



KENNESAW  
STATE  
COLLEGE

FACT  
BOOK

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BOOK

1991  
1992





KENNESAW  
STATE  
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FACT  
BOOK

OFFICE OF  
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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 fifth edition of the **Kennesaw State College Fact Book** is intended to respond to that need and enhance the college's efforts to advance institutional effectiveness.

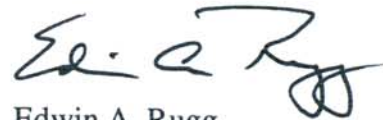
The **Fact Book** is intended to give a comprehensive overview of basic information about most aspects of the college. Where possible, trends over the last five years have been identified. Graphic as well as tabular approaches have been used to capture selected data, and interpretations of the data are 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. Dr. Joe Kelly 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. Jeanne Sperry (College Relations) graciously offered graphic design concepts that enhance the document in layout and color scheme. 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 fifth edition.



Deborah J. Head  
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Institutional Research



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# 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, Continuing Education/Performing Arts in 1989 and Business Administration in 1991). 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 and later became the Education Building.
- 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 1985.
- In 1986, Kennesaw became one of the first institutions in our region to be reaccruited 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 college added a performing arts auditorium to its physical resources in 1989.
- 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 and was again singled out as a "rising star" in 1991.
- 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.
- The Fall 1990 enrollment surpassed 10,000 students for the first time in the history of the college.
- During Fiscal Year 1990-91, KSC received Board of Regents approval to begin offering a Master of Public Administration degree.
- The admissions office added a new system called Telephone Admissions Status Inquiry (TASI) that offers students 24-hour, seven-days-a-week access to admissions information, including the status of their application, admissions deadlines, test-score requirements, and other valuable information.
- A campus chapter of Phi Kappa Phi National Honor Society was installed during the 1990-91 year.



# 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.

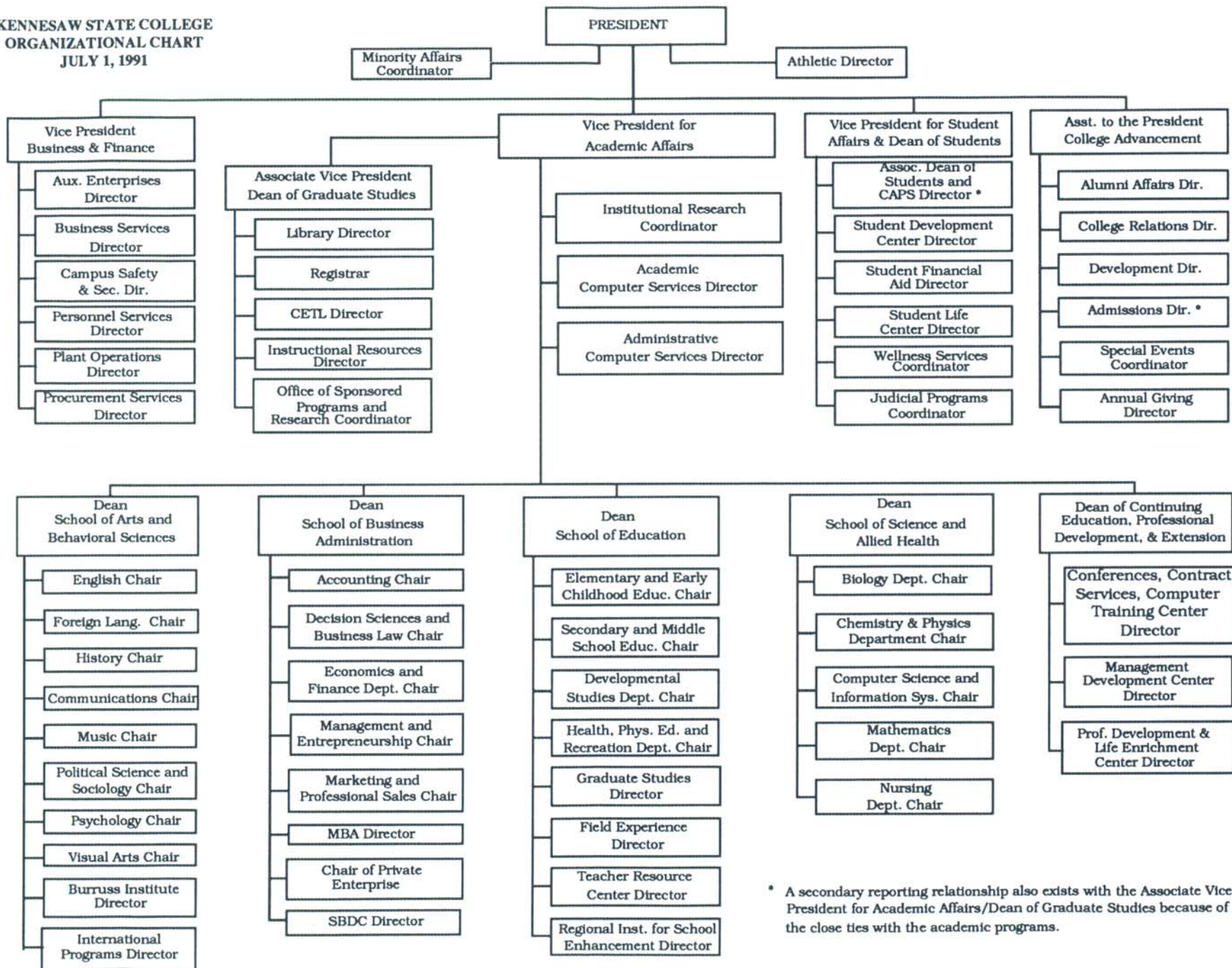


## ACCREDITATION

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, 1991**



\* 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.



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## STUDENT INFORMATION

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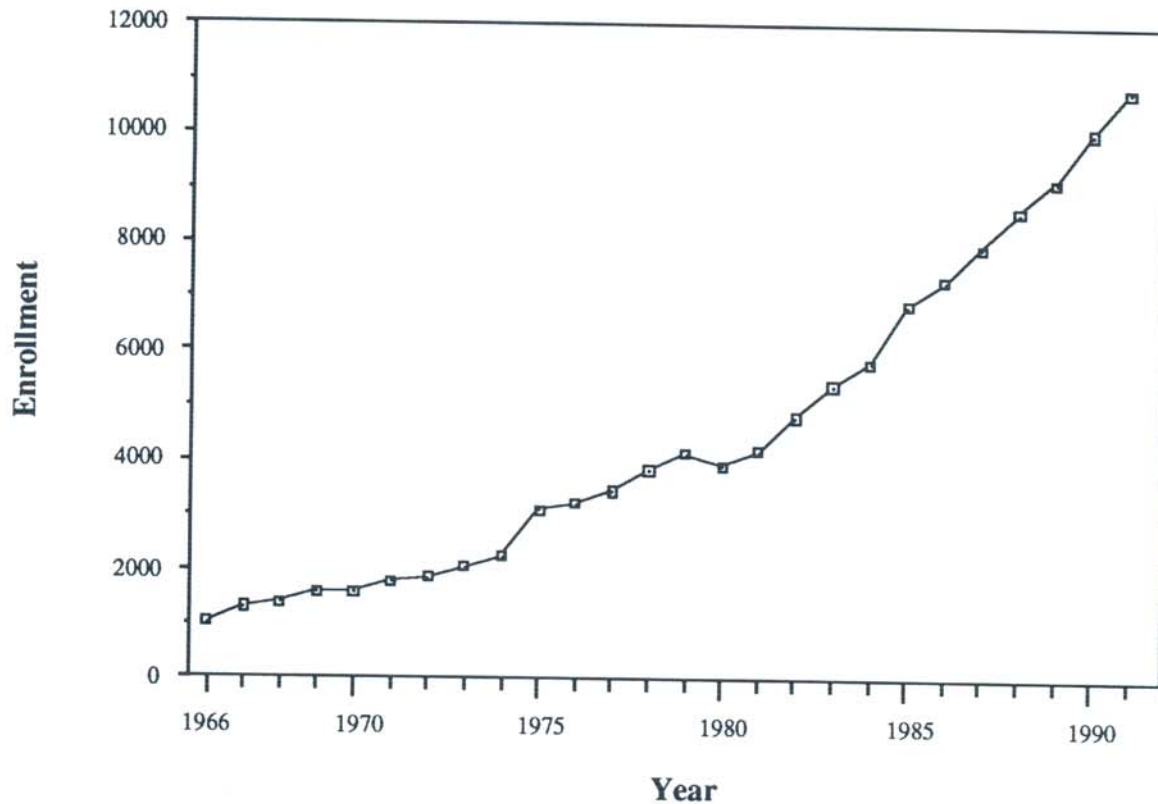


