC 101 hours.

### HIGHLIGHTS

- KSC experienced a growth of nearly 100,000 credit hours of instruction over the past five years, a 39% increase.
- Developmental studies enrollment was cut by nearly 40% in the same period.

## MINORITY AND MAJORITY STUDENT ENROLLMENT



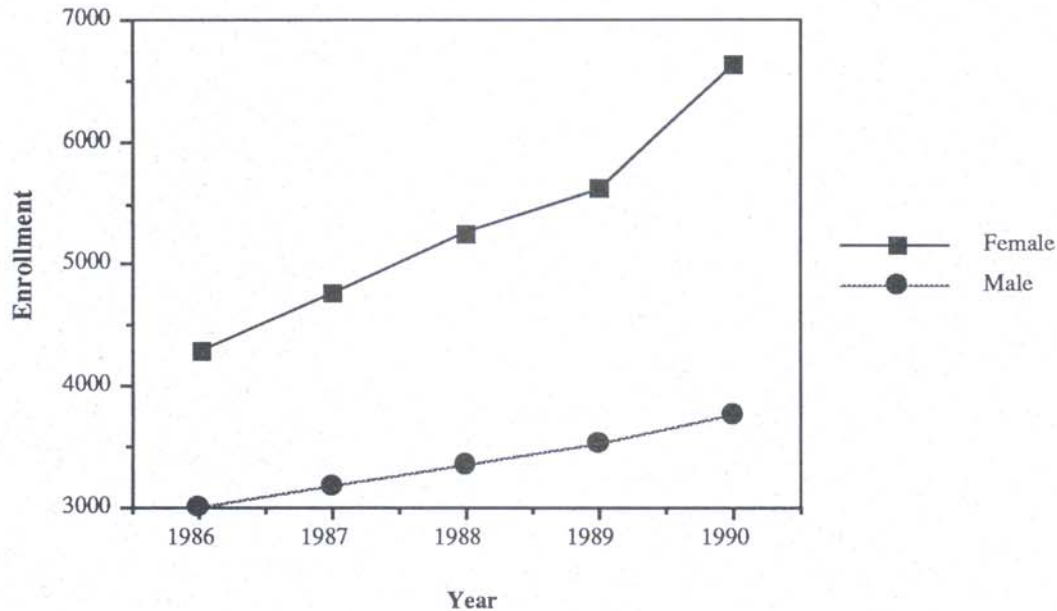
DISTRIBUTION BY RACE: FALL 1986 - FALL 1990							
Ethnic Group	Fall 1986	Fall 1987	Fall 1988	Fall 1989	Fall 1990	5-Year # Change	5-Year % Change
BLACK	242	231	275	320	424	182	75%
WHITE	6,887	7,548	8,139	8,600	9,319	2,432	35%
AMERICAN INDIAN	21	16	22	21	26	5	24%
ASIAN/PACIFIC. ISL.	72	80	87	99	136	64	89%
HISPANIC	74	71	91	100	125	51	69%
TOTAL	7,296	7,946	8,614	9,140	10,030	2,734	37%

### HIGHLIGHTS

- Minority student recruitment efforts have succeeded in boosting minority enrollment beyond the growth rates of the majority population.
- The 33% increase in black students between 1989 and 1990 was especially notable.
- Over the last five years, minority student enrollment has grown faster than majority student enrollment.



## MALE AND FEMALE ENROLLMENT



### DISTRIBUTION BY GENDER: FALL 1986- FALL 1990

Gender	Fall 1986		Fall 1987		Fall 1988		Fall 1989		Fall 1990	
	#	%	#	%	#	%	#	%	#	%
Female	4,295	59	4,770	60	5,267	61	5,614	61	6,627	62%
Male	3,001	41	3,176	40	3,347	39	3,526	39	3,763	38%
Total	7,296		7,946		8,614		9,140		10,030	

Gender	5-Year # Change	5-Year % Change
Female	1,972	46%
Male	762	25%

### HIGHLIGHTS

- Six out of ten students at Kennesaw State are female.
- The proportion of women to men has grown gradually and steadily in five years.
- The growth in the number of women students is almost twice that of men.

## ENROLLMENT BY COUNTY OF RESIDENCE

	Fall 1986	Fall 1987	Fall 1988	Fall 1989	Fall 1990	5-Year # Change	5-Year % Change
<b>PRIMARY SERVICE AREA *</b>							
<b>Cobb</b>	5,325	5,629	5,939	6,212	6,710	1,385	26%
Cherokee	611	756	894	992	1,072	461	75%
Fulton	493	581	636	653	758	265	54%
Bartow	230	242	263	304	313	83	36%
Paulding	165	196	233	254	303	138	84%
Douglas	86	104	117	113	137	51	59%
Subtotal	6,910	7,508	8,082	8,528	9,293	2,383	34%
<b>SECONDARY SERVICE AREA *</b>							
Floyd	49	47	52	59	54	5	10%
Pickens	22	29	36	49	59	37	168%
Gordon	17	22	19	35	57	40	235%
Gilmer	6	12	14	21	23	17	283%
Polk	11	22	25	16	29	18	164%
Haralson	6	2	1	2	2	(4)	(67%)
Subtotal	111	134	147	182	224	113	102%
<b>ALL OTHER COUNTIES</b>							
Other	275	304	385	430	513	238	87%
<b>Grand Total</b>	<b>7,296</b>	<b>7,946</b>	<b>8,614</b>	<b>9,140</b>	<b>10,030</b>	<b>2,734</b>	<b>37%</b>

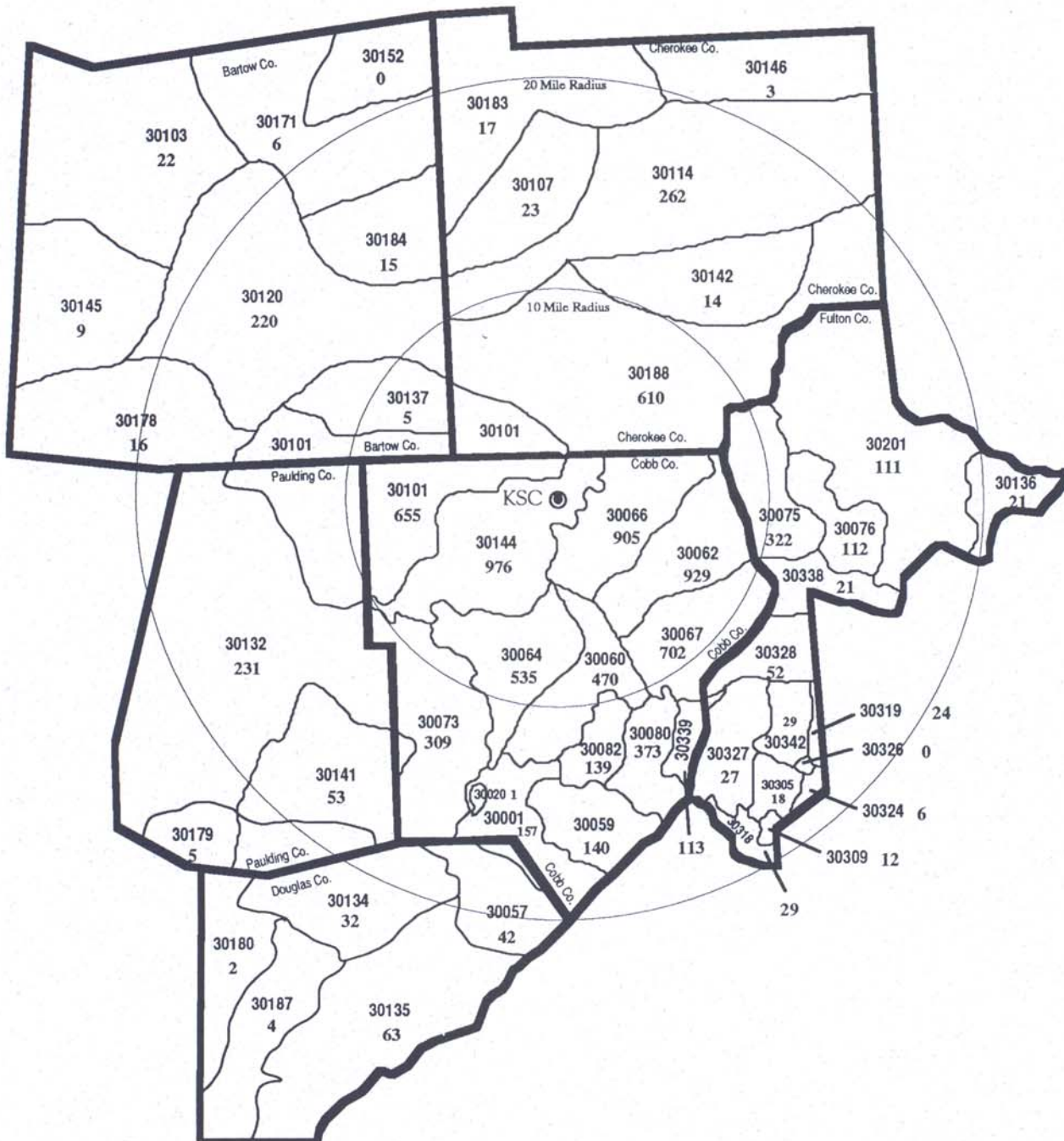
\* As identified by Institutional Needs Assessment, Fall 1982

### HIGHLIGHTS

- 93% of the enrollment comes from the primary service area of Kennesaw State College.
- Approximately two of every three students come from Cobb county, down from 75% in 1986.
- Rapid population growth in Bartow, Cherokee, Paulding and Douglas counties appears to be reflected in increased enrollment from these counties at KSC as well.
- Although their numbers remain relatively small, the percentage increases from counties outside the primary service area exceed percentage increases within the primary service area. Two metropolitan area counties, Dekalb(139) and Gwinnett(111), each sent over 100 students to KSC in the fall of 1990.



# GEOGRAPHIC DISTRIBUTION OF KSC STUDENTS IN THE COLLEGE'S PRIMARY SERVICE AREA FALL 1990 (Zip Code and Number of Students \*)



\* An additional 1,189 students were enrolled in Fall 1990 who resided in counties and zip code areas beyond those pictured.

## ANALYSIS OF ENROLLMENT BY ZIP CODES

- KSC's Fall 1990 enrollment included students who reside in 74 counties in Georgia. However, for the majority of KSC's students, the college's reach extends only 20 miles. About 9 out of every 10 KSC students reside within 20 miles of the campus in either Cobb or one of the five counties contiguous to Cobb.
- Almost two-thirds of the students live within 10 miles of the campus in either the northern half of Cobb or the southern half of Cherokee counties.
- One fourth of the students reside in East Cobb, one fourth in North or West Cobb, and another one-fourth of the students commute from either South Cobb, Marietta, South Cherokee or North Fulton.
- Cobb County is the residence of two out of every three students (67%). The next largest (and fastest growing) feeder county is Cherokee with 11%, followed by Fulton with 8%. Bartow and Paulding each provide only 3% of the student body.
- The greatest absolute gain in students in fall 1990 came from the Kennesaw zip code area (30144) in which the college campus is located. Kennesaw surpassed East Cobb (30062) to become the largest residential feeder area for KSC students. Acworth (30101) had the second greatest gain in students this fall.
- Zip code areas in the northern half of Cobb and southern half of Cherokee yielded the greatest gains in KSC students. Most enrollment growth came from zip code areas experiencing substantial expansion of residential housing. In contrast, the more established and stable residential areas yielded little or no gain in number of students enrolled (e.g., Marietta, Roswell, Austell, Mableton, East Marietta, Smyrna).
- Of special note was the sizable increase in students from Dalton; this was unexpected given West Georgia's upper division extension activity at Dalton college. The slight drop in enrollment from Cartersville is understandable given Floyd College's extension efforts there.
- The proportions of students residing in the six counties of KSC's primary service area correspond generally to the proportional differences in total population among those counties. Cobb and Cherokee's projected growth through 2010 outpaces the growth rates of the other four counties substantially. This suggests that these two counties will continue to be the residential home for 80% of KSC's students over the next 20 years and the primary source of the college's enrollment growth.
- Bartow's population in 1990 is less than half of the number living in Cobb 30 years ago when KJC was being planned. The growth of Bartow County's population over the next 20 years is not projected to be great, nor will it reach the population level of Cobb in 1960. Thus, Cartersville and Bartow County may continue to contribute only a small percentage of the college's student body for the foreseeable future.
- Although the area within a 10 mile radius of the campus may represent the most fertile field for KSC's direct mail marketing, expanding the reach of the college's regional impact will require target marketing in the population centers 10 to 20 miles from the campus (e.g., South Cobb, Canton, Roswell, Dallas, & Cartersville).



## ENROLLMENT BY COUNTRY OF ORIGIN

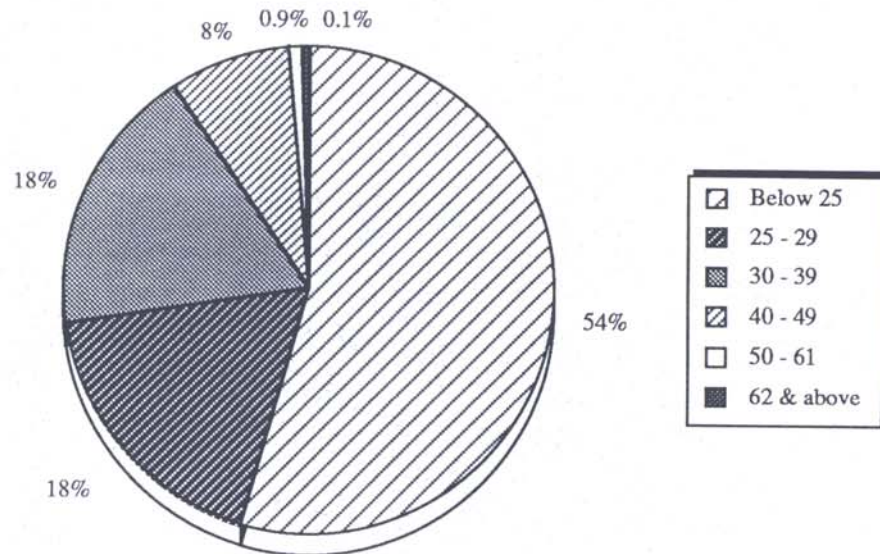
<b>DISTRIBUTION OF INTERNATIONALS</b>					
<b>Country of Origin (5 or more students)</b>	<b>Fall 1986</b>	<b>Fall 1987</b>	<b>Fall 1988</b>	<b>Fall 1989</b>	<b>Fall 1990</b>
Nigeria	27	20	33	40	42
Iran	30	34	30	24	29
Canada	15	12	19	26	21
United Kingdom	14	15	18	18	18
Japan	1	3	4	10	13
Cameroon	5	5	8	14	12
Kenya	4	2	1	4	12
Lebanon	20	17	18	18	11
India	7	8	4	4	9
South Africa	1	1	2	6	7
Jamaica	4	2	2	5	7
Vietnam	9	9	8	8	5
Other Countries	72	73	86	82	115
<b>Total International Students</b>	<b>209</b>	<b>201</b>	<b>230</b>	<b>259</b>	<b>301</b>
<b>Total Countries Represented</b>	<b>50</b>	<b>54</b>	<b>53</b>	<b>54</b>	<b>66</b>

	<b>5-Year # Change</b>	<b>5-Year % Change</b>
<b>Total Foreign Students</b>	<b>+72</b>	<b>44%</b>
<b>Total Number of Countries</b>	<b>+16</b>	<b>32%</b>

### HIGHLIGHTS

- The number of international students increased substantially over the last five years and now represents nearly 3% of the student body.
- Additionally, the number of countries represented (66 in 1990) increased by a third over the last five years.

## DISTRIBUTION OF STUDENT AGES: FALL 1990



Fall 1990 Distribution of Students

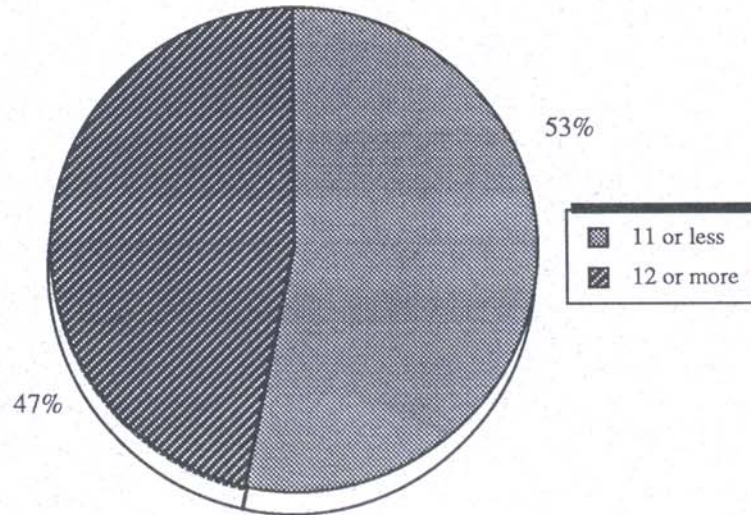
DISTRIBUTION OF STUDENTS BY AGE RANGES						
Age Range	Total Number	% of Total	Under-graduates	% of Under-graduates	Graduates	% of Graduates
Below 25	5,402	54%	5,314	58%	88	9%
25-29	1,846	18%	1,556	17%	290	33%
30-39	1,884	18%	1,534	17%	350	40%
40-49	753	8%	619	7%	134	15%
50-61	109	.9%	92	.9%	17	2%
62 & Above	36	.1%	33	.1%	3	1%
<b>TOTAL</b>	<b>10,030</b>	<b>100%</b>	<b>9,148</b>	<b>100%</b>	<b>882</b>	<b>100%</b>
Average Age	26		26		33	
Oldest Age	89		89		66	
Youngest Age	17		17		21	

### HIGHLIGHTS

- As a commuter college Kennesaw State attracts large numbers of non-traditional age students at all levels.
- Nearly half of the undergraduate students are beyond the traditional age and the vast majority of Kennesaw State's graduate students are older experienced adults.



## UNDERGRADUATE ENROLLMENT BY FULL-TIME/PART-TIME STATUS



Fall 1990 Distribution of Undergraduate Students

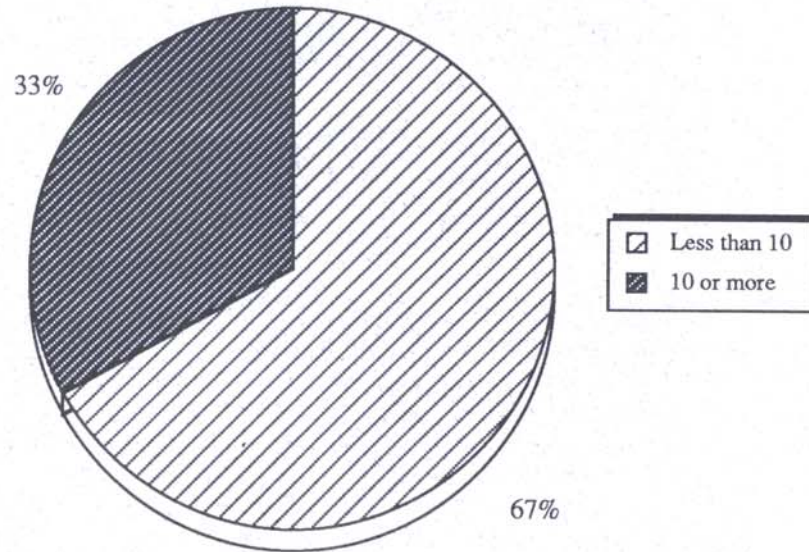
UNDERGRADUATE ENROLLMENT STATUS							
Credit Hours	Fall 1986	Fall 1987	Fall 1988	Fall 1989	Fall 1990	5-Year # Change	5-Year % Change
Part-time (11 or less)	3,301	3,609	4,321	4,520	4,889	1,588	48%
Annual % Change	-1%	9%	20%	5%	8%		
Full-time (12 or more)	3,506	3,761	3,634	3,884	4,259	753	21%
Annual % Change	8%	7%	-3%	7%	10%		

(Numbers include all undergraduate classifications.)

### HIGHLIGHTS

- The number of part-time students grew every year and at a greater rate than full-time over the last five years.
- Full-time undergraduates outnumbered part-time in 1986 and 1987; the reverse has been true since 1988.

## GRADUATE ENROLLMENT BY FULL-TIME/PART-TIME STATUS



Fall 1990 Distribution of Graduate Students

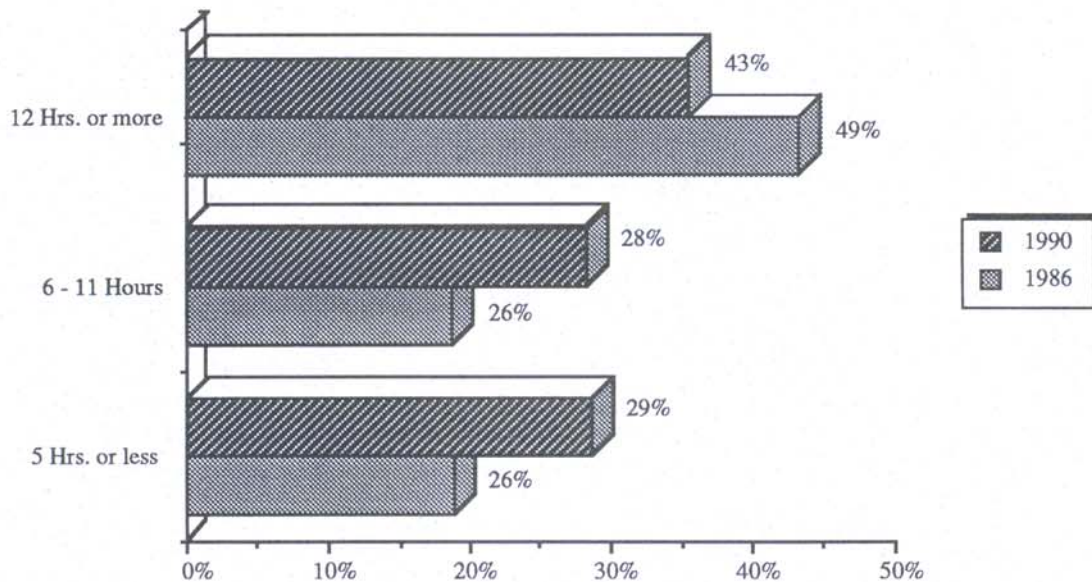
GRADUATE ENROLLMENT STATUS							
Credit Hours	Fall 1986	Fall 1987	Fall 1988	Fall 1989	Fall 1990	5-Year # Change	5-Year % Change
Part-time							
Less than 10 hours	339	407	448	490	590	251	74%
Annual % Change	65%	20%	10%	9%	20%		
Full-time							
10 Hours or more	150	169	211	246	292	142	95%
Annual % Change	108%	13%	25%	17%	19%		

### HIGHLIGHTS

- Part-time graduate students outnumber full-time by two to one.
- The number of full-time graduate students increased at a faster rate (percentage) than the part-time enrollment over the last five years.



## STUDENT COURSE LOADS



Change in Course Loads in Five Years

### ENROLLMENT BY CREDIT HOURS

Credit Hours	Fall 1986	Fall 1987	Fall 1988	Fall 1989	Fall 1990	5-Year # Change	5-Year % Change
1-5	1,890	2,149	2,547	2,643	2,874	984	52%
6 - 11	1,865	2,001	2,386	2,555	2,838	973	52%
12 - 15	3,033	3,300	3,374	3,558	3,908	875	29%
16 +	508	496	307	384	410	(98)	(19%)
<b>Total</b>	<b>7,296</b>	<b>7,946</b>	<b>8,614</b>	<b>9,140</b>	<b>10,030</b>	<b>2,734</b>	<b>37%</b>
<b>Total Full-Time*</b>	<b>3,656</b>	<b>3,930</b>	<b>3,845</b>	<b>4,130</b>	<b>4,551</b>	<b>895</b>	<b>24%</b>
<b>Total Part-Time**</b>	<b>3,640</b>	<b>4,016</b>	<b>4,769</b>	<b>5,010</b>	<b>5,479</b>	<b>1,839</b>	<b>51%</b>
<b>Average Hours/Student:</b>	<b>11</b>	<b>11</b>	<b>10</b>	<b>11</b>	<b>11</b>		

\* 12 or more hours for undergraduate and 10 or more hours for graduate students.  
 \*\* Less than 12 hours for undergraduate and less than 10 hours for graduate students.

### HIGHLIGHTS

- Nearly three out of ten students take 5 or fewer hours and another three out of ten enroll in 6-11 hours.
- The average student course load over the last five years has remained stable.

## KSC'S PRINCIPAL FEEDER HIGH SCHOOLS FOR FALL 1990

HIGH SCHOOL (10 or more enrolled students)	NUMBER APPLIED	NUMBER ACCEPTED	NUMBER ENROLLED
North Cobb (Cobb County)	141	99	84
McEachern (Cobb County)	137	94	84
Sprayberry (Cobb County)	145	86	75
Etowah (Cherokee County)	103	69	56
Lassiter (Cobb County)	100	59	50
Pope (Cobb County)	76	48	45
Cherokee (Cherokee County)	53	40	34
Wheeler (Cobb County)	49	31	30
Campbell (Cobb County)	59	32	28
South Cobb (Cobb County)	55	34	28
Walton (Cobb County)	63	31	26
Paulding (Paulding County)	55	35	24
Osborne (Cobb County)	52	32	22
Roswell (Fulton County)	39	22	18
Marietta (Cobb County)	40	22	17
Pebblebrook (Cobb County)	31	23	15
Cartersville (Bartow County)	27	16	13
Cass (Bartow County)	36	16	11

\* These totals include information on developmental studies students.

### HIGHLIGHTS

- The feeder high schools with the greatest number of new Kennesaw State College students tend to be in north and northeast Cobb and south Cherokee.
- Among the principal feeder high schools for the fall of 1990, less than half (46%) of the new freshmen and developmental studies students came from a Cobb county school.



## TRANSFER STUDENTS FROM OTHER COLLEGES AND UNIVERSITIES IN FALL 1990

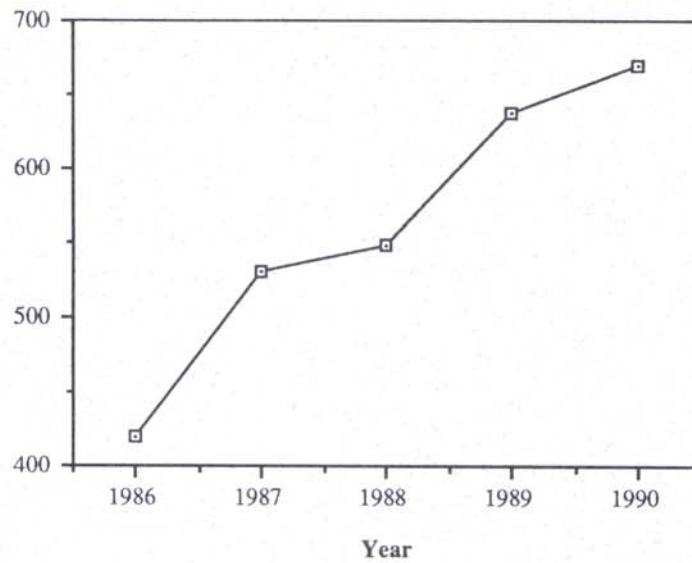
TRANSFER INSTITUTION	NUMBER APPLIED	NUMBER ACCEPTED	NUMBER ENROLLED
<b>University System of Georgia Institutions (5 or more enrolled):</b>			
DeKalb College	161	123	87
University of Georgia	98	79	58
Georgia State University	108	90	52
West Georgia College	81	74	52
Southern College of Tech.	53	42	34
Georgia Southern College	60	48	33
Dalton College	38	37	25
Floyd College	43	39	24
North Georgia College	16	14	11
Valdosta State College	24	18	11
Georgia Tech	15	13	8
Clayton State College	17	13	7
ABAC	9	9	6
Georgia College	10	9	6
Other University System Schools	87	68	39
<b>Total University System Transfers</b>	<b>835</b>	<b>686</b>	<b>459</b>
<b>Transfers from Other Colleges in Georgia</b>	<b>277</b>	<b>221</b>	<b>149</b>
<b>Transfers from Out-of-State Colleges</b>	<b>1,068</b>	<b>889</b>	<b>556</b>
<b>Total Transfers</b>	<b>2,180</b>	<b>1,796</b>	<b>1,164</b>

\* Includes all transfers, i.e., other, graduate, special, transients and auditors.

### HIGHLIGHTS

- Because of the urban location, Kennesaw State College enrolls the third largest number of transfer students among all units in the University system.
- Only four out of ten new transfer students at Kennesaw State College come from another unit of the University System of Georgia; the largest number of out-of-state transfers is largely nontraditional students relocating to the Atlanta area.

## READMISSION OF FORMER STUDENTS



READMISSION BY CLASSIFICATION							
	Fall 1986	Fall 1987	Fall 1988	Fall 1989	Fall 1990	5-Year # Change	5-Year % Change
Freshman	125	165	140	214	203	78	62%
Sophomore	106	101	144	144	153	47	44%
Junior	65	77	105	93	101	36	55%
Senior	41	50	92	58	88	47	115%
Developmental	52	86	32	72	47	(5)	(10%)
Other	31	52	36	56	78	47	152%
<b>TOTAL</b>	<b>420</b>	<b>531</b>	<b>549</b>	<b>637</b>	<b>670</b>	<b>250</b>	<b>60%</b>
Annual % Change	1%	26%	3%	16%	5%		
<b>Number of Applications</b>	<b>652</b>	<b>889</b>	<b>808</b>	<b>985</b>	<b>1,097</b>	<b>445</b>	<b>68%</b>
Annual % Change	2%	36%	(9%)	22%	11%		

### HIGHLIGHTS

- The readmission of "stopouts" who have not been enrolled for four or more quarters at KSC accounts for approximately 7% of the total headcount enrollment.
- The 60% increase in the re-enrollment of former KSC students over the last five years boosts retention.



## SAT SCORES FOR ENTERING FRESHMEN AND DEVELOPMENTAL STUDIES STUDENTS COMBINED

<b>SAT SCORES</b>					
<b>VERBAL SCORES:</b>					
	<b>Fall 1986</b>	<b>Fall 1987</b>	<b>Fall 1988</b>	<b>Fall 1989</b>	<b>Fall 1990</b>
Kennesaw State College	403	402	406	413	409
State Mean	402	400	404	402	401
National Mean	431	430	428	427	424
<b>MATH SCORES:</b>					
	<b>Fall 1986</b>	<b>Fall 1987</b>	<b>Fall 1988</b>	<b>Fall 1989</b>	<b>Fall 1990</b>
Kennesaw State College	420	415	427	443	432
State Mean	440	440	444	445	443
National Mean	475	476	476	476	476
<b>COMPOSITE SCORES:</b>					
	<b>Fall 1986</b>	<b>Fall 1987</b>	<b>Fall 1988</b>	<b>Fall 1989</b>	<b>Fall 1990</b>
Kennesaw State College	823	817	833	856	841
State Mean	842	840	848	847	844
National Mean	906	906	904	903	900

**Note:** National and state mean scores are for all college-bound seniors taking the SAT. The state and national means were furnished by College Board. Kennesaw State averages were furnished by the Office of Admissions. The KSC figures are calculated only on new freshmen and new developmental studies students combined.

### HIGHLIGHTS

- In recent years since admissions standards were raised, the average SAT of new students at KSC was basically comparable to the state average; both were below the national mean.
- The average composite SAT score for fully admitted freshmen at KSC (927) is roughly 170 points higher than the average for new developmental studies students (755).

## 1989-90 DEVELOPMENTAL STUDIES OVERVIEW

- *What Percentage of Entering Freshmen have a Developmental Studies Requirement?*

ENGLISH	READING	MATH	ONE OR MORE
8%	7%	34%	41%

- *How many quarters (attempts) do Developmental Studies students take to fulfill their DS Requirements?*

	Cumulative % Exiting After		
	1 attempt	2 attempts	3 attempts
English	46%	70%	82%
Reading	77%	92%	94%
Math	8%	56%	71%

- *How successful are former DS students compared to Non-DS students in their first Core Curriculum Course?*

	PERCENT PASSING		
	English %	Math %	Social Studies %
DS	94%	78%	90%
Non-DS	92%	84%	92%

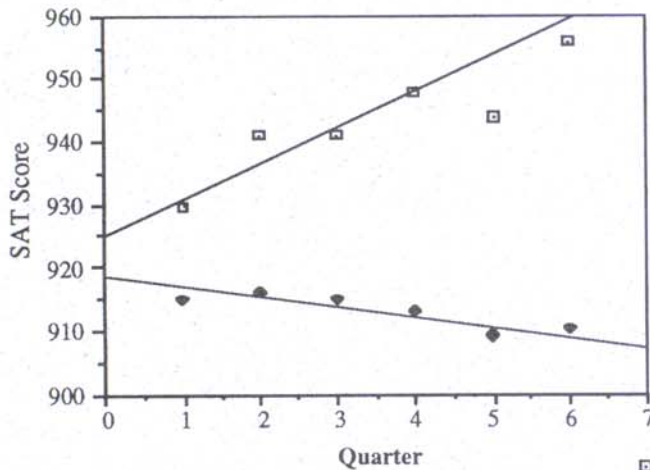
### HIGHLIGHTS

- One in four new students entered with at least one developmental deficiency.
- The majority of English and reading students exited DS after one or two quarters; math students generally exited after two or three quarters.
- Most of the former DS students were as successful as non-DS students in their first core curriculum course.