**FALL QUARTER ENROLLMENTS SINCE 1966**

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%	
1991	10,913	9%	



## ENROLLMENT TREND 1966 - 1991

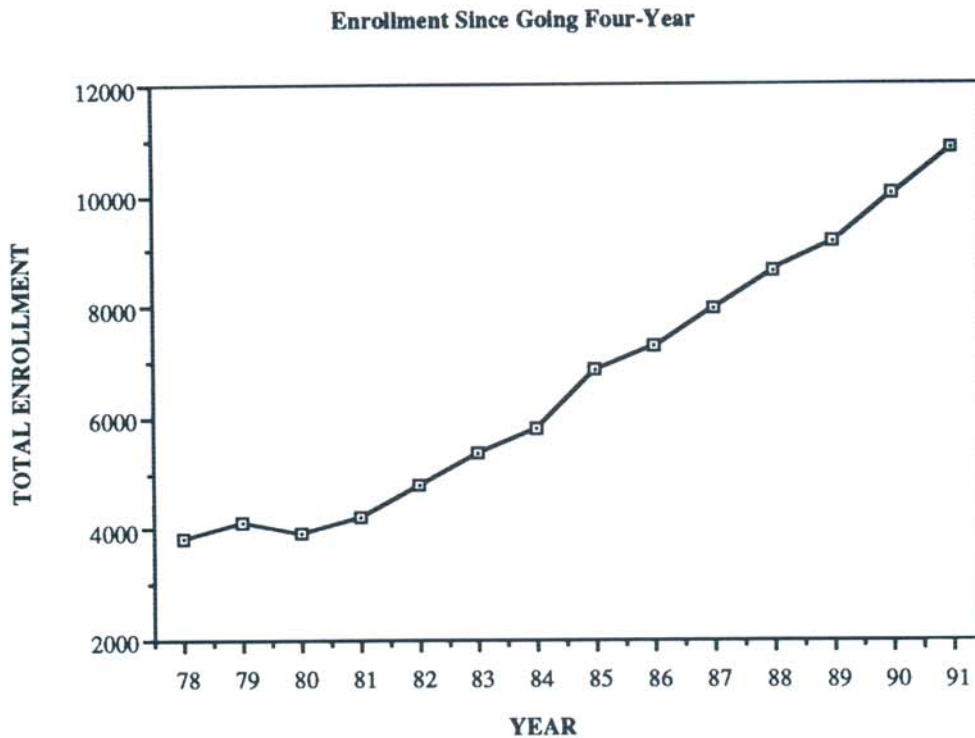


### HIGHLIGHTS

- With the exception of only one year in the last 25, Kennesaw State College has experienced constant growth in enrollment since its founding in 1966.
- From 1966 to 1991, Kennesaw State College's enrollment grew by nearly 10,000 students or 976%.
- Roughly two-thirds of the college's growth since its founding occurred in the 1980's; fall enrollment grew by over 6,700 or 160% from 1981 to 1991.
- The average annual fall enrollment growth in the 1980's was 9.9%.



## SENIOR COLLEGE ENROLLMENT HISTORY



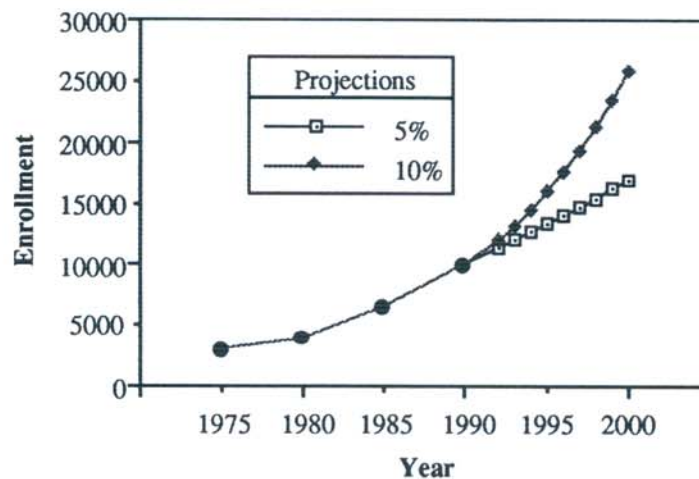
1987 - 1991 FALL QUARTER ENROLLMENT COMPARISONS							
Enrollment	Fall 1987	Fall 1988	Fall 1989	Fall 1990	Fall 1991	5-Year # Change	5-Year % Change
Undergraduate	7,370	7,955	8,404	9,148	9,826	2,456	33%
Graduate	576	659	736	882	1,087	511	89%
Total	7,946	8,614	9,140	10,030	10,913	2,967	37%
Annual % Change	8%	8%	6%	10%	9%		

### HIGHLIGHTS

- Undergraduate enrollment grew 33% over the last 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 4,195 in 1981 to 10,913 in 1991, an impressive increase of 122%.



## FALL ENROLLMENT PROJECTIONS AT KSC IN THE 1990's BASED UPON 5 OR 10% ANNUAL INCREASES



Actual Fall 1991	10,913	
	5% Growth/Yr	10% Growth/Yr
Projected Fall 1992	11,459	12,004
Projected Fall 1993	12,032	13,205
Projected Fall 1994	12,633	14,525
Projected Fall 1995	13,265	15,978
Projected Fall 1996	13,928	17,575
Projected Fall 1997	14,624	19,333
Projected Fall 1998	15,356	21,266
Projected Fall 1999	16,123	23,393
Projected Fall 2000	16,930	25,732

### HIGHLIGHTS

- Kennesaw State's enrollment growth over the last twenty-five years is unparalleled in the University System.
- Even if the annual growth rate of enrollment increases in the 1990's were to fall to 5%, Kennesaw State would exceed the 15,000 student mark by 1998.
- If the 10% annual increase of the 1980's were to continue in the 1990's KSC will be at the 25,000 mark within the decade.



**KSC IS GROWING TOWARD  
AN URBAN UNIVERSITY'S  
DISTRIBUTION OF STUDENTS**

Fall 1991 Student Category	GSO (Traditional Residential)		GSU (Urban Commuter)		KSC (Metro Commuter)	
		% of Total		% of Total		% of Total
Freshmen	3,420	33%	2,559	17%	2,743	30%
Sophomores	2,590	25%	2,964	20%	2,228	25%
Juniors	2,111	21%	3,711	25%	1,881	21%
Seniors	2,158	21%	5,449	37%	2,152	24%
Subtotal	10,279	100%	14,683	100%	9,004	100%
Lower Division	7,417	63%	6,401	41%	5,556	58%
Upper Division	4,269	37%	9,160	59%	4,033	42%
Subtotal	11,686	100%	15,561	100%	9,589	100%
Undergraduates	11,686	87%	15,561	65%	9,589	88%
Graduates	1,636	12%	7,041	29%	1,087	10%
Other/Transients	89	1%	1,422	6%	237	2%
<b>TOTAL</b>	<b>13,411</b>	<b>100%</b>	<b>24,024</b>	<b>100%</b>	<b>10,913</b>	<b>100%</b>

GSO = Georgia Southern University

GSU = Georgia State University

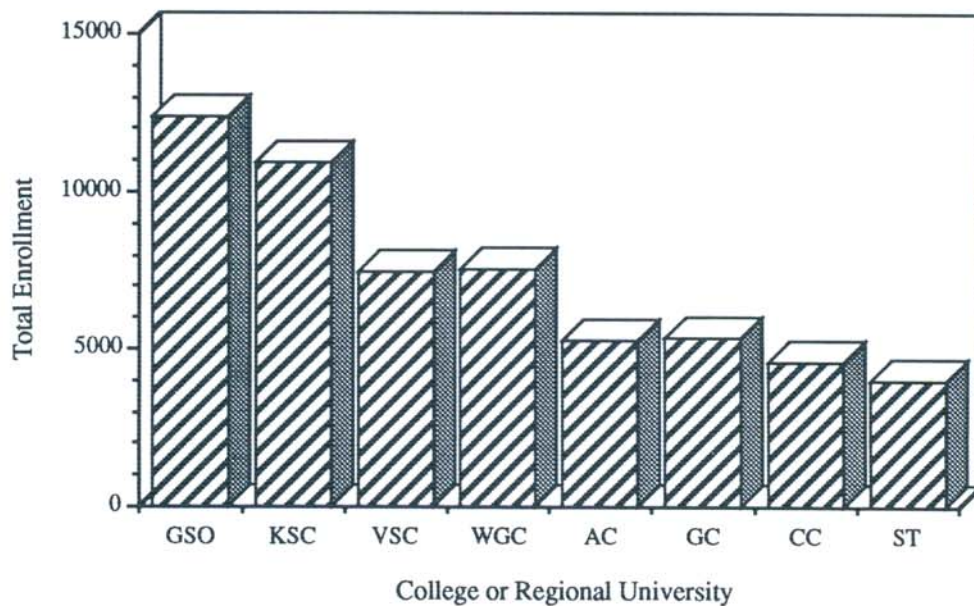
KSC = Kennesaw State College

**HIGHLIGHTS**

- Kennesaw State is evolving to be more like the urban commuter university than the traditional residential university in terms of its distribution of students.
- Traditional residential universities often have larger lower division than upper division enrollments and proportionately fewer graduate students than urban commuter universities; KSC's upper division and graduate enrollment is growing several times faster than its lower division enrollment.
- The nontraditional nature of the students at urban and metropolitan universities results in a substantially different distribution of students for the traditional residential institution.