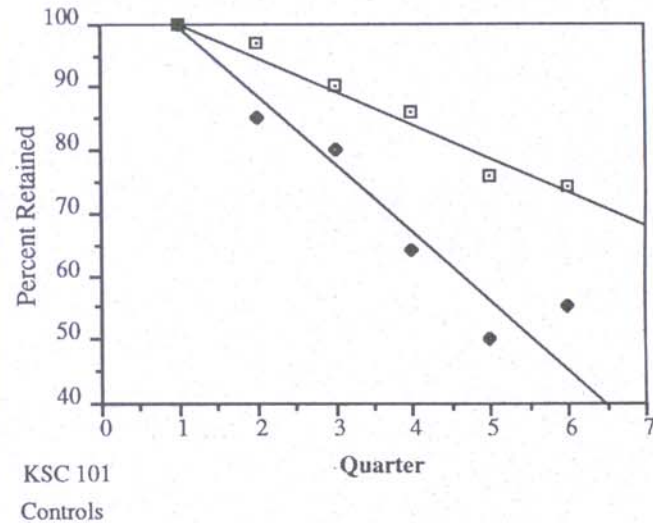


## THE KSC 101 EXPERIENCE

**Average SAT Scores of the New Freshmen Retained Over Six Quarters After KSC 101 Experience**



**Retention of Higher SAT Students with KSC 101 Experience**



**Average SAT of New Freshmen Retained Over Six Quarters after KSC 101**

	Qtr1	Qtr 2	Qtr 3	Qtr 4	Qtr 5	Qtr 6
KSC 101	930	941	941	948	944	956
Matched Control	915	916	615	913	909	910

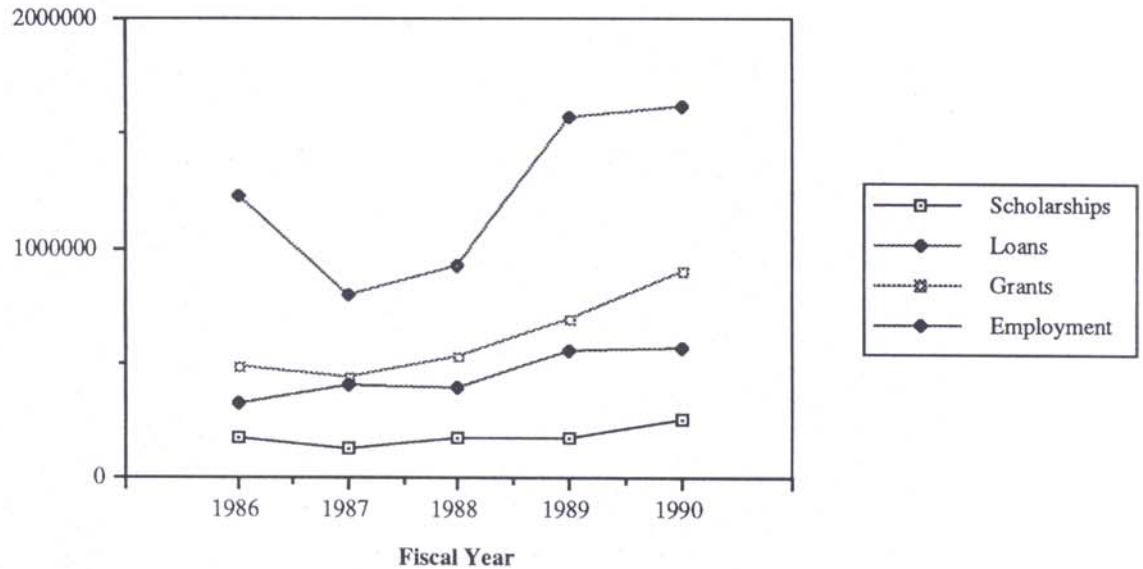
**Retention Rates of Higher SAT Students with KSC 101**

	Qtr1	Qtr 2	Qtr 3	Qtr 4	Qtr 5	Qtr 6
KSC 101	100%	97%	90%	86%	76%	74%
Matched Control	100%	85%	80%	64%	50%	55%

### HIGHLIGHTS

- The average SAT scores of new freshmen retained over six quarters after admission shows the better students (higher SATs) are more likely to remain at Kennesaw if they have completed KSC 101.
- After six quarters approximately 20 percent more of the high SAT students who had completed KSC 101 were still enrolled when compared to controls of matched aptitudes and abilities.

## STUDENT FINANCIAL AID



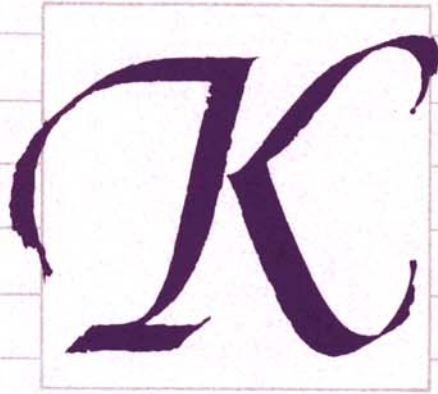
DOLLARS AWARDED					
Type	FY 86	FY 87	FY 88	FY 89	FY 90
Loans	\$1,221,535	\$792,127	\$920,146	\$1,572,934	\$1,614,746
Grants	480,311	440,667	533,091	696,719	903,899
Scholarships	167,756	128,722	171,298	171,391	256,430
College Employment	326,208	407,599	392,553	556,728	571,881
<b>TOTAL</b>	<b>\$2,195,810</b>	<b>\$1,769,115</b>	<b>\$2,017,088</b>	<b>\$2,997,772</b>	<b>\$3,346,956</b>

NUMBER OF AWARDS IN FY 90				
Loans	Grants	Scholarships	Employment	Total
703	725	223	520	2,171

### HIGHLIGHTS

- Of the 10,030 students enrolled during the fall of 1990, 22% received some type of financial aid through the college.
- Financial aid grew substantially (up 66%) over the last three years.





ACADEMIC  
PROGRAMS

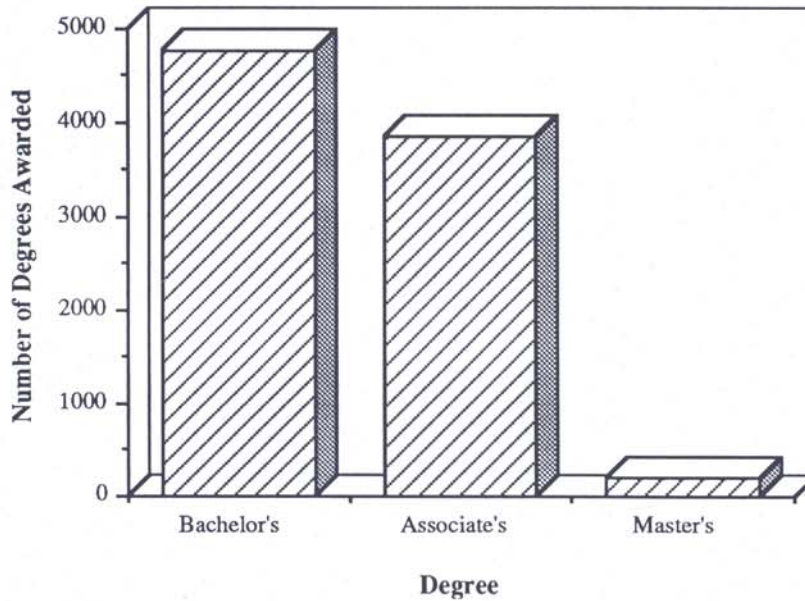
## ACADEMIC PROGRAMS

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## TOTAL DEGREES AWARDED SINCE 1966



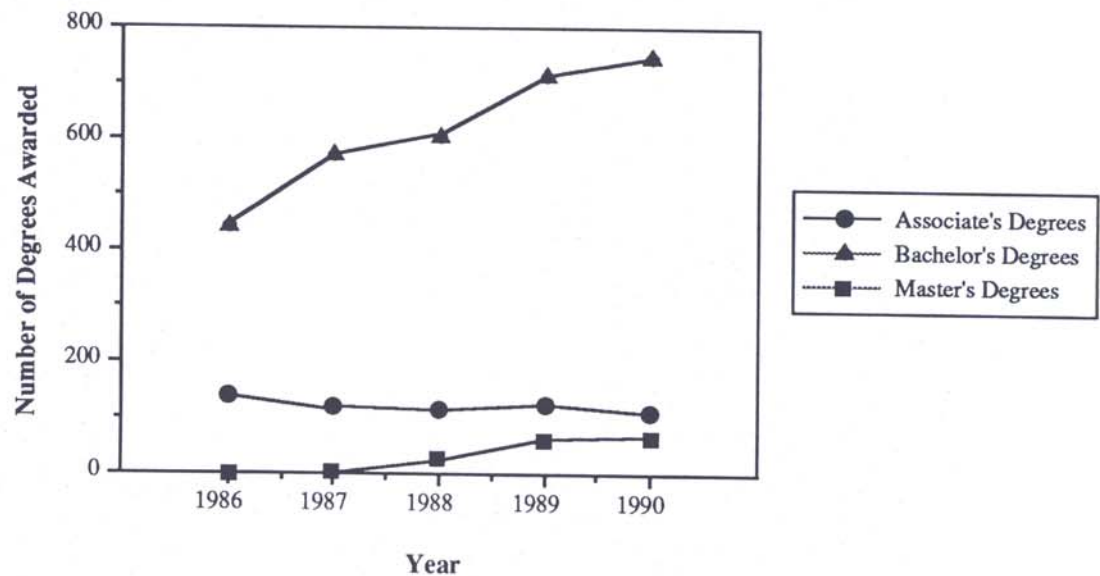
### NUMBER OF DEGREES AWARDED FROM 1966-90

Associate's	Bachelor's	Master's	Total
3,867	4,760	202	8,829

### HIGHLIGHTS

- Associate's degrees have been awarded since 1966, bachelor's have been awarded since 1980, and master's have been awarded since 1986.
- The annual number of bachelor's and master's degrees now outnumber associate's degrees 8 to 1. This ratio is expected to increase further in the future as a result of the discontinuation in 1988-89 of all two-year programs except nursing.
- In 1988-89, the total of bachelor's degrees ever awarded at KSC surpassed the number of associate's.

## DEGREES AWARDED FY 1986- FY 1990



NUMBER OF DEGREES CONFERRED SINCE 1986							
	FY 1986	FY 1987	FY 1988	FY 1989	FY 1990	5-Year # Change	5-Year % Change
<b>Associate's</b>							
AS	137	117	113	124	110	(27)	(20%)
<b>Total Associate's</b>	137	117	113	124	110	(27)	(20%)
<b>Bachelor's</b>							
BA	43	49	45	69	56	13	30%
BBA	273	323	341	359	388	115	42%
BM	0	0	0	3	3	3	New
BS	126	174	181	236	261	135	107%
BSN	0	24	36	48	41	41	New
<b>Total Bachelor's</b>	442	570	603	715	749	307	69%
<b>Master's</b>							
MBA	2	22	40	58	56	54	270%
MEd	0	4	4	4	12	12	New
<b>Total Master's</b>	2	26	44	62	68	66	330%
<b>TOTAL DEGREES</b>	581	713	760	901	927	346	60%
<b>Annual % Change</b>	13%	23%	7%	19%	3%		

### HIGHLIGHTS

- The bachelor's degrees awarded increased 69% over the last five years, again demonstrating increased retention and the maturation of recently initiated four-year programs.
- The decline in associate's degrees reflected the planned transition from a two-year to a four-year college.
- The number of master's degrees is expected to increase dramatically as current students complete programs.



## GROWTH IN NUMBER OF GRADUATES AT ANNUAL COMMENCEMENTS

<b>FALL COMMENCEMENTS</b>					
	<b>December 1985</b>	<b>December 1986</b>	<b>December 1987</b>	<b>December 1988</b>	<b>December 1989</b>
Associate's Degrees	40	20	22	33	29
Bachelor's Degrees	170	223	218	273	273
Master's Degrees	2	10	16	30	36
<b>Total</b>	<b>212</b>	<b>253</b>	<b>256</b>	<b>336</b>	<b>340</b>

<b>WINTER COMMENCEMENTS</b>			
		<b>April 1989</b>	<b>April 1990</b>
Associate's Degrees		19	7
Bachelor's Degrees	NO COMMENCEMENTS SCHEDULED		127
Master's Degrees		11	8
<b>Total</b>		<b>157</b>	<b>144</b>

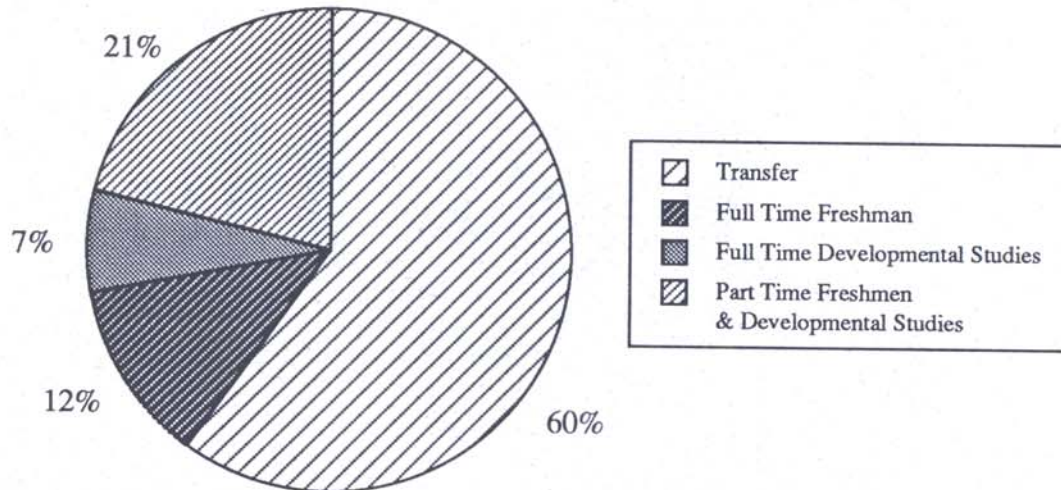
  

<b>SPRING COMMENCEMENTS</b>					
	<b>June 1986</b>	<b>June 1987</b>	<b>June 1988</b>	<b>June 1989</b>	<b>June 1990</b>
Associate's Degrees	97	97	91	72	72
Bachelor's Degrees	272	347	395	276	347
Master's Degrees	0	16	28	21	24
<b>Total</b>	<b>369</b>	<b>460</b>	<b>504</b>	<b>405</b>	<b>443</b>

### HIGHLIGHTS

- The Fall Commencement was initiated in 1984 in an effort to relieve the crowded conditions at the Spring Commencement.
- Beginning in 1989, a Winter Commencement was added to relieve crowding in the spring.
- In June, 1990, a morning and afternoon commencement ceremony was initiated to better accommodate graduates.

## CHARACTERISTICS OF THE 1989-90 BACCALAUREATE GRADUATING CLASS

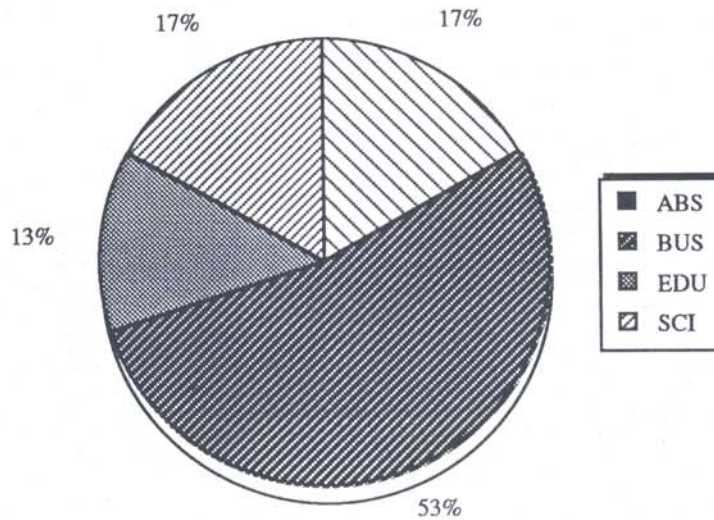


### HIGHLIGHTS

- Only one in five baccalaureate students began at KSC as a full-time beginning freshman or developmental studies student.
  - 7% began as a full-time developmental studies student
  - 12% began as a full-time beginning freshman
  - 21% began as a part-time developmental student or beginning freshman
  - 60% began as a transfer student, full- or part-time.
- Of the 1989-90 bachelor's degree graduates from KSC who began as freshmen or developmental studies students, only 60% completed their program in 5 years or less, 30% took 6-10 years and 10% took 11 or more years to graduate.
- Many graduates who had initially transferred to KSC took a long time to complete their degrees as well; 20% had enrolled at Kennesaw for more than five years before graduating.
- Over half (55%) of the graduates began their studies at KSC as part-time students.
- Only 55% of the graduates matriculated at KSC in a fall quarter; nearly half began in one of the other three academic quarters of the year.
- The average age of the bachelor's degree recipient at KSC in 1989-90 was 28.



## DEGREES AWARDED: SUMMARY BY SCHOOLS



Fall 1990 Distribution of Total Degrees By School

DEGREES CONFERRED BY SCHOOL							
SCHOOLS/DEGREES	FY 1986	FY 1987	FY 1988	FY 1989	FY 1990	5-Year # Change	5-Year % Change
<b>Arts and Behavioral Sciences</b>							
Associate's	10	7	12	13	1	(9)	(90%)
Bachelor's	79	99	100	164	156	77	97%
Total	89	106	112	177	157	68	76%
<b>Business Administration</b>							
Associate's	68	49	51	58	43	(25)	(37%)
Bachelor's	294	349	358	377	393	99	34%
Master's	2	22	40	58	56	54	2700%
Total	364	420	449	493	492	128	35%
<b>Education</b>							
Associate's	1	1	0	0	0	(1)	(100%)
Bachelor's	43	57	69	95	110	67	156%
Master's		4	4	4	12	12	New
Total	44	62	73	99	122	78	177%
<b>Science &amp; Allied Health</b>							
Associate's	58	60	50	53	66	8	14%
Bachelor's	26	65	76	79	90	64	246%
Total	84	125	126	132	156	72	86%
<b>COLLEGE TOTAL</b>	<b>581</b>	<b>713</b>	<b>760</b>	<b>901</b>	<b>927</b>	<b>346</b>	<b>60%</b>

### HIGHLIGHT

- The number of degrees awarded over the last five years increased substantially in all schools; the proportion of degrees in business dropped from 63% to 53% of the total from 1986 to 1990.

## DEGREES CONFERRED IN THE SCHOOL OF ARTS AND BEHAVIORAL SCIENCES

DEGREE PROGRAM	FY 1986	FY 1987	FY 1988	FY 1989	FY 1990
<b>Associate's Degrees:</b>					
Social Services <sup>1</sup>	10	7	12	13	1
Total	10	7	12	13	1
<b>Bachelor's Degrees:</b>					
Art	2	0	6	8	11
Communications <sup>2</sup>	-	2	3	16	38
English	8	11	15	18	12
French <sup>2</sup>	-	-	-	-	-
History	5	12	9	10	2
International Affairs <sup>2</sup>	-	-	2	10	12
Music	2	4	3	7	3
Political Science	14	15	13	19	14
Psychology	44	45	37	59	40
Public/Social Services	4	10	12	16	22
Spanish <sup>2</sup>	-	-	-	1	2
Total	79	99	100	164	156
<b>Total School Degrees</b>	<b>89</b>	<b>106</b>	<b>112</b>	<b>177</b>	<b>157</b>
School % of Total Degrees Awarded	15%	15%	15%	19%	17%

<sup>1</sup> Discontinued, Fall 1988.

<sup>2</sup> New program since 1986

### HIGHLIGHTS

- The total number of degrees awarded increased by 76% since 1986.
- The school's percentage of the total degrees awarded at the college grew slightly in recent years.
- The greatest number of degrees conferred in this school involve majors in psychology, communications and public and social services.



## DEGREES CONFERRED IN THE SCHOOL OF BUSINESS ADMINISTRATION

DEGREE PROGRAM	FY 1986	FY 1987	FY 1988	FY 1989	FY 1990
<b>Associate's Degrees: <sup>1</sup></b>					
Accounting	9	1	6	5	5
Business Administration	38	36	33	31	21
Data Processing	16	8	12	13	15
Secretarial Science	5	4	0	9	2
Total	68	49	51	58	43
<b>Bachelor's Degrees:</b>					
Accounting	69	84	77	85	80
Data Processing	13	21	13	10	3
Economics/Finance <sup>2</sup>	35	35	21	15	6
Economics <sup>3</sup>	-	0	2	1	10
Finance <sup>3</sup>	-	7	20	34	59
Management	96	123	124	127	121
Marketing	78	79	101	104	110
Professional Sales <sup>4</sup>	-	-	-	-	4
Secretarial Science	3	0	0	1	0
Total	294	349	358	377	393
<b>Master's Degrees:</b>					
Business Administration	2	22	40	58	56
<b>Total School Degrees</b>	<b>364</b>	<b>420</b>	<b>449</b>	<b>493</b>	<b>492</b>
School % of Total Degrees Awarded	63%	59%	59%	55%	53%

<sup>1</sup> Associate degrees discontinued, Fall 1988.

<sup>2</sup> Discontinued program

<sup>3</sup> Split in 1987

<sup>4</sup> New program in 1990

### HIGHLIGHTS

- The number of degrees in business fields increased 35% over the last five years.
- Over half of the KSC degrees granted in recent years have been in business fields of study.

## DEGREES CONFERRED IN THE SCHOOL OF EDUCATION

DEGREE PROGRAM	FY 1986	FY 1987	FY 1988	FY 1989	FY 1990
<b>Associate's Degrees:</b>					
Teacher Assistance <sup>1</sup>	1	1	0	0	0
Total	1	1	0	0	0
<b>Bachelor's Degrees:</b>					
Art Education <sup>2</sup>	-	1	3	1	5
Elementary (K-4)	13	25	20	40	51
Elementary (4-8)	8	12	15	18	16
Health & Physical Ed.	3	5	15	14	13
Music Education	2	5	2	0	2
Education, Secondary					
Biology	0	0	0	3	3
Business	5	1	3	2	3
English	6	3	5	3	11
French <sup>2</sup>	-	-	-	-	-
History	1	0	0	0	2
Mathematics	2	2	1	3	0
Social Studies	3	3	5	11	4
Spanish <sup>2</sup>					
Total	43	57	69	95	110
<b>Master's Degrees:</b>					
Education	0	4	4	4	12
<b>Total School Degrees</b>	<b>44</b>	<b>62</b>	<b>73</b>	<b>99</b>	<b>122</b>
School % of Total Degrees Awarded	8%	9%	10%	11%	13%

<sup>1</sup> Discontinued, Fall 1988.

<sup>2</sup> New program in 1990

### HIGHLIGHTS

- The number of education degrees grew dramatically by 177% since 1986.
- Slightly more than one out of every ten degrees granted was in teacher education.



## DEGREES CONFERRED IN THE SCHOOL OF SCIENCE AND ALLIED HEALTH

DEGREE PROGRAM	FY 1986	FY 1987	FY 1988	FY 1989	FY 1990
<b>Associate's Degrees:</b>					
Computer Programming <sup>1</sup>	2	0	0	0	3
Nursing	56	60	50	53	63
Total	58	60	50	53	66
<b>Bachelor's Degrees:</b>					
Biology	5	10	12	14	15
Chemistry	3	3	1	2	2
Computer Science	14	24	22	8	17
Information Systems <sup>2</sup>	-	-	-	-	8
Mathematics	4	4	5	7	7
Nursing <sup>2</sup>	-	24	36	48	41
Total	26	65	76	79	90
<b>Total School Degrees</b>	<b>84</b>	<b>125</b>	<b>126</b>	<b>132</b>	<b>156</b>
School % of Total Degrees Awarded	14%	17%	17%	15%	17%

<sup>1</sup> Discontinued, Fall 1988.

<sup>2</sup> New program since 1986

### HIGHLIGHTS

- The School of Science and Allied Health experienced an 86% increase in degrees awarded since FY 1986.
- Two-thirds of the degrees awarded within the school were in nursing.
- After a three-year period of stable degree productivity, the school experienced an 18% increase in degrees granted in 1990.

# DEGREES AND MAJORS AUTHORIZED BY THE BOARD OF REGENTS 1990

## ASSOCIATE OF SCIENCE IN NURSING

### BACHELOR OF ARTS

Art  
English  
French  
History  
International Affairs  
Music  
Political Science  
Psychology  
Spanish

### BACHELOR OF SCIENCE

Art Education (K-12)  
Biology  
Chemistry  
Communications  
Computer Science  
Elementary Education (K-4)  
Elementary Education (4-8)  
French Education (K-12)  
Health and Physical Education  
Information Systems  
Mathematics  
Political Science  
Psychology  
Public and Social Services  
Spanish Education (K-12)  
SECONDARY EDUCATION  
TEACHING FIELDS:  
Biology  
Business  
English  
History  
Mathematics  
Social Studies

### BACHELOR OF BUSINESS ADMINISTRATION

Accounting  
Economics  
Finance  
Management  
Marketing  
Professional Sales

### BACHELOR OF MUSIC

Music Education (K-12)  
Performance

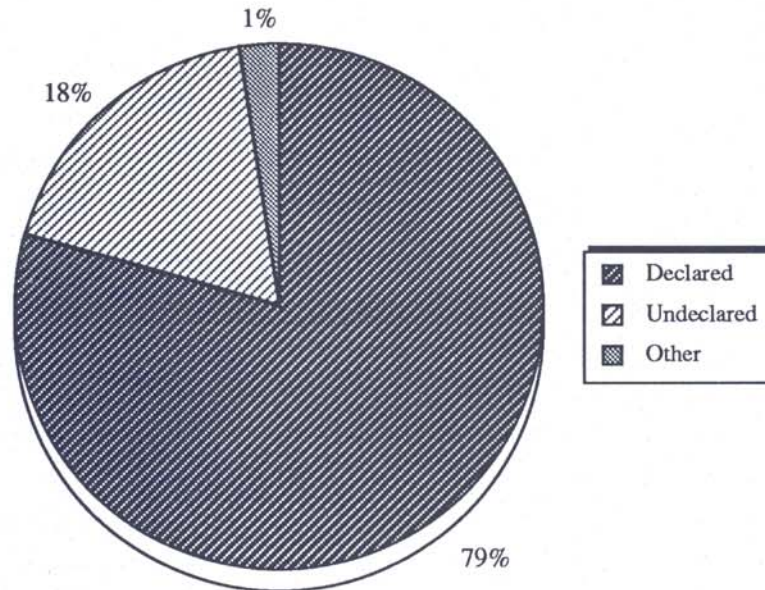
### BACHELOR OF SCIENCE IN NURSING

### MASTER OF EDUCATION

Early Childhood Education  
Middle Grades Education

### MASTER OF BUSINESS ADMINISTRATION

## DECLARED MAJORS IN ALL SCHOOLS OF THE COLLEGE



Fall 1990 Undergraduate Students

BACHELOR'S PROGRAMS	FALL 1986	FALL 1987	FALL 1988	FALL 1989	FALL 1990
Total Declared Majors	5,274	5,645	6,117	6,536	7,265
Undecided 4-Year	1,165	1,329	1,532	1,642	1,647
Undecided 2-Year	161	200	70	0	1
TOTALS	6,600	7,174	7,719	8,178	8,913
Other (JETS, Audits, Provisional)	231	207	196	226	235
<b>GRADUATE PROGRAMS</b>	489	576	659	736	882
<b>GRAND TOTAL</b>	<b>7,296</b>	<b>7,946</b>	<b>8,614</b>	<b>9,140</b>	<b>10,030</b>

### HIGHLIGHTS

- During the fall of 1990, almost 8 out of 10 undergraduate students had a declared major.
- The percentage of undeclared majors has not changed appreciably over the last five years and has ranged from 18% to 19% of the total enrollment.



## DECLARED MAJORS IN THE SCHOOL OF ARTS & BEHAVIORAL SCIENCES

ASSOCIATE'S PROGRAMS	FALL 1986	FALL 1987	FALL 1988	FALL 1989	FALL 1990
Social Services <sup>1</sup>	28	26	24	2	5
<b>BACHELOR'S PROGRAMS</b>					
Art	69	103	113	121	147
Communications	30	94	178	269	318
English	97	97	106	106	125
French	-	-	-	-	2
History	65	57	64	49	78
International Affairs	2	30	46	51	60
Music	43	42	40	49	49
Political Science	88	105	97	129	154
Psychology	261	284	334	363	449
Public & Social Services	58	77	89	118	148
Pre-Law (undeclared)	28	36	47	58	78
Spanish	-	-	9	10	12
Undecided in ABS	72	55	24	18	13
<b>SCHOOL TOTAL</b>	<b>841</b>	<b>1,006</b>	<b>1,171</b>	<b>1,343</b>	<b>1,638</b>

<sup>1</sup> Discontinued, Fall 1988

### HIGHLIGHTS

- The number of declared majors within the school increased 95% over 5 years.
- The relatively new programs in art, communications, international affairs, and public and social services showed dramatic growth.
- Psychology and Communications represented the most popular programs, each attracting at least twice as many students as any other program.

## DECLARED MAJORS IN THE SCHOOL OF BUSINESS ADMINISTRATION

ASSOCIATE'S PROGRAMS	FALL 1986	FALL 1987	FALL 1988	FALL 1989	FALL 1990
Accounting <sup>1</sup>	39	33	26	23	22
Business Administration <sup>1</sup>	175	165	145	49	24
Data Processing <sup>1</sup>	38	23	34	16	14
Secretarial Science <sup>1</sup>	13	16	17	3	1
<b>BACHELOR'S PROGRAMS</b>					
Accounting	445	510	546	598	634
Data Processing <sup>1</sup>	92	66	66	35	29
Economics & Finance	185	158	125	115	81
Economics	-	8	13	20	27
Finance	-	37	100	115	161
Management	702	617	635	719	674
Marketing	421	435	459	467	472
Professional Sales	-	-	-	-	22
Secretarial Science <sup>1</sup>	5	4	8	1	1
Undecided in Business	572	674	724	656	696
<b>GRADUATE PROGRAMS (MBA Concentrations)</b>					
Accounting	47	42	29	42	51
Business Information Systems	-	18	44	44	67
Financial Services	67	73	73	72	77
Healthcare Marketing	-	6	10	10	14
Human Resource Management	72	59	48	42	62
Institutional Administration	35	37	36	58	63
Marketing	59	59	43	59	85
Non-degree	47	17	20	24	26
<b>SCHOOL TOTAL</b>	<b>3,014</b>	<b>3,057</b>	<b>3,201</b>	<b>3,168</b>	<b>3,303</b>

<sup>1</sup> Discontinued, Fall 1988

### HIGHLIGHTS

- The total number of declared business majors increased slightly (10%) since 1986.
- Management, Accounting and Marketing are the most popular majors in the college.

## DECLARED MAJORS IN THE SCHOOL OF EDUCATION

	FALL 1986	FALL 1987	FALL 1988	FALL 1989	FALL 1990
<b>BACHELOR'S PROGRAMS</b>					
Elementary K-4	184	210	254	287	349
Elementary 4-8	63	71	73	75	102
Art K-12	13	16	15	21	26
French K-12	-	-	-	-	4
HPER K-12	80	85	79	75	88
Music K-12	22	27	24	30	21
Spanish K-12	-	-	2	12	13
Secondary Education Programs					
Biology	11	18	12	14	14
Business	40	35	26	24	23
Chemistry	0	0	1	2	1
English	28	25	35	61	68
History	11	16	16	27	24
Math	25	21	28	27	37
Social Studies	25	35	28	28	43
Undecided in Education	140	164	200	250	305
<b>GRADUATE PROGRAMS</b>					
K - 4	15	22	16	27	41
4 - 8	7	6	15	24	23
Non-degree	134	237	325	333	373
<b>SCHOOL TOTAL</b>	<b>798</b>	<b>988</b>	<b>1,150</b>	<b>1,316</b>	<b>1,615</b>

### HIGHLIGHTS

- Student interest in teaching careers has mushroomed dramatically in five years.
- Elementary education continued to be the most popular baccalaureate program and the post-baccalaureate, initial certification program (non-degree), was the most popular graduate area of study.



## DECLARED MAJORS IN THE SCHOOL OF SCIENCE AND ALLIED HEALTH

ASSOCIATE 'S PROGRAMS	FALL 1986	FALL 1987	FALL 1988	FALL 1989	FALL 1990
Computer Programming <sup>1</sup>	24	25	15	6	3
Nursing	242	218	256	323	377
<b>BACHELOR'S PROGRAMS</b>					
Biology	99	119	129	137	171
Chemistry	33	41	39	41	58
Computer Science	249	243	215	180	203
Information Systems <sup>2</sup>	-	11	70	159	164
Mathematics	41	43	41	40	45
Nursing	261	271	297	338	375
Pre-Dentistry (undeclared)	11	13	18	19	12
Pre-Engineering (undeclared)	44	42	32	38	43
Pre-Forestry (undeclared)	5	5	6	10	7
Pre-Medicine (undeclared)	44	72	71	74	94
Pre-Pharmacy (undeclared)	21	27	34	33	43
Pre-Veterinary Medicine (undeclared)	15	23	22	33	34
Undecided in SAH	15	17	9	13	22
<b>SCHOOL TOTAL</b>	<b>1,104</b>	<b>1,170</b>	<b>1,254</b>	<b>1,444</b>	<b>1,651</b>

<sup>1</sup> Discontinued, Fall 1988.

<sup>2</sup> New program since 1986

### HIGHLIGHTS

- A 50% increase in student interest in science and health fields over the last five years is notable.
- Growth in student interest in Biology, Information Systems, and Nursing programs was substantial.

## UPPER DIVISION MAJORS SCHOOL OF ARTS & BEHAVIORAL SCIENCES

Number of Enrolled Juniors and Seniors					
PROGRAMS	FALL 1986	FALL 1987	FALL 1988	FALL 1989	FALL 1990
Art	20	38	50	55	64
Communications	9	22	74	127	168
English	46	56	53	52	64
French <sup>1</sup>	-	-	-	-	1
History	36	35	36	29	45
International Affairs	1	11	23	26	28
Music	20	20	18	20	15
Political Science	36	42	42	51	55
Psychology	113	135	149	167	208
Public & Social Services	32	32	48	75	102
Pre-Law (undeclared)	1	2	5	9	13
Spanish <sup>1</sup>	-	-	6	6	8
Undecided in ABS	10	7	4	3	13
<b>SCHOOL TOTAL</b>	<b>324</b>	<b>400</b>	<b>508</b>	<b>620</b>	<b>784</b>

<sup>1</sup> New program since 1986

### HIGHLIGHTS

- The school's increase in the number of majors at the upper division level was the highest of the four schools (up 142%).
- Almost all programs posted an increase in the numbers of juniors and seniors who declared majors in this school.
- Among the new programs initiated in recent years, growth in the art, and communications and public & social services programs at the upper division has been exceptionally strong.

## UPPER DIVISION MAJORS SCHOOL OF BUSINESS ADMINISTRATION

Number of Enrolled Juniors and Seniors					
PROGRAMS	FALL 1986	FALL 1987	FALL 1988	FALL 1989	FALL 1990
Accounting	247	267	271	314	372
Data Processing <sup>2</sup>	48	35	30	25	25
Economics & Finance <sup>1</sup>	104	92	68	56	49
Economics	-	1	10	16	17
Finance	-	19	65	72	107
Management	327	331	341	381	406
Marketing	203	234	243	273	289
Professional Sales <sup>3</sup>	-	-	-	-	17
Secretarial Science <sup>2</sup>	2	0	1	0	0
Undecided in Business Administration	108	144	158	117	153
<b>SCHOOL TOTAL</b>	<b>1,039</b>	<b>1,123</b>	<b>1,187</b>	<b>1,254</b>	<b>1,435</b>

<sup>1</sup> Split in 1987

<sup>2</sup> Discontinued, Fall 1987

<sup>3</sup> New program, 1990

### HIGHLIGHTS

- The number of declared majors in business fields at the upper division level grew by 38% since 1986.
- Every continuing program showed some growth over the five-year period.
- The BBA programs in accounting, management, marketing, and finance showed the greatest gains.
- Approximately half of the college's declared majors at the upper division were enrolled in a School of Business Administration program.