## ENROLLMENT COMPARISON OF SELECTED SISTER INSTITUTIONS



### FALL 1991 ENROLLMENT COMPARISONS

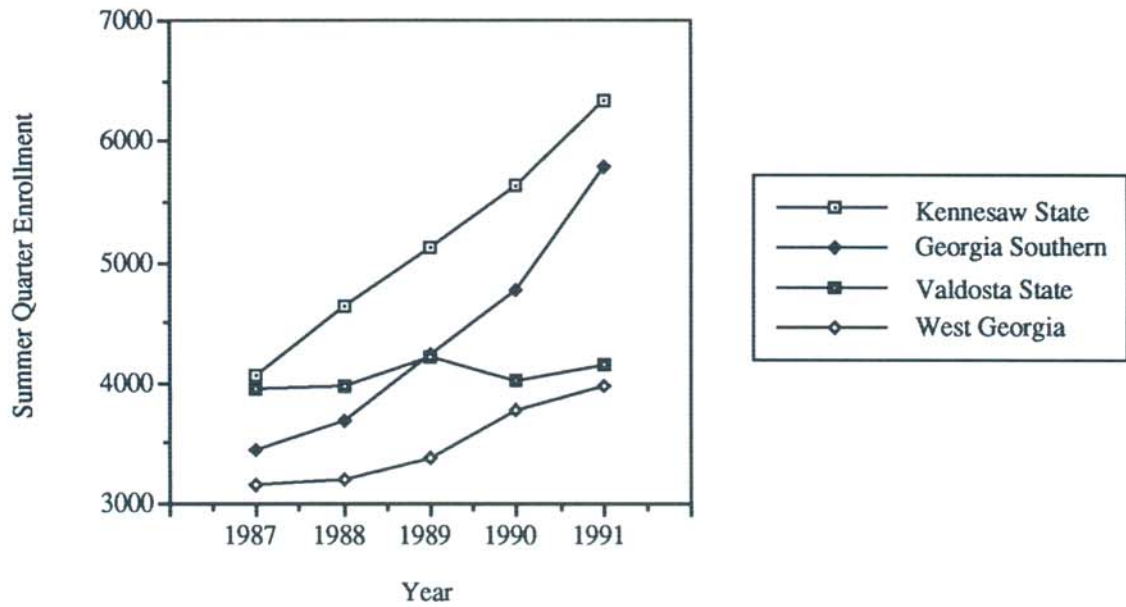
	Total Enrollment	EFT	Graduate Enrollment	Upper Divison	Total New Students
Georgia Southern University	13,411	12,439	1,636	4,269	3,829
<i>KENNESAW STATE</i>	10,913	7,773	1,087	4,033	2,527
Valdosta State College	7,436	6,366	1,182	2,734	1,877
West Georgia College	7,521	5,992	2,000	2,170	2,058
Augusta College	5,292	4,014	755	1,377	1,524
Georgia College	5,350	4,355	972	1,923	1,665
Columbus College	4,568	3,620	554	1,524	1,160
Southern Tech	4,008	3,084	250	1,596	928

### 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 almost twice as many graduate students as KSC, but KSC will soon become as large as Valdosta State in graduate enrollment.



## SUMMER QUARTER ENROLLMENT COMPARISONS AMONG SELECTED SISTER INSTITUTIONS



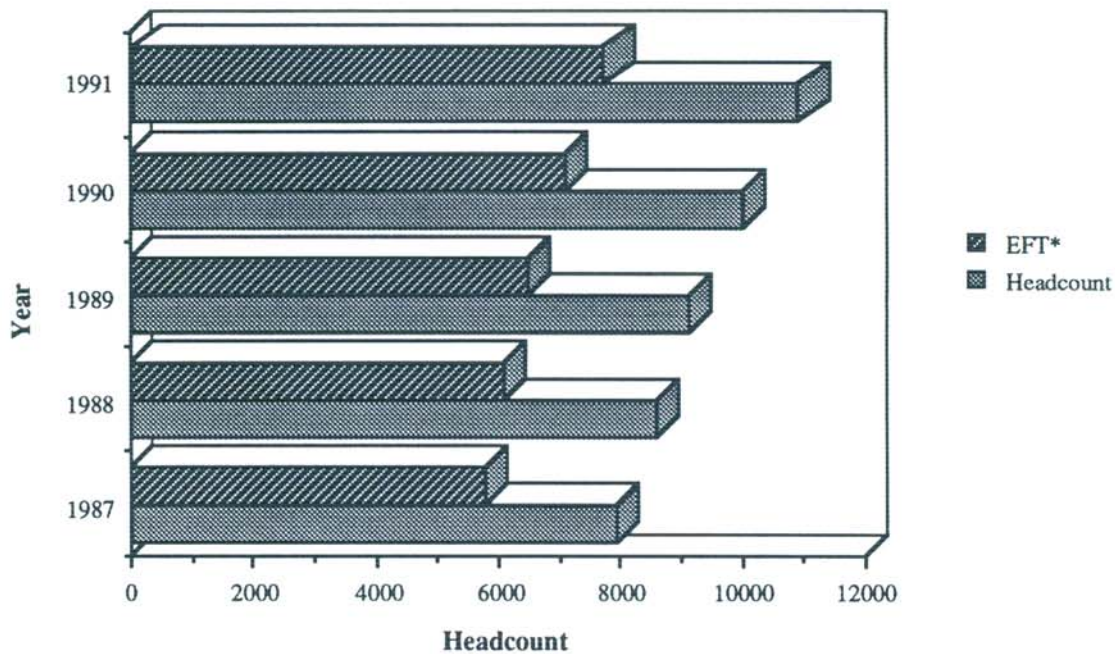
INSTITUTIONS	1987	1988	1989	1990	1991
Kennesaw State	4,051	4,630	5,129	5,640	6,327
Georgia Southern	3,446	3,684	4,238	4,762	5,787
Valdosta State	3,950	3,973	4,225	4,027	4,159
West Georgia	3,144	3,202	3,368	3,767	3,962
Augusta	2,420	2,700	2,912	2,851	2,932
Georgia College	2,284	2,288	2,540	2,631	2,804
Columbus	2,164	2,214	2,312	2,461	2,566
Clayton State	1,310	1,475	1,610	1,978	2,228
Armstrong State	1,369	1,511	1,854	2,210	2,202
Southern Tech	1,830	1,899	1,978	2,035	2,041

### 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.



## HEADCOUNT AND EFT ENROLLMENT: FALL QUARTERS 1987 - 1991



### HEADCOUNT AND EFT ENROLLMENT COMPARISONS

Type	Fall 1987	Fall 1988	Fall 1989	Fall 1990	Fall 1991	5-Year # Change	5-Year % Change
Total Headcount	7,946	8,614	9,140	10,030	10,913	2,967	37%
Headcount(% Change)	8%	9%	6%	10%	9%		
Total EFT*	5,785	6,071	6,474	7,110	7,773	1,988	34%
EFT(% Change)	7%	5%	7%	10%	9%		

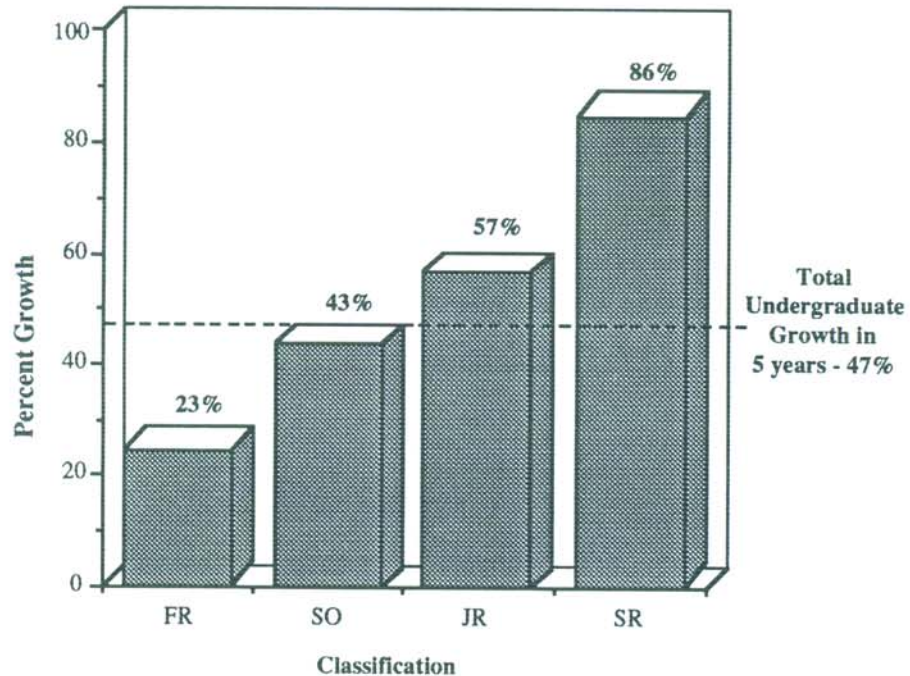
\*EFT - The University System of Georgia definition: Equivalent full-time enrollment converts the number of enrolled students, full- and part-time into an equivalent number of full-time students. It is calculated by dividing the total credit hours taken by all students during the quarter by 15.

### 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



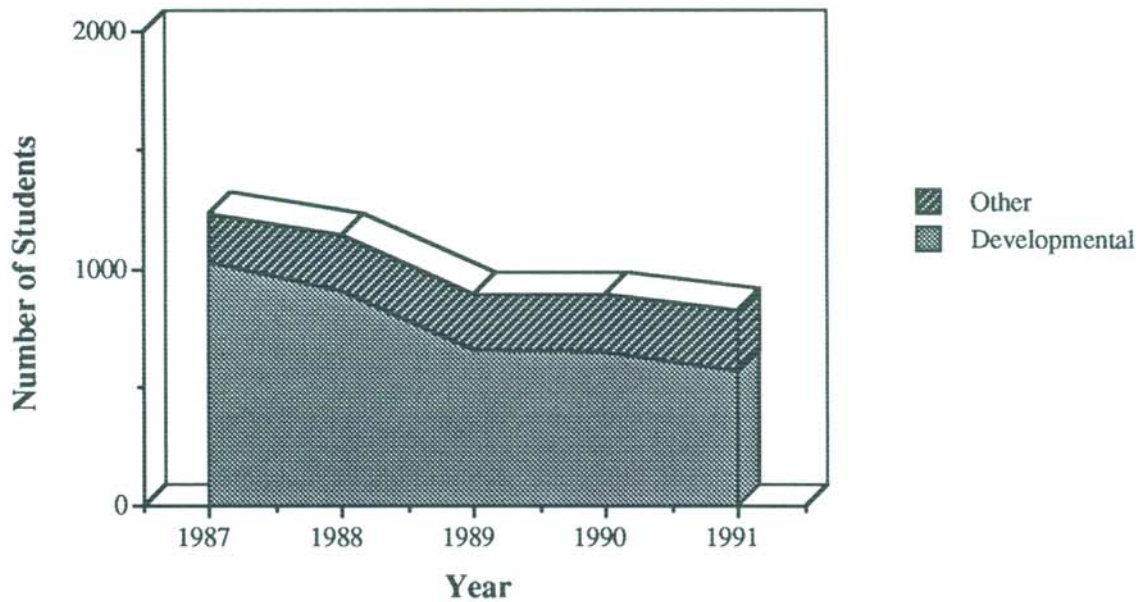
DEGREE-SEEKING STUDENTS: FALL 1987 - FALL 1991							
Classification	Fall 1987	Fall 1988	Fall 1989	Fall 1990	Fall 1991	5-Year # Change	5-Year % Change
Freshmen	2,234	2,352	2,750*	2,543	2,743	509	23%
Sophomores	1,555	1,736	1,818*	2,189	2,228	673	43%
Juniors	1,196	1,387	1,425*	1,725	1,881	685	57%
Seniors	1,158	1,342	1,523*	1,799	2,152	994	86%
<b>Total Undergraduates</b>	<b>6,143</b>	<b>6,817</b>	<b>7,516</b>	<b>8,256</b>	<b>9,004</b>	<b>2,861</b>	<b>47%</b>
<b>Annual % Change</b>	<b>6%</b>	<b>11%</b>	<b>10%</b>	<b>10%</b>	<b>9%</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 71% .
- 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



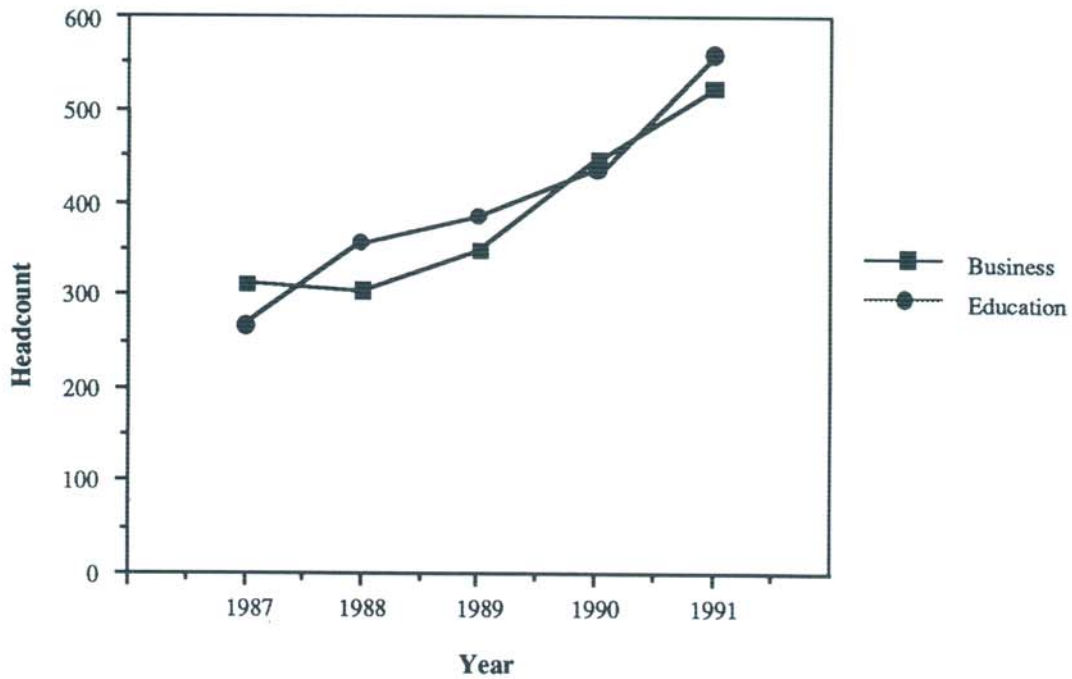
NON-DEGREE ENROLLMENT: FALL 1987- FALL 1991							
Undergraduate Classification	Fall 1987	Fall 1988	Fall 1989	Fall 1990	Fall 1991	5-Year # Change	5-Year % Change
Dev. Studies	1,027	902	656	648	570	(457)	(44%)
JETS	18	9	16	11	15	(3)	(16%)
Transient	67	88	74	93	86	19	28%
All Other	115	139	142	140	151	36	31%
<b>Total</b>	<b>1,227</b>	<b>1,138</b>	<b>888</b>	<b>892</b>	<b>822</b>	<b>(405)</b>	<b>(33%)</b>
<b>Annual % Change</b>	<b>8%</b>	<b>(7%)</b>	<b>(22%)</b>	<b>.4%</b>	<b>(8%)</b>		

### 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. By 1991, the goal of maintaining approximately 600 students was attained.
- 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



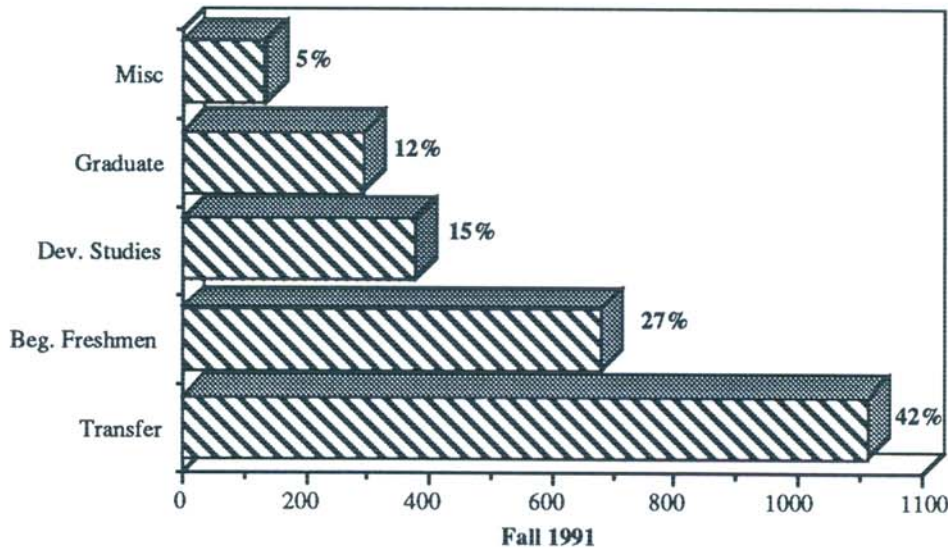
DISTRIBUTION OF GRADUATE ENROLLMENT							
Area	Fall 1987	Fall 1988	Fall 1989	Fall 1990	Fall 1991	5-Year # Change	5-Year % Change
MBA	294	283	327	419	507	228	78%
Non-degree	17	20	24	26	15	(2)	(12%)
<b>Total Business</b>	<b>311</b>	<b>303</b>	<b>351</b>	<b>445</b>	<b>522</b>	<b>211</b>	<b>69%</b>
MED	28	31	51	64	81	53	189%
Non-degree*	237	325	334	373	484	247	104%
<b>Total Education</b>	<b>265</b>	<b>356</b>	<b>385</b>	<b>437</b>	<b>565</b>	<b>300</b>	<b>113%</b>
<b>Total Graduate</b>	<b>576</b>	<b>659</b>	<b>736</b>	<b>882</b>	<b>1,087</b>	<b>511</b>	<b>89%</b>
Annual % Change	18%	14%	12%	20%	23%		