## UPPER DIVISION MAJORS SCHOOL OF EDUCATION

Number of Enrolled Juniors and Seniors					
PROGRAMS	FALL 1986	FALL 1987	FALL 1988	FALL 1989	FALL 1990
Elementary K-4	94	111	138	145	179
Elementary 4-8	38	40	45	44	62
Art K-12 <sup>1</sup>	8	9	11	12	16
French K-12 <sup>1</sup>	-	-	-	-	2
HPER K-12	36	44	40	42	44
Music K-12	15	15	10	12	10
Spanish K-12 <sup>1</sup>	-	-	-	5	7
<b>SECONDARY EDUCATION PROGRAMS</b>					
Biology	6	8	10	9	5
Business	10	12	12	9	18
Chemistry	0	0	0	0	0
English	13	14	21	29	40
History	5	7	5	11	8
Math	13	14	14	14	18
Social Studies	17	26	21	20	27
Undecided in Education	32	36	61	76	96
<b>SCHOOL TOTAL</b>	<b>287</b>	<b>336</b>	<b>388</b>	<b>428</b>	<b>532</b>

<sup>1</sup> New program

### HIGHLIGHTS

- Overall, the number of upper division students with a declared major in education nearly doubled in five years.
- Most programs grew to some extent, but elementary K - 4, and elementary 4 - 8 demonstrated the highest percentage increases.

## UPPER DIVISION MAJORS SCHOOL OF SCIENCE AND ALLIED HEALTH

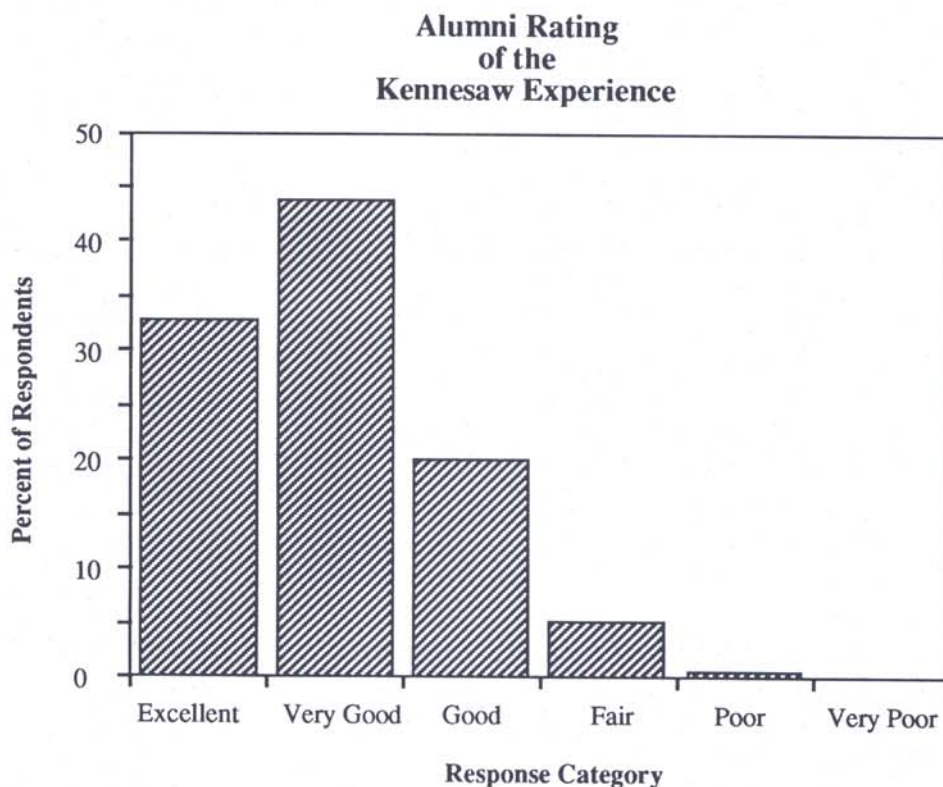
Number of Enrolled Juniors and Seniors					
PROGRAMS	FALL 1986	FALL 1987	FALL 1988	FALL 1989	FALL 1990
Biology	36	53	66	65	70
Chemistry	11	15	14	19	27
Computer Science	100	105	96	77	89
Information Systems <sup>1</sup>	-	3	31	75	86
Math	12	23	20	21	30
Nursing	112	139	144	169	173
Pre-Dentistry (undeclared)	0	1	2	3	3
Pre-Engineering (undeclared)	3	1	6	1	7
Pre-Forestry (undeclared)	1	1	1	0	3
Pre-Medicine (undeclared)	2	8	18	14	25
Pre-Pharmacy (undeclared)	1	8	13	9	9
Pre-Veterinary Medicine (undeclared)	2	6	5	9	8
Undecided in SAH	4	1	2	1	6
<b>SCHOOL TOTAL</b>	<b>284</b>	<b>364</b>	<b>418</b>	<b>463</b>	<b>536</b>

<sup>1</sup> New program

### HIGHLIGHTS

- The number of declared majors at the upper division level in this school nearly doubled in the last five years.
- The nursing, biology and information systems programs contributed most significantly to the increase in declared majors in the school.
- There is a strong pre-professional orientation of students majoring in science programs which has been identified in follow-up studies of graduates from this school.

## ALUMNI AFFAIRS HIGHLIGHTS



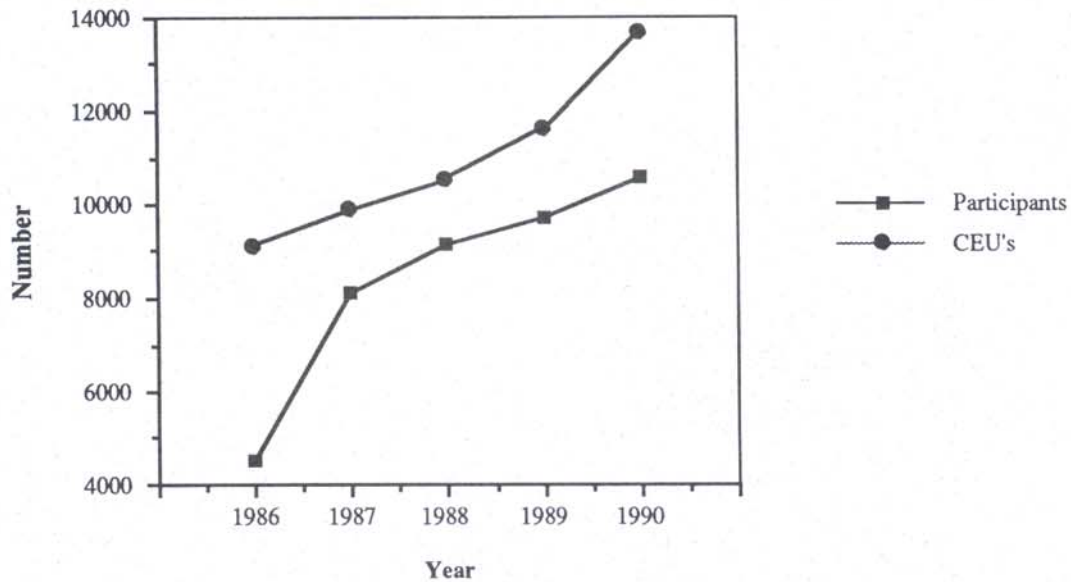
An alumni survey conducted in 1987 by the Office of Alumni Affairs illustrated the following points of interest about Kennesaw State College graduates:

### HIGHLIGHTS

- 8 in 10 Kennesaw graduates reside in the greater metropolitan Atlanta area
- 7 in 10 of the Kennesaw graduates live in Cobb County
- 9 in 10 alumni are employed
- 7 in 10 alumni are employed in their chosen career field
- 8% of the alumni contributed to the 1987-88 Annual Fund Drive
- \$24,000 is the estimated average annual salary of Kennesaw State graduates
- 76% of the alumni surveyed rated their total experience at Kennesaw State as excellent or very good
- 96% of the alumni surveyed rated instruction in their major field as excellent, very good, or good.



## CONTINUING EDUCATION



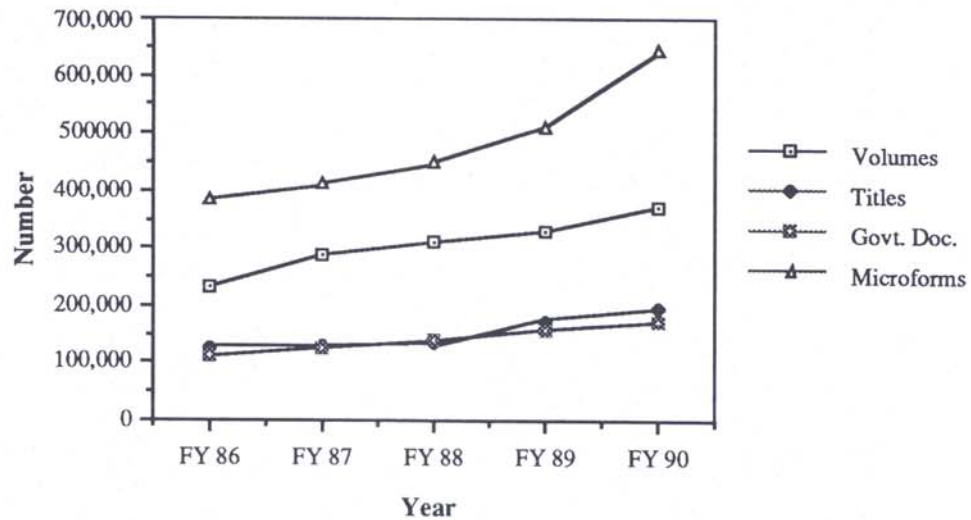
### CONTINUING EDUCATION: 1986 - 1990

	FY 86	FY 87	FY 88	FY 89	FY 90	5-Year # Change	5-Year % Change
Programs/Courses	303	550	550	599	670	367	121%
Participants	4,536	8,110	9,169	9,688	10,599	6,063	134%
Participant Hours	92,102	104,359	109,168	116,100	136,661	44,559	48%
CEUs	9,111	9,873	10,513	11,610	13,666	4,555	50%
Revenues	342,166	464,346	629,615	739,843	866,181	523,995	153%

### HIGHLIGHTS

- Revenue for 1989-90 was \$866,181, a 17% increase over the previous year.
- The number of course offerings in all categories of continuing education increased 121% over the past five years.
- The number of participants enrolling in courses showed a dramatic increase of 134% over the last five years.
- The CEUs (Continuing Education Units) continued to grow across the five year period.
- Contract training for business and industry grew to the point at which it now comprises 15% of the division's activity. This activity showed a 104% increase over last year.

## LIBRARY INFORMATION

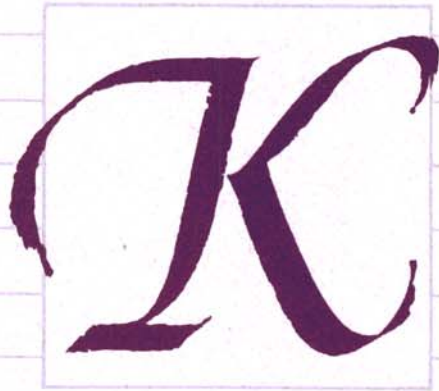


<b>LIBRARY ACTIVITY: FY 86- FY 90</b>							
	<b>FY 86</b>	<b>FY 87</b>	<b>FY 88</b>	<b>FY 89</b>	<b>FY 90</b>	<b>5-Year # Change</b>	<b>5-Year % Change</b>
Volumes	230,750	288,888	309,724	330,237	369,369	138,619	60%
Titles	123,460	128,960	134,796	169,251	196,253	72,793	59%
Periodicals	1,341	2,021	2,110	2,110	3,020	1,679	125%
Government							
Documents	112,990	122,990	137,510	159,869	170,389	57,399	51%
Microforms	387,054	413,054	447,828	509,138	643,237	256,183	66%
Circulation-							
Books	29,417*	71,158	88,762	93,869	97,894	68,477	233%
Circulation-							
Reserves	11,758	13,470	17,750	17,921	18,513	6,755	57%
Interlibrary							
Loans:							
Borrowed	521	980	845	2,790	2,773	2,252	432%
Loaned	391	457	583	1,023	1,032	641	164%

\* Partial data resulting from the installation of a computerized circulation system.

### HIGHLIGHT

- Every area of the library's collection and activity has grown significantly in the last five years.



FACULTY  
AND STAFF  
INFORMATION



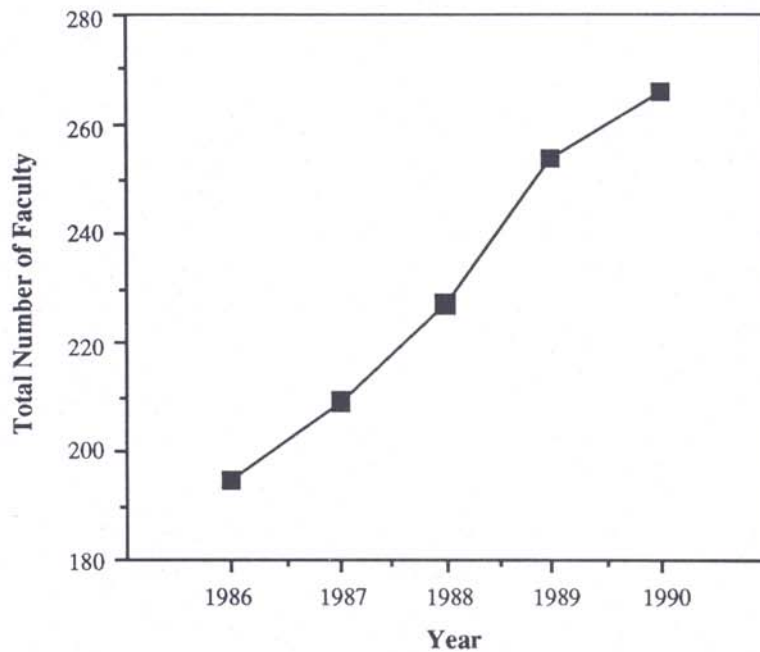
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## FACULTY AND STAFF INFORMATION

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## TOTAL FULL-TIME INSTRUCTIONAL FACULTY



### NUMBER OF FACULTY Fall 1986- Fall 1990 \*

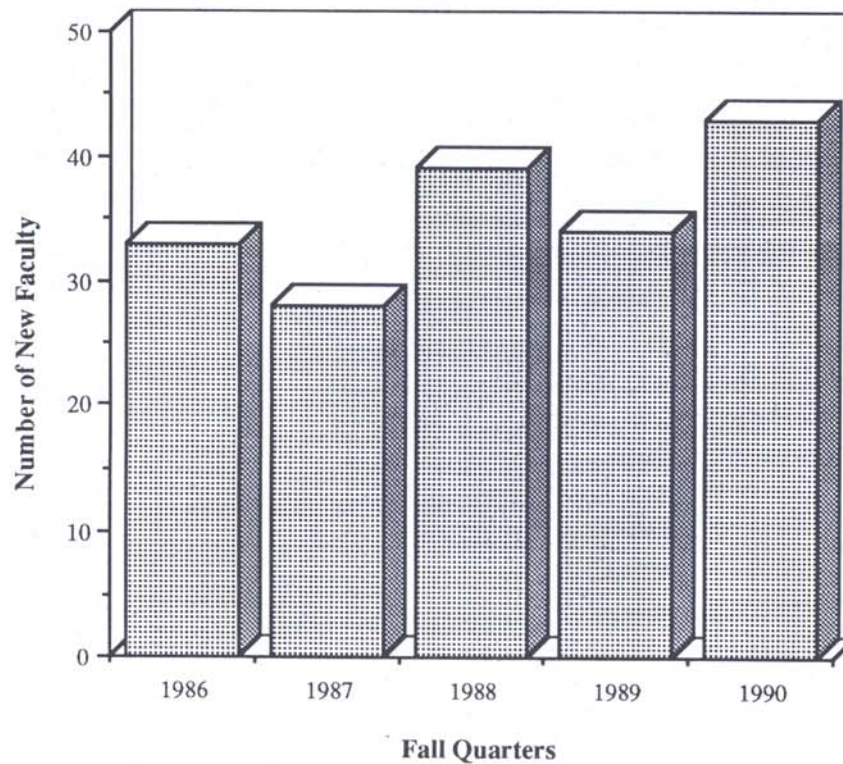
Schools	Fall 86	Fall 87	Fall 88	Fall 89	Fall 90	5-Year # Change	5-Year % Change
Arts & Behavioral Sciences	70	73	79	90	91	21	30%
Business	47	52	52	58	61	14	30%
Education	24	25	28	35	37	13	54%
Science & Allied Health	54	59	68	71	77	23	43%
<b>TOTALS</b>	<b>195</b>	<b>209</b>	<b>227</b>	<b>254</b>	<b>266</b>	<b>71</b>	<b>36%</b>
Number Change	+5	+14	+18	+27	+12		
Annual % Change	3%	7%	9%	12%	5%		

\* Numbers exclude full-time administrators. Based on Fall budget information.