\* 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 1987 - 1991



Percentage of the Fall 1991 NEW Student Body by Category

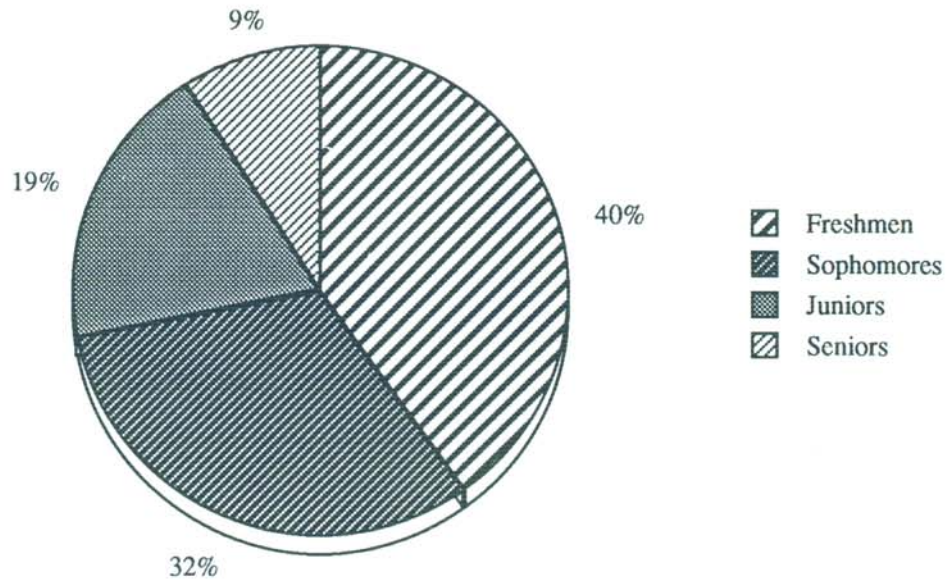
NEW STUDENT ENROLLMENT COMPARISONS							
Classification	Fall 1987	Fall 1988	Fall 1989	Fall 1990	Fall 1991	5-Year # Change	5-Year % Change
Beginning Freshmen	552	599	692	650	679	127	23%
Developmental Studies	673	579	380	457	376	(297)	(44%)
Transfer Students	714	786	836	981	1,053	339	47%
JETS	11	7	13	9	10	(1)	(9%)
Transients	46	63	48	56	48	2	4%
Other	63	78	75	67	68	5	8%
Graduates	165	192	218	249	293	128	78%
<b>Total</b>	<b>2,224</b>	<b>2,304</b>	<b>2,262</b>	<b>2,469</b>	<b>2,527</b>	<b>303</b>	<b>14%</b>
Annual % Change	3%	4%	(2%)	9%	2%		

### HIGHLIGHTS

- KSC realized healthy growth in the number of new freshmen, transfers, and graduate students over the last 5 years, but annual rates of growth generally lagged total enrollment growth.
- The growth rate of transfers was especially impressive and twice that of the beginning freshmen.
- New Developmental Studies enrollment decreased significantly (44%) as a result of raising minimum admissions standards.
- New students comprised from 23 to 30% of the total fall enrollment during the past five years.



## NEW TRANSFER STUDENTS BY ENTERING CLASSIFICATION



Fall 1991: Distribution of New Transfers at Time of Acceptance

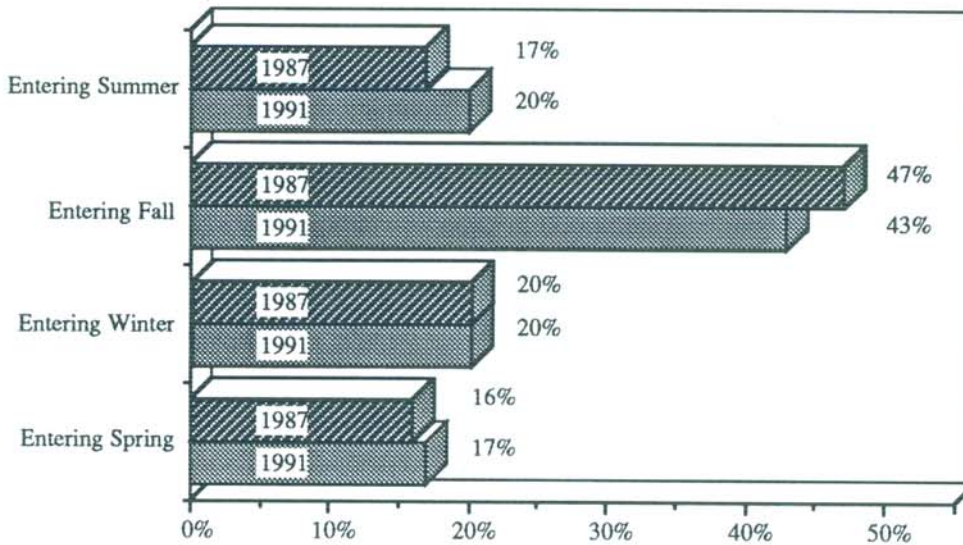
CLASSIFICATION OF NEW TRANSFERS							
Classification	Fall 1987	Fall 1988	Fall 1989*	Fall 1990	Fall 1991	5-Year # Change	5-Year % Change
Freshmen	366	332	505	391	421	55	15%
Sophomores	203	244	174	328	335	132	65%
Juniors	107	146	96	196	198	91	85%
Seniors	38	64	61	66	99	61	16%
<b>Total Transfers</b>	<b>714</b>	<b>786</b>	<b>836</b>	<b>981</b>	<b>1,053</b>	<b>339</b>	<b>47%</b>
Annual % Change	2%	10%	6%	17%	7%		

\* Caution is noted in interpreting these data. Transfer students are classified as freshmen until their transcripts have been evaluated. In 1989, transfer evaluations were incomplete at the time of the official census count; freshmen numbers were therefore, inflated.

### HIGHLIGHTS

- The overall growth rate of new transfer students over the last 5 years (47%) exceeded the rate of growth for the total undergraduate student body (37%).
- The increasing numbers of upper classmen continue to affirm the attractiveness of KSC's upper division programs.

## TOTAL NEW STUDENTS ENROLLED: FISCAL YEARS 1987 - 1991



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

FISCAL YEARS COMPARISONS: TOTAL NEW STUDENTS ENROLLED							
Quarters	FY 1987	FY 1988	FY 1989	FY 1990	FY 1991	5-Year # Change	5-Year % Change
Summer	764	902	1,013	1,058	1,124	360	47%
Fall	2,159	2,224	2,304	2,262	2,469	310	14%
Winter	918	1,077	943	1,056	1,139	221	24%
Spring	714	791	773	862	961	247	35%
Totals	4,555	4,994	5,033	5,238	5,693	1,138	25%
Annual % Change	10%	9%	1%	4%	9%		

### HIGHLIGHTS

- Unlike a traditional residential campus that attracts most of its students in the fall, Kennesaw State attracts more than half of its new students each year in the other three quarters. The proportion of new students who start at Kennesaw State in the fall fell from almost 5 out of every 10 in 1986-87 to nearly 4 in 10 in 1990-91.
- Increases of new students during the summer quarters showed the greatest growth rate of 47% 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.
- The annual growth in new student enrollment slowed substantially in 1988-89 and 1989-90 with the implementation of new admission standards. There was another significant increase of new students in FY 90-91 which historically has occurred in times of economic recession.