### HIGHLIGHTS

- The five-year rate of growth of the faculty was slightly below the rate of the growth of the overall enrollment, with enrollment increasing 37% and faculty numbers increasing 36%.
- All schools experienced a substantial increase in full-time faculty over the last five years, however, the total annual growth from 1989-90 was the lowest since 1986.

## NEW INSTRUCTIONAL FACULTY



NEW FULL-TIME FACULTY APPOINTMENTS *						
	Fall 1986	Fall 1987	Fall 1988	Fall 1989	Fall 1990	5-Year # Change
Professors	3	3	1	2	0	(3)
Associate Professors	7	5	8	7	7	0
Assistant Professors	19	15	18	16	18	(1)
Instructors	4	5	12	9	18	14
<b>TOTAL</b>	<b>33</b>	<b>28</b>	<b>39</b>	<b>34</b>	<b>43</b>	<b>10</b>
Total Full-time Faculty	195	209	227	254	266	71
% New of Total Faculty	17%	13%	17%	13%	16%	

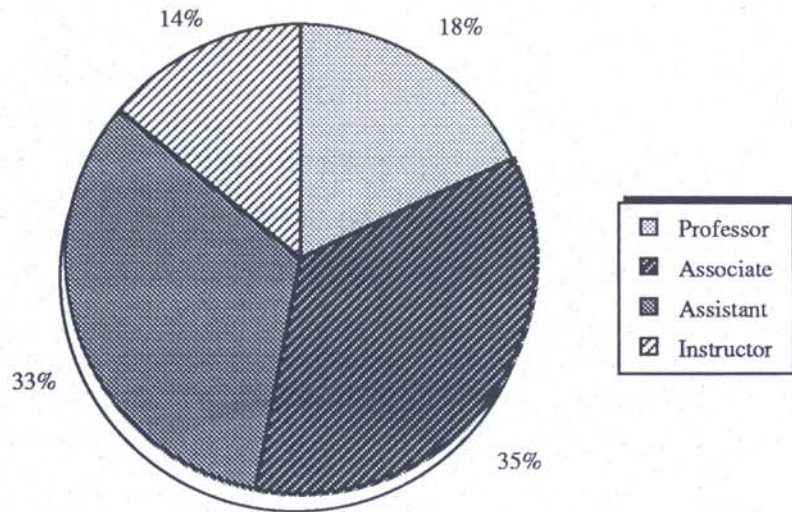
\* The new faculty numbers reflect actual people, not new budget positions, excludes administrative faculty.

### HIGHLIGHTS

- As a result of turnovers, new positions and successful recruiting efforts, KSC has employed approximately 30 to 40 new instructional faculty each year over the last five years.
- During Fall 1990, one in six full-time faculty at KSC was new.



## FULL-TIME INSTRUCTIONAL FACULTY BY RANK \*



Distribution of Faculty by Rank, Fall 1990

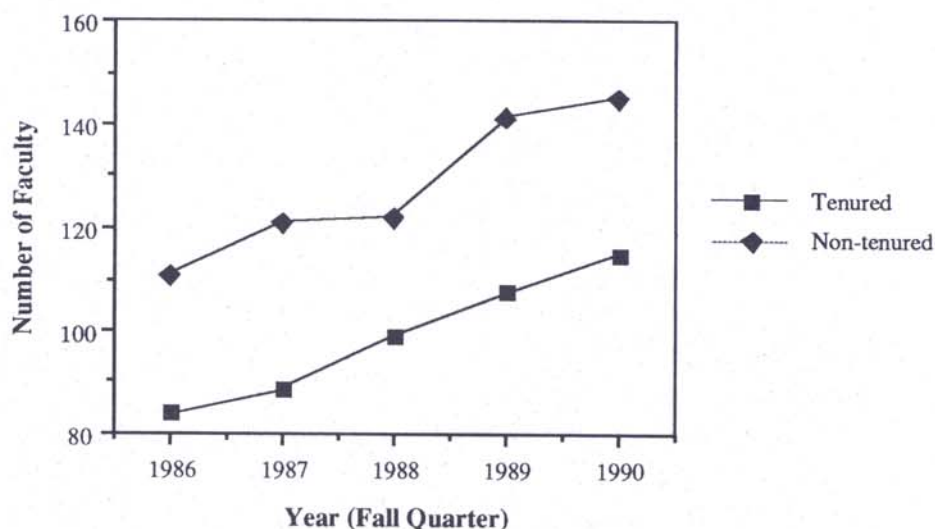
NUMBER OF FACULTY BY RANK												
RANK	Fall 86		Fall 87		Fall 88		Fall 89		Fall 90		5-Year Change	
	#	%	#	%	#	%	#	%	#	%	#	%
Professor	24	12	38	18	47	21	51	20	50	18	26	108
Associate	70	36	72	34	78	34	90	35	91	35	21	30
Assistant	85	44	81	39	79	35	83	33	88	33	3	4
Instructor	16	8	18	9	23	10	30	12	37	14	21	131
Total	195	100	209	100	227	100	254	100	266	100	71	36

\* The data are based on information as of each Fall Quarter.

### HIGHLIGHTS

- Over the last five years the greatest growth in faculty has occurred at the full professor and instructor levels. The increase at the senior ranks (53% are full or associate professor) reflects a continuing maturation of the faculty and their eligibility for promotion in rank.
- The growth at the instructor level reflects the college's attempt to reduce reliance on part-time instructors.

## INSTRUCTIONAL FACULTY BY TENURE STATUS AND GENDER



FULL-TIME FACULTY BY TENURE and GENDER STATUS												
	Fall 86		Fall 87		Fall 88		Fall 89		Fall 90		5-Year	5-Year
	#	%	#	%	#	%	#	%	#	%	# Change	% Change
Tenured	84	43	88	42	99	43	107	42	115	43	31	37
Non-tenured	111	57	121	58	122	54	141	56	145	55	34	31
Nontenure Track					6	3	6	2	6	2	-	-
Totals	195	100	209	100	227	100	254	100	266	100	71	36
	Fall 86		Fall 87		Fall 88		Fall 89		Fall 90		5-Year	5-Year
	#	%	#	%	#	%	#	%	#	%	# Change	% Change
Male	106	54	118	56	127	56	137	54	138	52	32	30
Female	89	46	91	44	100	44	117	46	128	48	39	44
Totals	195	100	209	100	227	100	254	100	266	100	71	36

### HIGHLIGHTS

- The percentage of tenured faculty members at Kennesaw State is relatively low (43% in 1990) and reflects the large number of new hires in recent years.
- The percentage of female faculty members is among the highest for four-year colleges and universities in the state and nation.

## RELATIVE STANDING OF KSC FACULTY IN TERMS OF HIGHEST DEGREE

SYSTEM UNIT	% With Doctorate *	% Without Doctorate
Georgia State University	84	16
Kennesaw State College	78	22
West Georgia College	67	33
Valdosta State College	68	32
Augusta College	64	36
Savannah State College	63	37
Georgia Southwestern College	62	38
Georgia College	62	38
Columbus College	61	39
Albany State College	59	41
Fort Valley State College	58	42
Georgia Southern University	58	42
North Georgia College	56	44
Armstrong State College	56	44
Clayton State College	52	48
Southern College of Technology	47	53

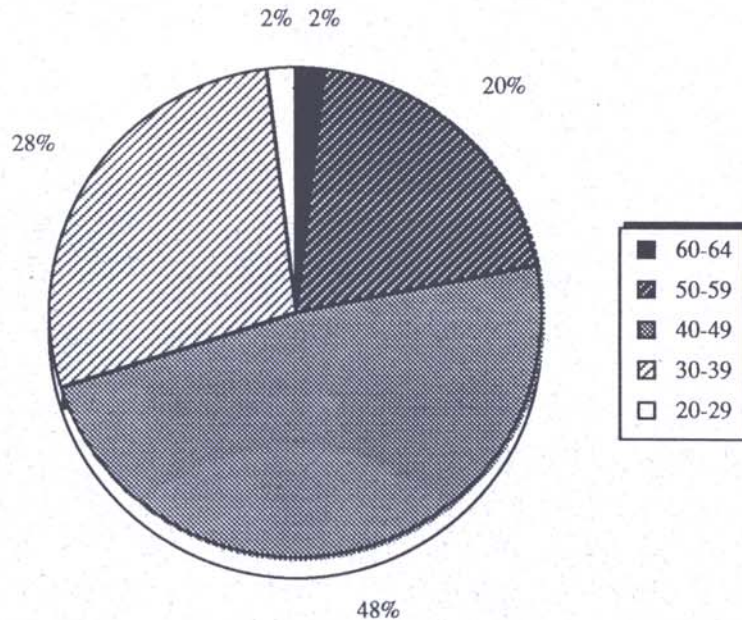
\* Includes JD

### HIGHLIGHTS

- KSC has a substantially higher percentage of faculty with the doctorate than all other senior colleges as well as the regional university.
- KSC's staffing with doctorally prepared faculty is more like that of Georgia State University than a typical senior college.



## AGE OF THE INSTRUCTIONAL FACULTY



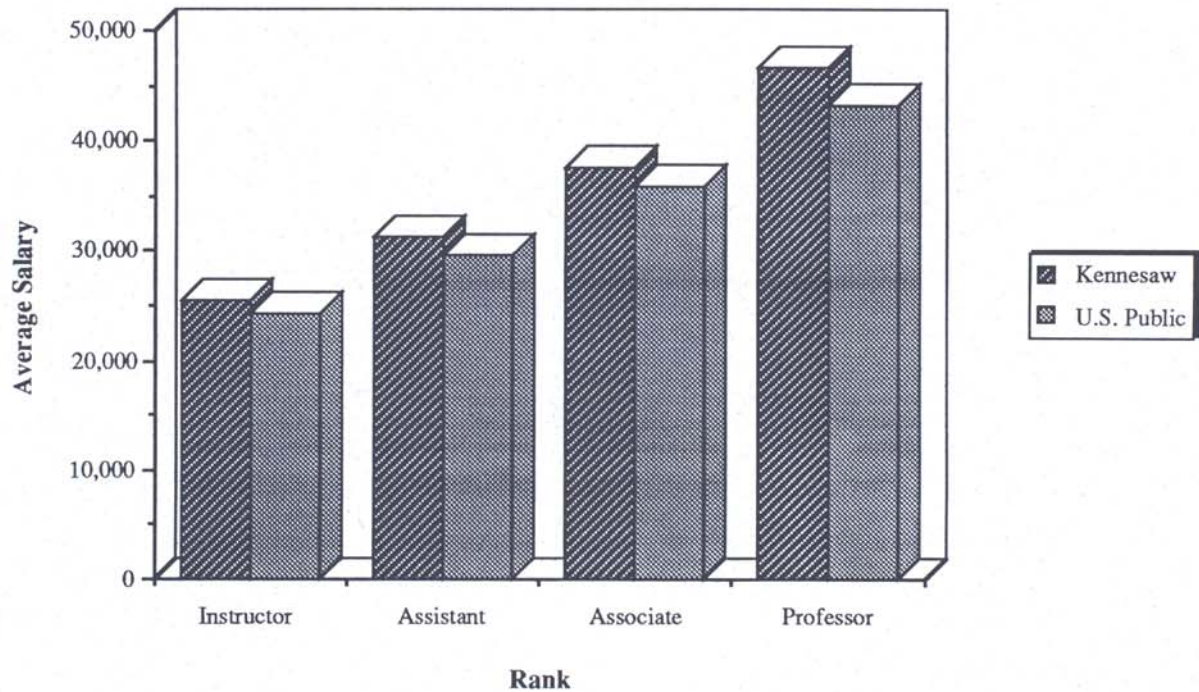
Distribution of Ages, Fall 1990

FACULTY AGE GROUPS: FALL 1990						
	20's	30's	40's	50's	60's	Total
Number	5	75	128	52	6	266
Percent	2%	28%	48%	20%	2%	100%

### HIGHLIGHTS

- Kennesaw State has a relatively young faculty; the largest group (almost half) of the instructional faculty is between the ages of 40 and 49.
- A relatively small percentage of the faculty are nearing retirement presently; although that number will grow, it will remain a reasonably small percentage of the total faculty.

## AVERAGE ACADEMIC YEAR SALARIES OF INSTRUCTIONAL FACULTY



### AVERAGE SALARIES OF FULL-TIME FACULTY: 1989-90

	Professor	Associate	Assistant	Instructor
Kennesaw State	46,720	37,632	31,353	25,391
National Public Institutions	43,270	35,850	29,650	24,220

### HIGHLIGHTS

- Average faculty salaries at Kennesaw State were notably higher in all academic ranks than those reported by AAUP in *Academe* for the comparable national sample of public institutions.
- In terms of averages, Kennesaw State maintained competitive salaries.



## AVERAGE 1989-90 FACULTY SALARIES AT SENIOR COLLEGES IN THE UNIVERSITY SYSTEM OF GEORGIA BY FIELD

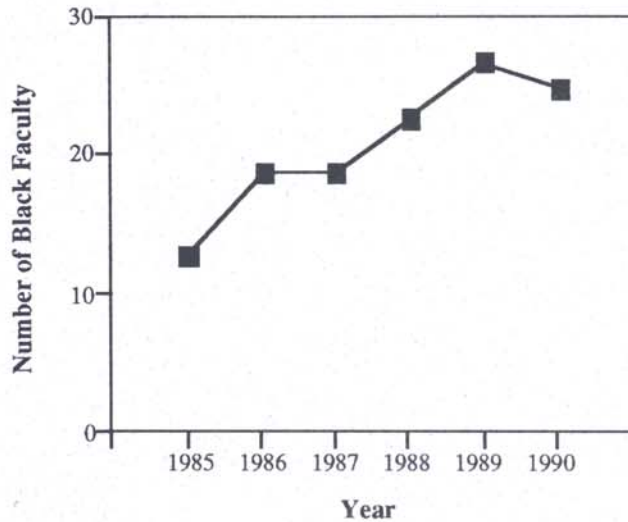
GENERAL FIELDS	Average 9-month Salaries		
	ASSISTANT	ASSOCIATE	PROFESSOR
Business and Management	38,200	42,200	50,000
Computer & Information Science	35,500	38,700	46,100
Mathematics	30,300	35,200	40,800
Education	30,000	35,200	40,000
Physical Sciences	29,700	34,400	40,200
Philosophy & Religion	29,600	34,700	41,400
Foreign Languages	29,500	32,800	39,500
Health Science	29,100	33,700	42,800
Psychology	29,000	34,400	40,700
Social Sciences	28,400	33,400	40,200
Life Sciences	28,300	33,600	39,600
Visual & Performing Arts	27,900	33,000	38,500
Letters	27,800	32,800	40,000

### HIGHLIGHTS

- Substantial salary differentials exist among different discipline groups in the senior colleges as they do in the universities in Georgia and throughout the nation.
- Average salaries in the arts and humanities are typically lowest while those in business fields and computer science are among the highest. These differences basically result from differences in supply and demand across discipline areas.
- In four out of five of the rank by discipline categories listed above, the average faculty salary at Kennesaw State exceeded the average for senior colleges in the University System in 1989-90.
- A recent University System study of average salaries revealed that virtually all disciplines are experiencing salary compression, especially at the lower ranks. The "market salaries" of new hires are frequently higher than those of the average for a given rank at the senior institutions.



## BLACK FACULTY



FULL-TIME BLACK FACULTY: FALL 1990							% of Total in Schools
School	Professor	Associate	Assistant	Instructor	Total		
Arts and Behavioral Science	0	4	2	1	7	7%	
Business Administration	0	3	2	1	6	9%	
Education	1	1	0	1	3	7%	
Science and Allied Health	1	1	5	2	9	12%	
<b>TOTAL</b>	<b>2</b>	<b>9</b>	<b>9</b>	<b>5</b>	<b>25</b>	<b>9%</b>	

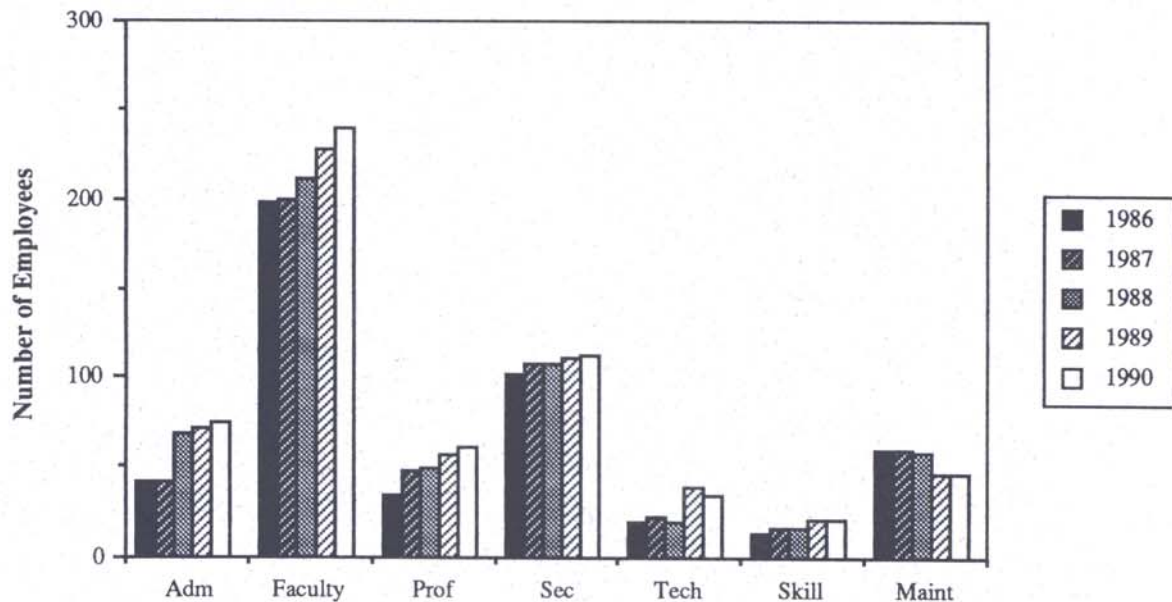
\* The above numbers include administrative as well as teaching faculty.

### HIGHLIGHTS

- Kennesaw State has achieved notable success in the employment and retention of increasing numbers of Black faculty in recent years.
- The recruitment of Black faculty has been achieved in all schools and at all ranks.
- Of the institutions of its type in Georgia, Kennesaw State College has the highest percentage of Black faculty as well as the highest percent of tenured Black faculty.

## FULL-TIME EMPLOYEES BY EEO CLASSIFICATION

Federal Government Fiscal Years (Oct. 1 - Sept. 30)



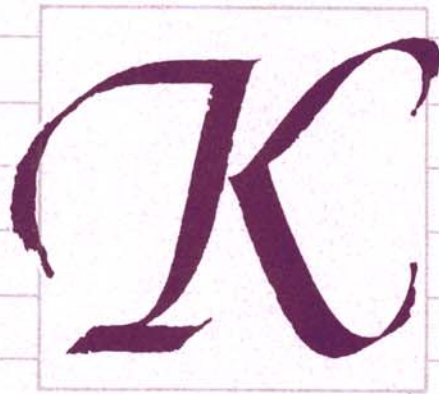
### TOTAL EMPLOYEES : 1986 - 1990\*

	1986	1987	1988	1989	1990	5-Year # Change	5-Year % Change
Executive, Administrative, Managerial	42	42	68	71	74	32	76%
Faculty, Academic	199	200	212	229	241	42	21%
Professional Staff	35	48	50	57	61	26	74%
Clerical/Secretarial	102	108	108	110	112	10	10%
Technical/Paraprofessional	19	22	20	39	35	16	84%
Skilled Crafts	13	17	17	21	21	8	62%
Service/Maintenance	60	60	58	46	47	(13)	(22%)
<b>Total</b>	<b>470</b>	<b>497</b>	<b>533</b>	<b>573</b>	<b>591</b>	<b>121</b>	<b>26%</b>

\* Based on the federal EEO-6 Reports file by the Affirmative Action/Minority Affairs Officer. The effective dates of these tables are October 1 through September 30 of each year.

### HIGHLIGHTS

- The number of employees increased substantially in recent years and at a rate somewhat lower than the growth rate of the enrollment.
- The greatest percentage increase occurred among professional support staff and administrators.



BUDGET AND  
FINANCIAL  
INFORMATION



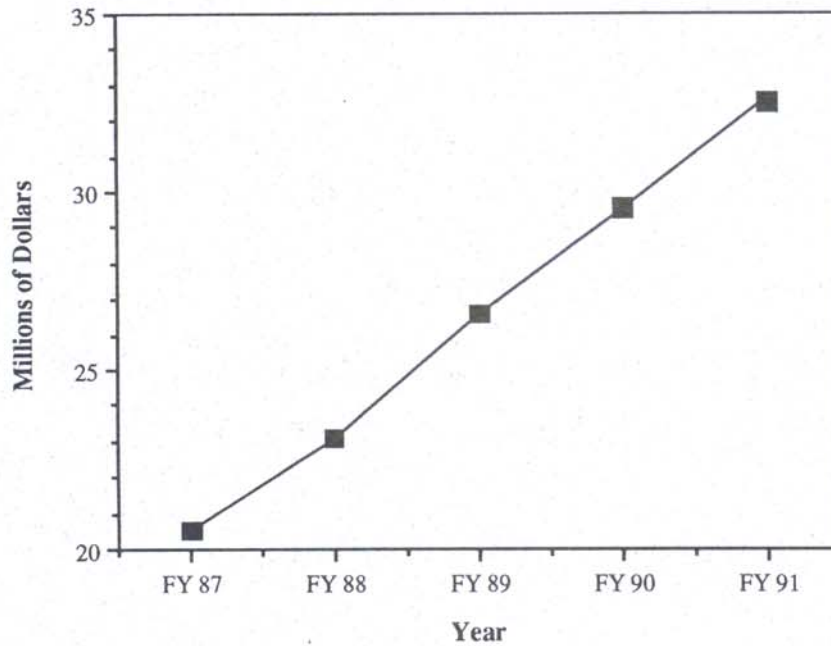
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## BUDGET AND FINANCIAL INFORMATION

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## BUDGET ALLOCATIONS FOR FISCAL YEARS 1987 to 1991



<b>TOTAL E &amp; G BUDGET * ALLOCATIONS</b>					
	<b>FY 87</b>	<b>FY 88</b>	<b>FY 89</b>	<b>FY 90</b>	<b>FY 91</b>
<b>TOTAL</b>	\$20,504,843	\$23,032,155	\$26,571,958	\$29,493,307	\$32,600,416
<b>\$ Change</b>	\$3,494,143	\$2,527,312	\$3,539,803	\$2,921,349	\$3,107,109
<b>Annual % Change</b>	21%	12%	15%	11%	11%

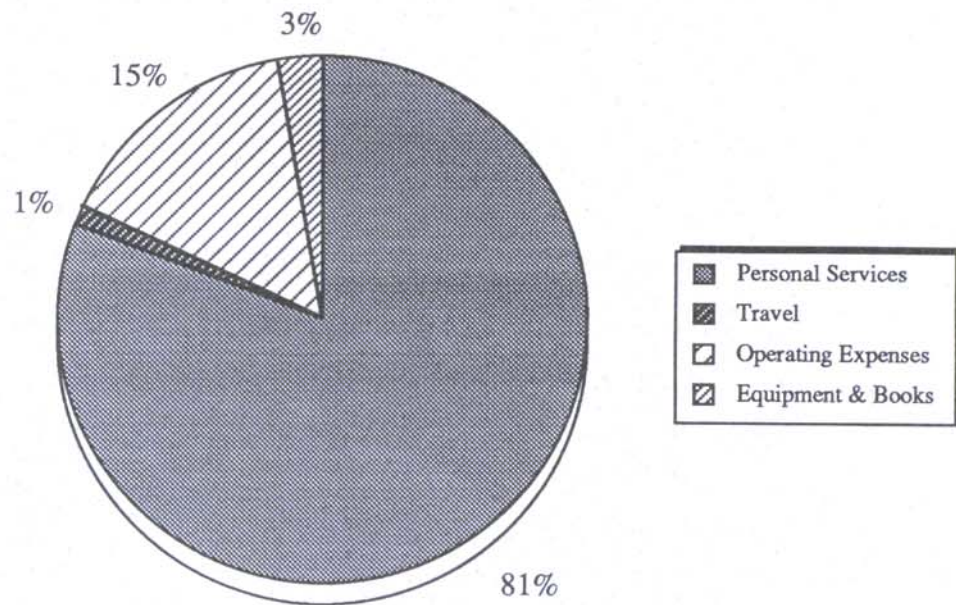
	<b>5-Year \$ Change</b>	<b>5-Year % Change</b>
<b>INCREASE</b>	\$12,095,573	59%

\* Educational and General budget; excludes auxiliaries.

### HIGHLIGHTS

- Total budget allocations grew 59% during the last five years.
- The percentage increase in the annual budget has been relatively stable in the last four years.

## BUDGET ALLOCATIONS



FY 91 Allocation of Dollars

FISCAL YEAR 1990-91 BUDGET ALLOCATION (E & G *)						
FY 91	Personal Services	Travel	Operating Supplies & Expenses	Equipment and/or Books	Total Budget	% Total
Instruction	\$16,681,494	\$214,000	\$1,129,397	\$332,100	\$18,356,991	56%
Research	1,600		4,400		6,000	-%
Public Service	349,211	8,300	75,482	5,000	437,993	1%
Academic Support	1,852,987	46,800	490,680	484,102	2,874,569	9%
Student Services	1,802,935	35,000	204,100	6,700	2,048,735	6%
Institutional Support	3,776,560	67,900	827,100	79,666	4,751,226	15%
Operation & Maintenance of Physical Plant	1,868,377	9,600	1,537,362	37,000	3,452,339	11%
Scholarships & Fellowships			672,563		672,563	2%
<b>TOTAL</b>	<b>\$26,333,164</b>	<b>\$381,600</b>	<b>\$4,941,084</b>	<b>\$944,568</b>	<b>\$32,600,416</b>	<b>100%</b>

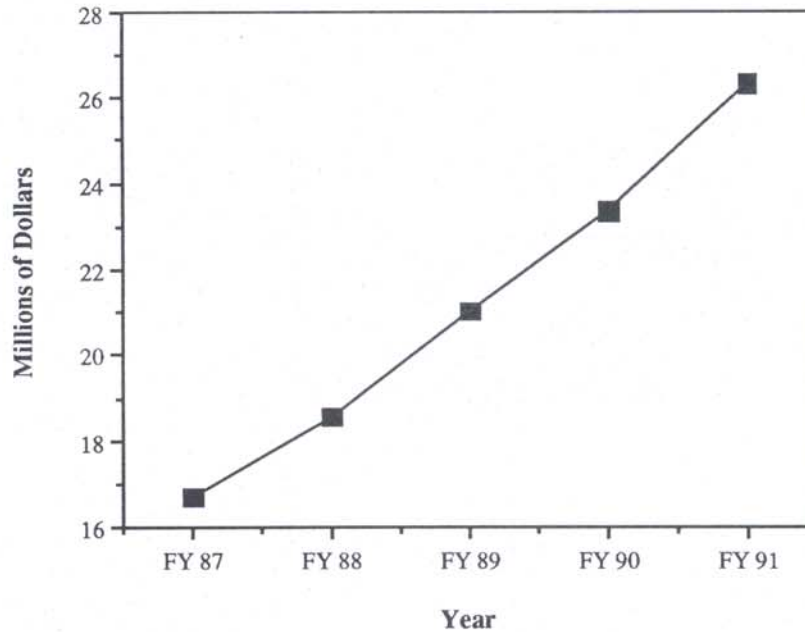
\* Educational and General budget; excludes auxiliaries.

### HIGHLIGHTS

- Of the total operating budget, 81 cents of every dollar were allocated for personnel throughout the college; 63% of the personnel budget was in Instruction.
- Two-thirds of the total budget were allocated to those areas most closely related to the teaching faculty (Instruction, Public Service, Academic Support, Research).



## PERSONAL SERVICES ALLOCATIONS



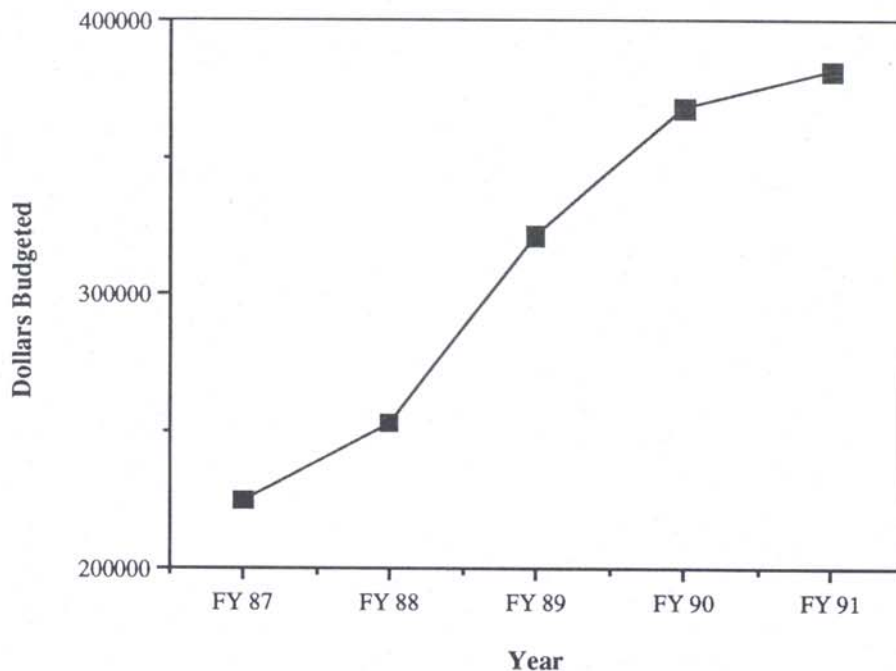
<b>KSC's PERSONAL SERVICES BUDGET</b>					
	<b>FY 87</b>	<b>FY 88</b>	<b>FY 89</b>	<b>FY 90</b>	<b>FY 91</b>
Personal Services	\$16,671,064	\$18,557,088	\$20,998,730	\$23,345,388	\$26,333,164
Annual % Change	21%	11%	13%	11%	13%

	<b>5-Year \$ Change</b>	<b>5-Year % Change</b>
Increase	\$9,662,100	58%

### HIGHLIGHTS

- Personal Services grew 58% (nearly \$10 million) during the five-year period.
- The annual increases reflected the college's need for additional personnel to keep pace with the growth in size and sophistication of the institution.

## TRAVEL ALLOCATIONS



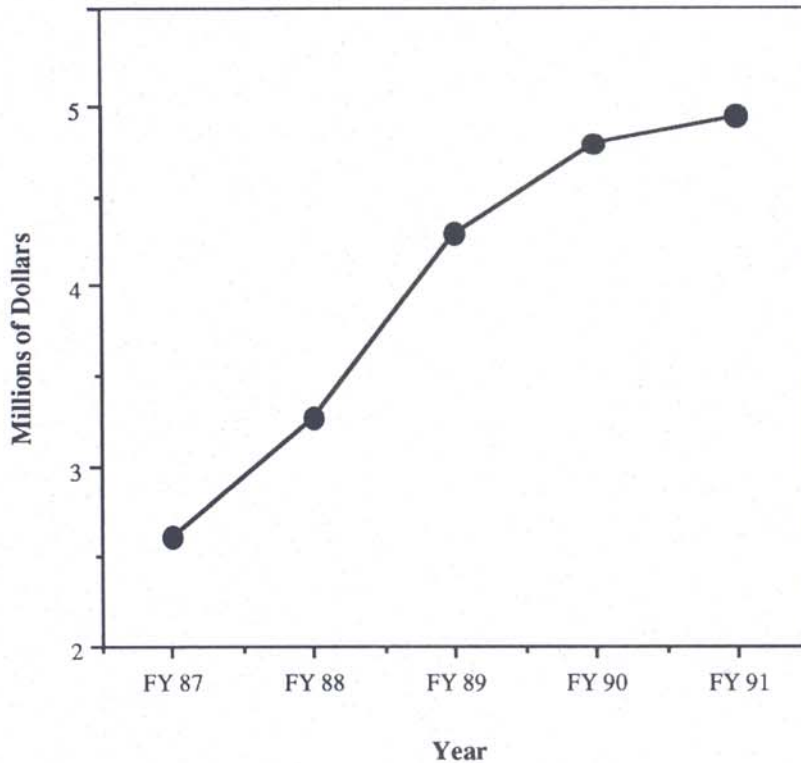
<b>KSC's TRAVEL BUDGET</b>					
	<b>FY 87</b>	<b>FY 88</b>	<b>FY 89</b>	<b>FY 90</b>	<b>FY 91</b>
Travel	\$224,100	\$252,100	\$321,505	\$368,016	\$381,600
Annual % Change	35%	12%	28%	14%	4%

	<b>5-Year \$ Change</b>	<b>5-Year % Change</b>
Increase	\$157,500	70%

### HIGHLIGHTS

- Travel money increased by \$157,500, a 70% growth rate over five years.
- The annual percentage increases showed significant levels of gains each year until FY 91; faculty involvement in professional associations has mushroomed in recent years.

## OPERATING EXPENSES & SUPPLIES ALLOCATIONS



<b>KSC's OPERATING EXPENSES BUDGET</b>					
	<b>FY 87</b>	<b>FY 88</b>	<b>FY 89</b>	<b>FY 90</b>	<b>FY 91</b>
Operating Expenses	\$2,613,866	\$3,265,781	\$4,282,102	\$4,791,755	\$4,941,084
Annual % Change	19%	25%	38%	12%	3%

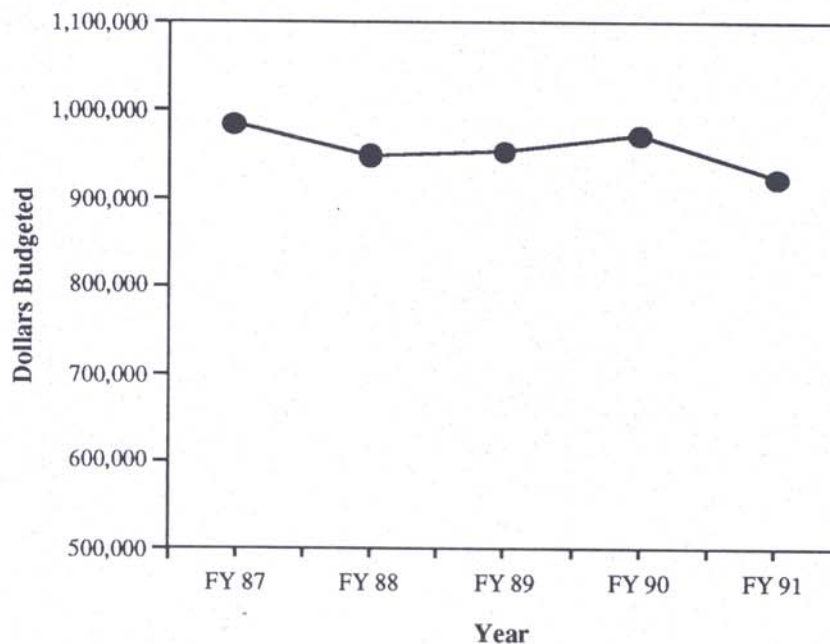
	<b>5-Year \$ Change</b>	<b>5-Year % Change</b>
Increase	\$2,327,218	89%

### HIGHLIGHTS

- Operating Expenses grew by 89% since fiscal year 1987.
- The annual percentage increases showed significant gains each year until FY 91.