## WINTER QUARTER ENROLLMENTS

TOTAL WINTER ENROLLMENT							
	Winter 1988	Winter 1989	Winter 1990	Winter 1991	Winter 1992	5-Year # Change	5-Year % Change
Developmental	786	718	488	563	496	(290)	(37%)
Freshmen	1,967	1,989	2,230	2,124	2,415	448	23%
Sophomores	1,610	1,696	1,882	2,095	2,161	551	34%
Juniors	1,245	1,396	1,508	1,801	1,947	702	56%
Seniors	1,286	1,436	1,631	1,920	2,279	993	77%
Graduates	596	676	817	961	1,108	512	86%
All Other	191	182	190	211	221	30	16%
Total	7,681	8,093	8,746	9,675	10,627	2,946	38%
Percent Change	9%	5%	8%	11%	10%		

NEW STUDENT ENROLLMENT							
	Winter 1988	Winter 1989	Winter 1990	Winter 1991	Winter 1992	5-Year # Change	5-Year % Change
Developmental	245	191	156	197	171	(74)	(30%)
Beg. Freshmen	112	104	110	97	147	35	31%
Transfer Fresh.	207	193	223	220	260	53	26%
Sophomores	139	110	147	135	148	9	6%
Juniors	70	72	85	98	112	42	60%
Seniors	33	34	41	53	68	35	106%
Graduates	168	166	214	228	211	43	26%
All Other	103	73	80	111	97	(6)	(6%)
Total	1,077	943	1,056	1,139	1,214	137	13%
Percent Change	17%	(12%)	12%	8%	7%		

### HIGHLIGHTS

- Annual percentage increases in total winter enrollment have averaged about 9% in recent years and were higher than the increases for fall in recent years.
- 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

<b>TOTAL SPRING ENROLLMENT</b>							
	Spring 1987	Spring 1988	Spring 1989	Spring 1990	Spring 1991	5-Year # Change	5-Year % Change
Developmental	588	585	452	361	392	(196)	(33%)
Freshmen	1,669	1,845	1,926	2,029	2,053	384	23%
Sophomores	1,343	1,506	1,650	1,843	1,929	586	44%
Juniors	1,124	1,231	1,319	1,568	1,760	636	57%
Seniors	1,176	1,331	1,535	1,759	2,043	867	74%
Graduates	495	603	663	788	946	451	91%
All Other	208	168	175	187	181	(27)	(13%)
Total	6,603	7,269	7,720	8,535	9,304	2,701	41%
Percent Change	8%	13%	10%	11%	9%		

<b>NEW STUDENT ENROLLMENT</b>							
	Spring 1987	Spring 1988	Spring 1989	Spring 1990	Spring 1991	5-Year # Change	5-Year % Change
Developmental	149	163	129	132	154	5	3%
Beg. Freshmen	68	75	63	72	73	5	7%
Transfer Fresh.	188	199	176	200	229	41	22%
Sophomores	66	79	108	109	110	44	67%
Juniors	40	37	59	63	81	41	103%
Seniors	15	14	29	38	48	33	220%
Graduates	103	141	136	172	196	93	90%
All Other	85	83	73	76	70	(15)	(18%)
Total	714	791	773	862	961	247	35%
Percent Change	28%	11%	(4%)	12%	11%		

### HIGHLIGHTS

- Like all other quarters at KSC, enrollments continued to grow at an impressive rate.
- The gap between fall and spring enrollment continues to shrink; it differed by 10% in 1986-87 and only 7% in 1990-91.



## SUMMER QUARTER ENROLLMENTS

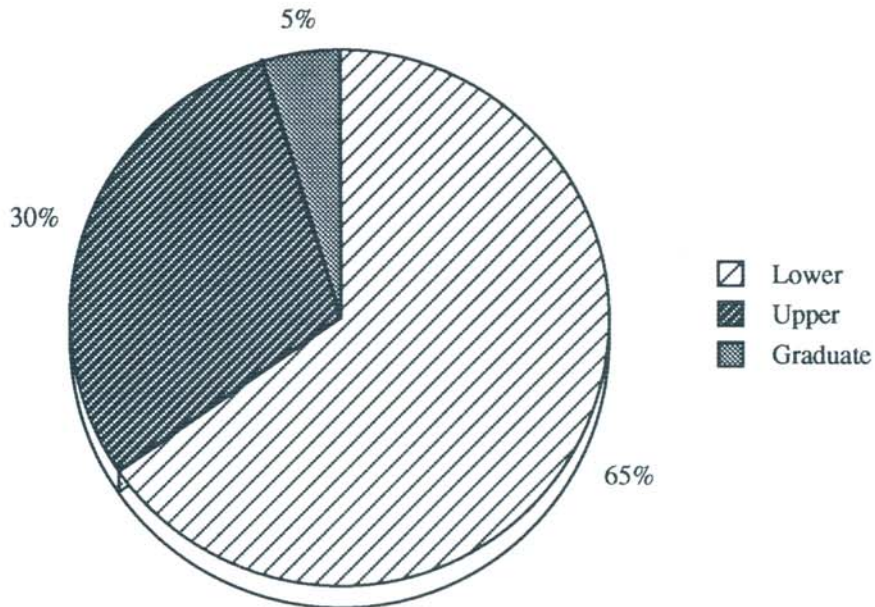
TOTAL SUMMER ENROLLMENT							
	Summer 1987	Summer 1988	Summer 1989	Summer 1990	Summer 1991	5-Year # Change	5-Year % Change
Developmental	263	265	246	235	212	(51)	(19%)
Freshmen	681	768	900	916	1,102	421	62%
Sophomores	724	806	881	977	1,056	332	46%
Juniors	593	752	857	972	1,077	484	82%
Seniors	784	901	1,066	1,237	1,462	678	86%
Graduates	497	517	595	669	820	323	65%
All Other	509	621	584	634	598	89	17%
<b>Total</b>	<b>4,051</b>	<b>4,630</b>	<b>5,129</b>	<b>5,640</b>	<b>6,327</b>	<b>2,276</b>	<b>56%</b>
Percent Change	16%	14%	11%	10%	12%		

NEW STUDENT ENROLLMENT							
	Summer 1987	Summer 1988	Summer 1989	Summer 1990	Summer 1991	5-Year # Change	5-Year % Change
Developmental	91	112	95	108	78	(13)	(14%)
Beg. Freshmen	49	67	76	61	64	15	31%
Transfer Fresh.	104	92	125	129	173	69	66%
Sophomores	61	67	70	98	75	14	23%
Juniors	24	30	49	41	58	34	142%
Seniors	33	22	15	30	39	6	18%
Graduates	171	162	201	196	200	29	17%
All Other	369	461	427	461	409	40	11%
<b>Total</b>	<b>902</b>	<b>1,013</b>	<b>1,058</b>	<b>1,124</b>	<b>1,096</b>	<b>194</b>	<b>22%</b>
Percent Change	18%	22%	4%	6%	(2%)		

### 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.
- The slight decrease in new student enrollment in 1991 probably resulted from the newly implemented immunization requirement which discouraged transient student enrollment.

## FALL CREDIT HOURS GENERATED



Fall 1991 Distribution of Credit Hours

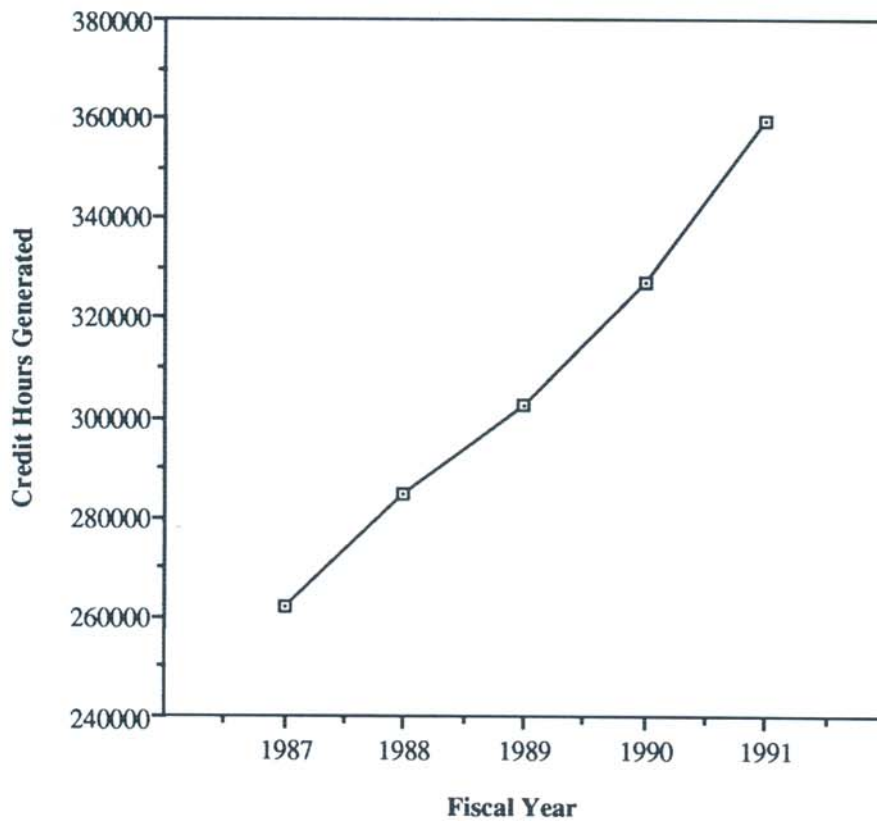
FALL CREDIT HOURS GENERATED 1987-1991							
Level	Fall 1987	Fall 1988	Fall 1989	Fall 1990	Fall 1991	5-Year # Change	5-Year % Change
Lower	61,863	63,370	67,521	71,944	77,722	15,859	26%
Upper	24,008	26,271	27,659	32,404	35,757	11,749	49%
Graduate	2,579	3,489	4,065	4,520	5,640	3,061	119%
Total	88,450	93,130	99,245	108,868	119,119	30,669	35%
Annual % Change	8%	5%	7%	10%	9%		

### HIGHLIGHTS

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



## CREDIT HOURS GENERATED ANNUALLY



FISCAL YEAR CREDIT HOURS GENERATED 1987-1991							
Level	FY 1987	FY 1988	FY 1989	FY 1990	FY 1991	5-Year # Change	5-Year % Change
Dev Studies	19,474	19,205	15,085	11,375	11,920	(7,554)	(39%)
Lower Level	157,267	169,553	180,184	197,487	211,361	54,094	34%
Upper Level	75,549	84,768	94,220	103,446	118,342	42,793	57%
Graduate	9,702	11,283	12,931	15,133	18,084	8,382	86%
<b>Total</b>	<b>261,992</b>	<b>284,809</b>	<b>302,420</b>	<b>327,441</b>	<b>359,707</b>	<b>97,715</b>	<b>37%</b>
Annual # Chg.	25,841	22,817	17,611	25,021	32,266		
Annual % Chg.	11%	9%	6%	8%	10%		

### HIGHLIGHTS

- KSC experienced a growth of nearly 100,000 credit hours of instruction over the past five years, a 37% increase.
- Developmental studies enrollment was cut by nearly 40% in the same period.