## EQUIPMENT AND/OR BOOKS ALLOCATIONS



KSC's EQUIPMENT BUDGET					
	FY 87	FY 88 *	FY 89	FY 90	FY 91
Equipment Annual	\$995,813	\$957,186	\$969,621	\$988,148	\$944,568
% Change	17%	(4%)	1%	2%	(4%)

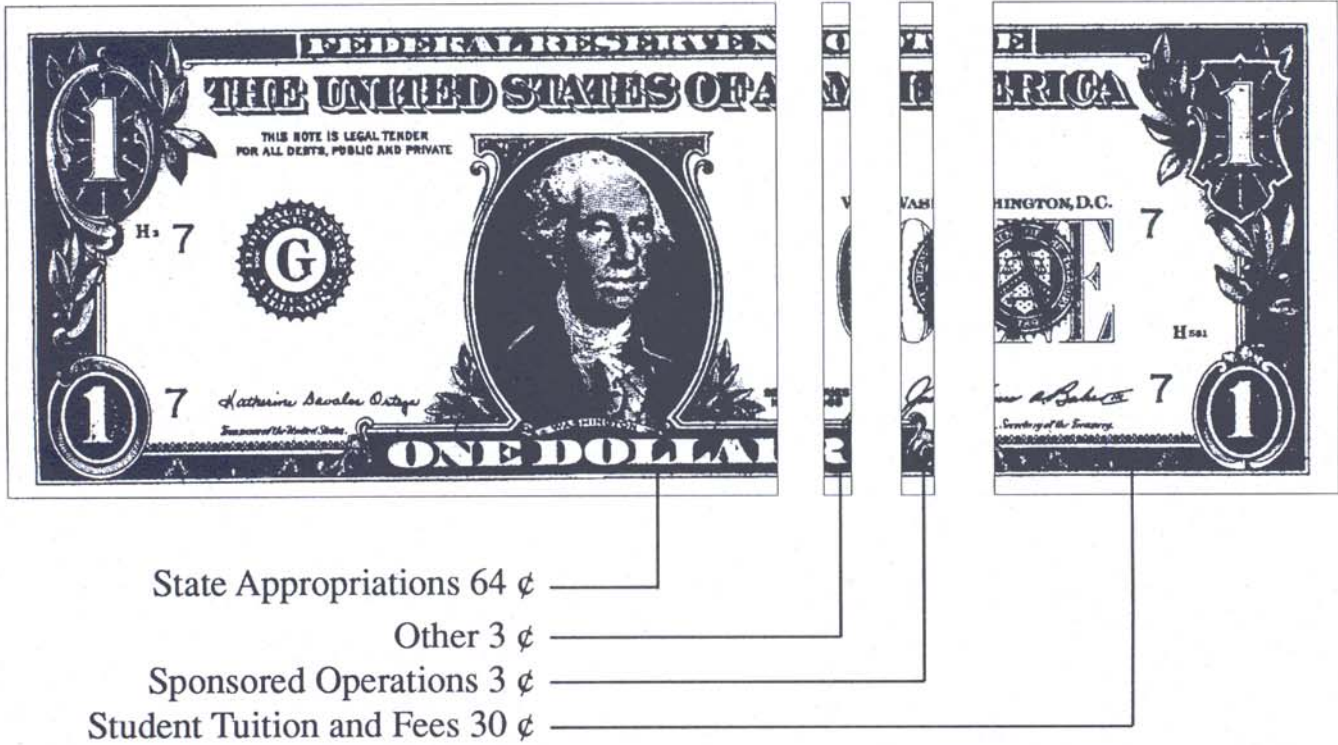
	5-Year \$ Change	5-Year % Change
Increase	\$(51,245)	(5%)

\* An accounting change in FY 88 moved some previously classified equipment purchases to supplies

### HIGHLIGHTS

- The equipment and library book budget showed a somewhat erratic pattern as budgets were impacted by the State's economic situation.
- Whereas other categories of the budget grew substantially in the last five years, the budget for equipment and library books has not.

## REVENUE SOURCES

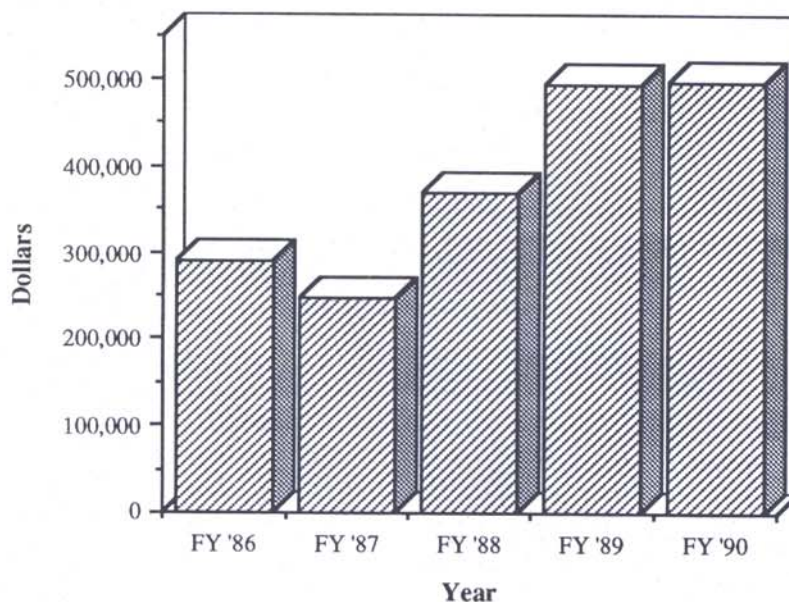


PERCENT OF TOTAL REVENUE					
Sources of Revenue	FY 87	FY 88	FY 89	FY 90	FY 91
State Appropriations	64.6%	62.3%	62.6%	63.2%	63.5%
Student Tuition & Fees	30.7%	32.1%	30.4%	30.1%	29.9%
Sponsored Operations	3.1%	3.5%	4.4%	3.6%	3.4%
Other Sources	1.6%	2.1%	2.6%	3.1%	3.2%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

### HIGHLIGHTS

- Although the student fees in the University System account for 25% of revenue, at Kennesaw State College the percentage is higher, reflecting a greater reliance on tuition income.
- Kennesaw State College continues to have a relatively low percentage of sponsored operations revenues including grants and contracts.

## GRANTS AND CONTRACTS



<b>SPONSORED FUNDS</b>							
	<b>FY 86*</b>	<b>FY 87*</b>	<b>FY 88</b>	<b>FY 89</b>	<b>FY 90</b>	<b>5-Year \$ Change</b>	<b>5-Year % Change</b>
Total Sponsored Funding	\$289,327	\$247,340	\$367,530	\$494,449	\$495,584	206,255	71%
Annual % Change	(26%)	(15%)	48%	34%	.2%		
% of Total E&G Budget	2%	1%	1%	2%	2%		

<b>SPONSORED FUNDING SOURCES IN FY 90</b>				
	<b>Federal</b>	<b>State</b>	<b>Other</b>	<b>Total</b>
Sponsored Funds	\$270,233	\$9,603	\$215,746	\$495,582
% of Total	55%	2%	43%	100%

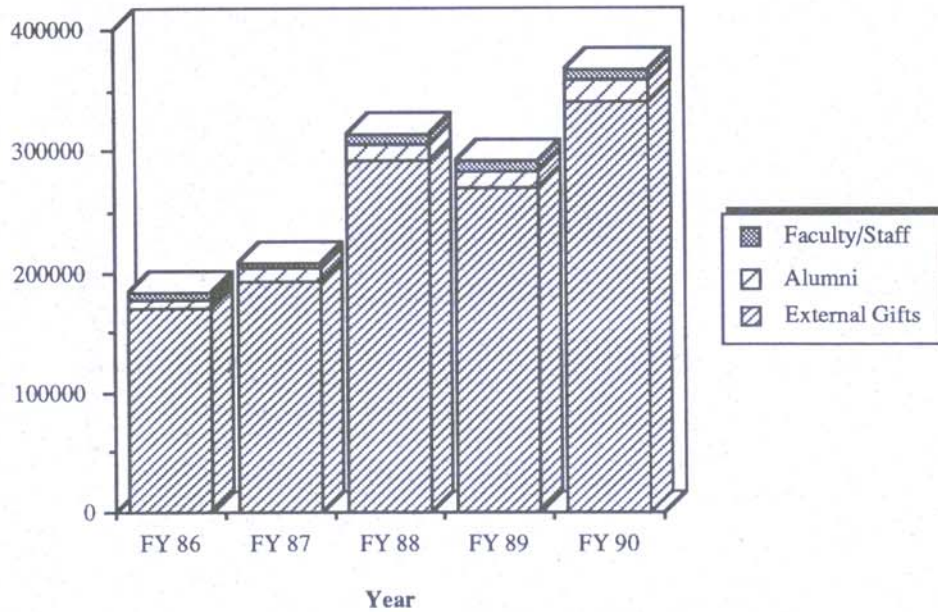
\*Included all or a portion of a cooperative education grant which was in excess of \$200,000.

### HIGHLIGHTS

- The dollar value of grants and contracts has fluctuated from year to year; however, substantial growth has occurred over the last five years.
- Grant and contract funding remains relatively low at KSC.



## KSC FOUNDATION AND ALUMNI ASSOCIATION ANNUAL FUND CONTRIBUTIONS



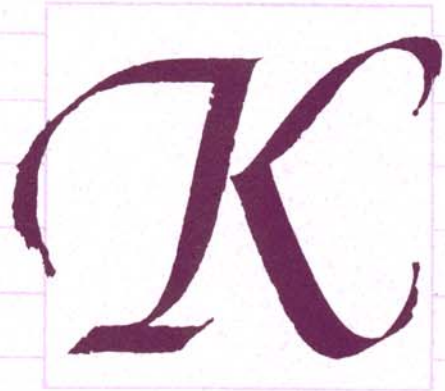
### SOURCES OF CONTRIBUTIONS BY FISCAL YEARS \*

Source	1985-86	1986-87	1987-88	1988-89	1989-90	5-Year # Change	5-Year % Change
External Gifts	\$169,075	\$191,386	\$292,183	\$269,734	\$341,216	\$172,141	102%
Alumni	\$7,187	\$11,525	\$11,851	\$13,175	\$16,274	\$9,087	126%
KSC Faculty/Staff	\$6,632	\$4,232	\$10,405	\$9,833	\$9,417	\$2,785	30%
<b>Total</b>	<b>\$182,894</b>	<b>\$207,143</b>	<b>\$314,439</b>	<b>\$292,742</b>	<b>\$366,907</b>	<b>\$184,013</b>	<b>50%</b>

\* Development's fiscal year runs from April 1 to March 31.

### HIGHLIGHTS

- Overall contributions to the KSC Foundation and Alumni Association increased notably over the last five years.
- In recent years, Kennesaw State has begun to receive substantial gifts of over \$100,000 each.



PHYSICAL  
FACILITIES

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## Physical Facilities

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## ACCUMULATED INVESTMENT IN PLANT

### Year Ended June 30, 1990

	YEAR ACQUIRED	ADJUSTED INVESTMENT AS OF JUNE 30, 1990
<b>LAND</b>		
Main Campus		\$127,477.00
<b>TOTAL LAND</b>		127,477.00
<b>BUILDINGS</b>		
Administration Building	1967	331,724.01
Administration Annex	1967	610,430.95
Business Administration Building	1967	387,198.41
Education & Performing Arts C-91	1989	4,132,729.19
Humanities Building	1979	1,857,717.51
Wyman Pilcher	1967	1,021,839.96
Horace W. Sturgis Library	1967	3,886,879.96
Music Building	1978	523,613.66
Natural Sci & Mathematics Building	1967	646,835.54
Physical Education Building	1967	1,874,033.56
Social Science Building	1967	411,049.71
Student Center	1973	2,293,008.37
Warehouse and Shops	1973	791,138.49
Business Administration & Computer Science	1989	5,978,847.71
Art Welding Studio	1990	22,421.00
<b>TOTAL BUILDINGS</b>		24,769,468.03
<b>TOTAL IMPROVEMENTS OTHER THAN BUILDINGS</b>		809,182.07
<b>TOTAL LIBRARY COLLECTIONS</b>		4,423,833.17
<b>TOTAL EQUIPMENT</b>		5,371,734.33
<b>TOTAL INVESTMENT IN PLANT</b>		<b>\$ 35,501,694.60</b>

### HIGHLIGHTS

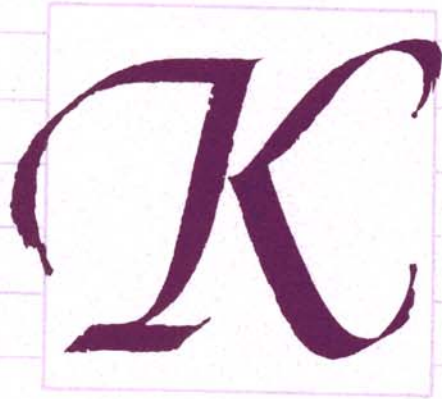
- The total accumulated original investment in KSC's land, buildings, improvements and equipment is over \$35 million.
- In terms of today's investment dollars, KSC assets are estimated to be valued at \$67 million.

## DISTRIBUTION OF CLASSES ACROSS THE DAY FALL 1990

Class Times	Percent of Total Classes Offered	
	MWF	TT
<b>Morning</b>		
Early	10%	13%
Mid	20%	-
Late	14%	25%
<b>Morning Sub-total</b>	<b>44%</b>	<b>38%</b>
<b>Afternoon</b>		
Early	20%	22%
Mid	3%	-
Late	5%	8%
<b>Afternoon Sub-total</b>	<b>28%</b>	<b>30%</b>
<b>Evening</b>		
Early	18%	20%
Late	10%	12%
<b>Evening Sub-total</b>	<b>28%</b>	<b>32%</b>
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>

### HIGHLIGHTS

- Classes at KSC are well distributed across the morning, afternoon and evening time blocks.
- Afternoon scheduling of classes has grown in recent years to a level comparable to the evening schedule.



SOURCES  
OF DATA



## SOURCES OF DATA

### Student Information

Pages	Sources
12 - 17	University System, Quarterly Enrollment Reports
18	Computer Services, Analysis of Graduates
19 - 26	University System, Quarterly Enrollment Reports
27	Office of Admissions
	Computer Services, Application Statistical Reports
28	Computer Services, Day/Night Reports
29 - 30	Computer Services, Final Course Summary
31 - 32	University System, Quarterly Enrollment Reports
33	Computer Services, Analysis by County
34 - 35	Computer Services Zip Code Analysis
36	Computer Services, Foreign Students by Country
37	Computer Services, Distribution of Student Age
38	Computer Services, Controller Reports
39	Computer Services, Analysis of Graduates
40	Computer Services, Controller Reports
	Computer Services, Analysis of Undergraduates
41	Computer Services, Application Statistical Reports
42	Computer Services, Application Statistical Reports
43	Office of Admissions, Computer Services - Readmissions Summary Report
44	Office of Admissions, S.A.T. Scores College Board, S.A.T. Scores
45	Office of the Registrar - Developmental Studies Annual Report
46	KSC 101 Program Coordinator
47	Office of Student Financial Aid

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### Academic Programs

Pages	Sources
52 - 54	Office of the Registrar; Computer Services
55	Institutional Research; Computer Services
56 - 60	Computer Services; Office of the Registrar
61	University System Authorized Degrees
62 - 70	Computer Services, Analysis of Undergraduates Computer Services, Analysis of Graduates
71	Office of Alumni Affairs
72	Office of Continuing Education
73	Library Director

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### Faculty and Staff Information

Pages	Sources
78	Kennesaw State College Budgets
79 - 81	Office of Academic Affairs and Office of Institutional Research, Faculty Databases
82	University System, Information Digest
83	Office of Institutional Research, Faculty Databases
84	AAUP, <i>ACADEME</i> , March-April 1990
85	University System, Salary Study
86	Office of Academic Affairs and Office of Institutional Research, Faculty Databases
87	Higher Education Staff Information (EEO-6) Equal Employment Opportunity Commission, 1986-1990 Kennesaw State College Office of Minority Affairs



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## SOURCES OF DATA

### Budget and Financial Information

Pages	Sources
92 - 99	Office of Business Services
100	Office of Development and Alumni Affairs

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### Physical Facilities

Pages	Sources
104	Vice President for Business & Finance
105	Computer Services, Analysis of Classes