## RELATIONSHIP BETWEEN INSTRUCTIONAL BUDGET EXPENSE AND CREDIT HOUR PRODUCTION BY SCHOOL



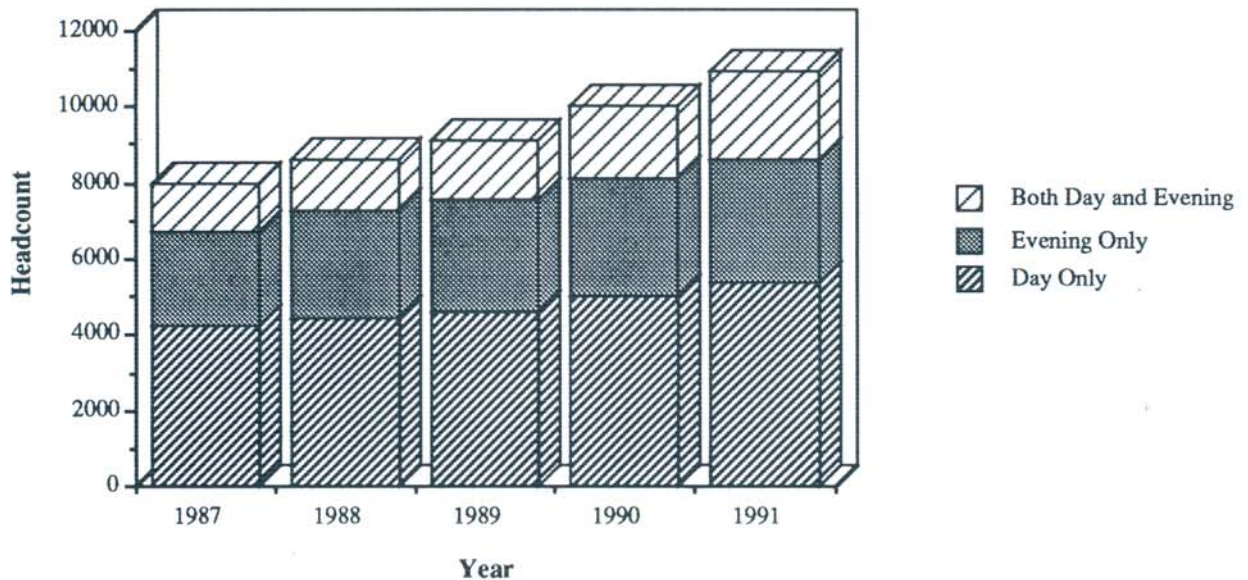
SCHOOL	% OF INSTRUCTIONAL BUDGET EXPENDED IN FY 1990-91	% OF CREDIT HOURS GENERATED IN FY 1990-91
Arts & Behavioral Sciences	33%	37%
Business Administration	26%	26%
Education	14%	14%
Science & Allied Health	27%	23%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>

### HIGHLIGHTS

- Each school's percent of the total instructional budget is closely aligned with the percent of credit hours it generates.
- None of the schools at Kennesaw State provides a major subsidy to the others.



## DAY AND EVENING ENROLLMENTS

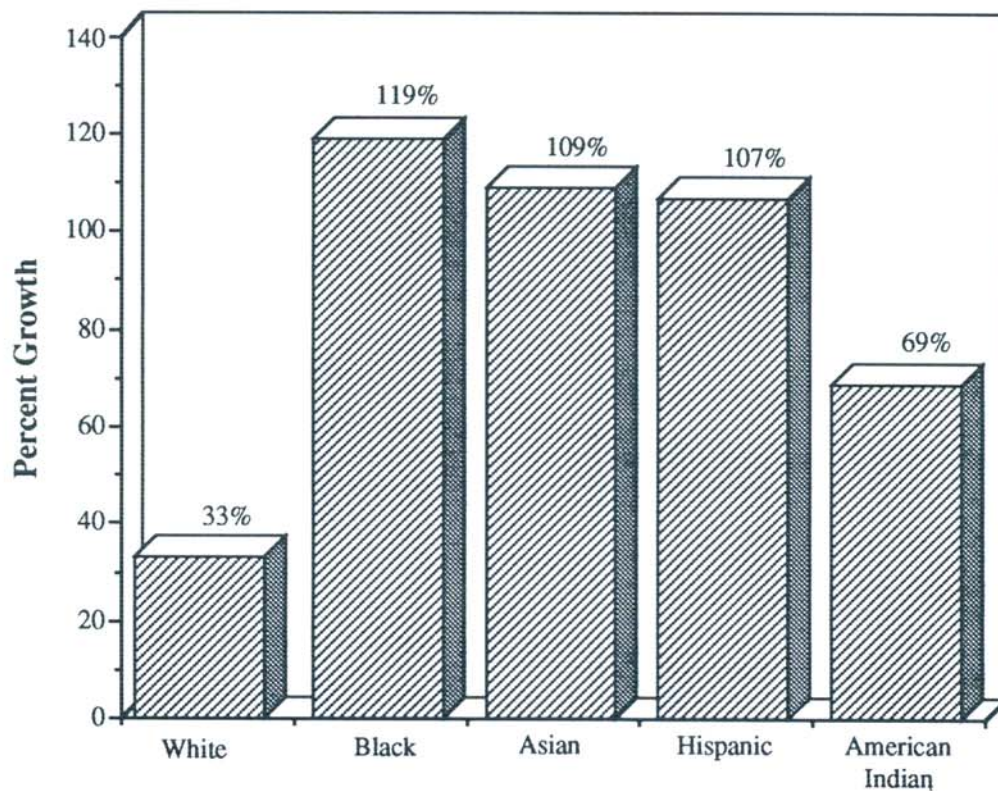


COMPARISON OF DAY-EVENING ENROLLMENTS: FALL 1987-1991							
Category	Fall 1987	Fall 1988	Fall 1989	Fall 1990	Fall 1991	5-Year # Change	5-Year % Change
Day Only	4,228	4,453	4,577	4,991	5,363	1,135	27%
Evening Only	2,462	2,834	2,998	3,105	3,256	794	32%
Both Day & Evening	1,256	1,327	1,565	1,934	2,294	1,038	83%
TOTAL	7,946	8,614	9,140	10,030	10,913	2,967	37%

### HIGHLIGHTS

- Day and evening programs are growing significantly at KSC.
- 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 (51% in the fall of 1991) of all students take at least one evening class.

## FIVE YEAR GROWTH IN MINORITY AND MAJORITY STUDENT ENROLLMENT



DISTRIBUTION BY RACE: FALL 1987- FALL 1991

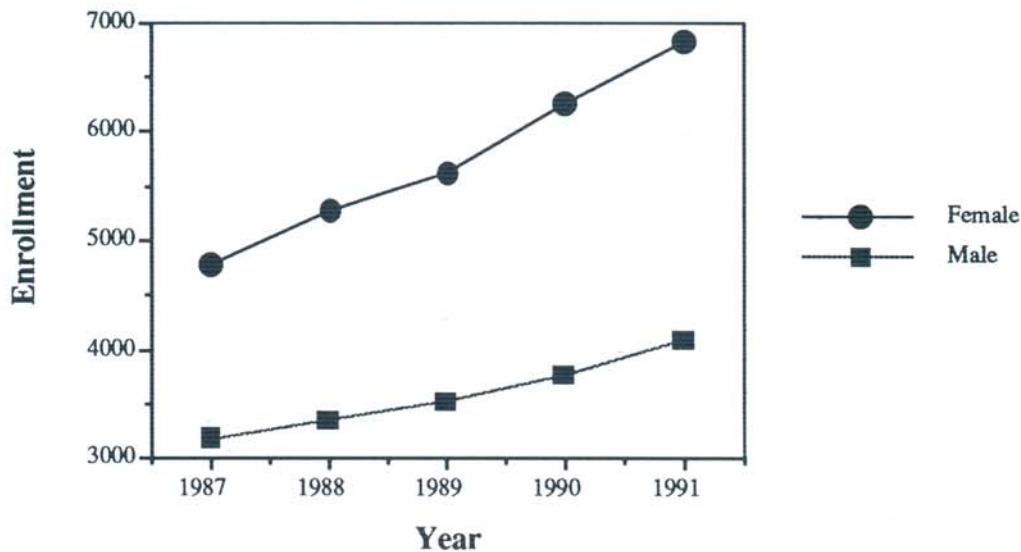
Ethnic Group	Fall 1987	Fall 1988	Fall 1989	Fall 1990	Fall 1991	5-Year # Change	5-Year % Change
WHITE	7,548	8,139	8,600	9,319	10,065	2,517	33%
BLACK	231	275	320	424	507	276	119%
ASIAN/PACIFIC. ISL.	80	87	99	136	167	87	109%
HISPANIC	71	91	100	125	147	76	107%
AMERICAN INDIAN	16	22	21	26	27	11	69%
TOTAL	7,946	8,614	9,140	10,030	10,913	2,967	37%

### HIGHLIGHTS

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



## MALE AND FEMALE ENROLLMENT



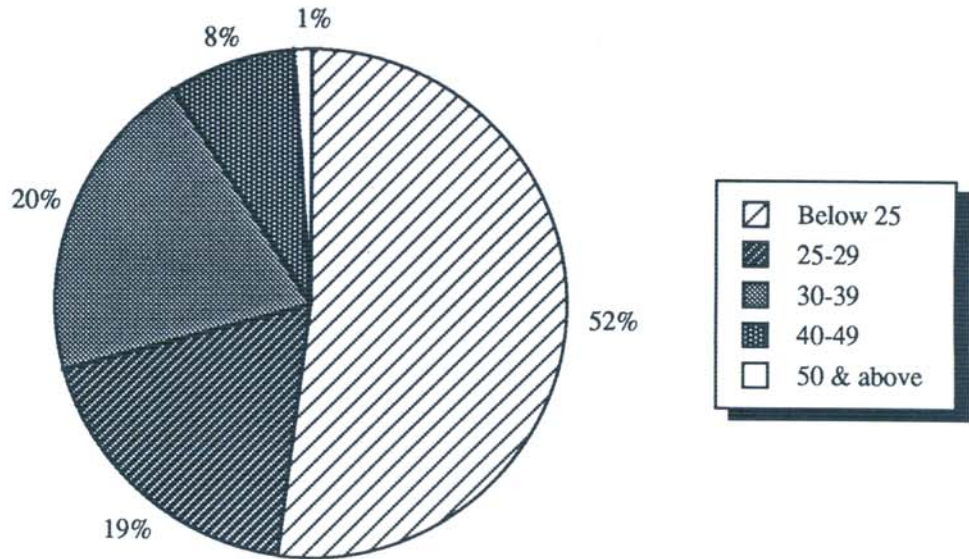
DISTRIBUTION BY GENDER: FALL 1987- FALL 1991										
Gender	Fall 1987		Fall 1988		Fall 1989		Fall 1990		Fall 1991	
	#	%	#	%	#	%	#	%	#	%
Female	4,770	60	5,267	61	5,614	61	6,267	62	6,820	62
Male	3,176	40	3,347	39	3,526	39	3,763	38	4,093	38
Total	7,946		8,614		9,140		10,030		10,913	

Gender	5-Year # Change	5-Year % Change
Female	2,050	43%
Male	917	29%

### HIGHLIGHTS

- Six out of ten students at Kennesaw State are female.
- The proportion of women to men grew gradually over five years .
- The growth in the number of women students over five years was almost twice that of men.

## DISTRIBUTION OF STUDENT AGES: FALL 1991



Fall 1991 Distribution of Students

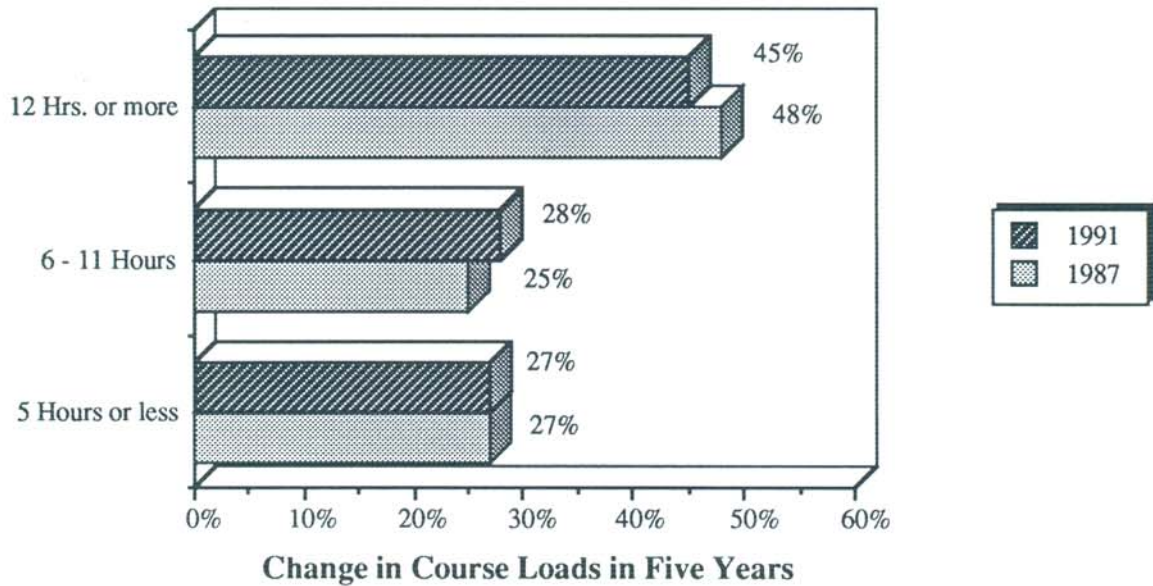
DISTRIBUTION OF STUDENTS BY AGE RANGES						
Age Range	Total Number	% of Total	Under-graduates	% of Under-graduates	Graduates	% of Graduates
Below 25	5,626	52%	5,536	56%	90	8%
25-29	2,046	19%	1,665	17%	381	35%
30-39	2,158	20%	1,760	18%	398	37%
40-49	918	8%	732	7%	186	17%
50-61	127	1%	133	2%	32	3%
62 & above	38	-	32	1%	6	1%
<b>TOTAL</b>	<b>10,913</b>	<b>100%</b>	<b>9,826</b>	<b>100%</b>	<b>1,087</b>	<b>100%</b>
Average Age	26		26		33	
Oldest Age	90		90		69	
Youngest Age	16		16		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.



### STUDENT COURSE LOADS



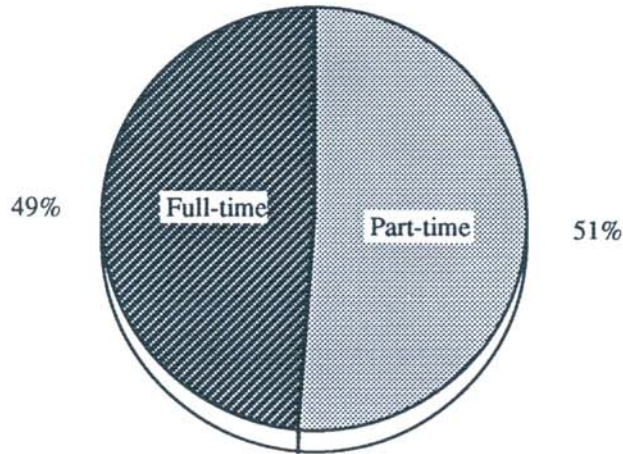
ENROLLMENT BY CREDIT HOURS							
Credit Hours	Fall 1987	Fall 1988	Fall 1989	Fall 1990	Fall 1991	5-Year # Change	5-Year % Change
1-5	2,149	2,547	2,643	2,874	2,914	765	36%
6 - 11	2,001	2,386	2,555	2,838	3,098	1,097	55%
12 - 15	3,300	3,374	3,558	3,908	4,309	1,009	31%
16 +	496	307	384	410	592	96	19%
<b>Total</b>	<b>7,946</b>	<b>8,614</b>	<b>9,140</b>	<b>10,030</b>	<b>10,913</b>	<b>2,967</b>	<b>37%</b>
<b>Total Full-Time*</b>	<b>3,930</b>	<b>3,845</b>	<b>4,130</b>	<b>4,551</b>	<b>5,238</b>	<b>1,308</b>	<b>33%</b>
<b>Total Part-Time**</b>	<b>4,016</b>	<b>4,769</b>	<b>5,010</b>	<b>5,479</b>	<b>5,675</b>	<b>1,659</b>	<b>41%</b>
<b>Average Hours/Student:</b>	<b>11</b>	<b>10</b>	<b>11</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.

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



**Fall 1991 Distribution of Undergraduate Students**

UNDERGRADUATE ENROLLMENT STATUS							
Status	Fall 1987	Fall 1988	Fall 1989	Fall 1990	Fall 1991	5-Year # Change	5-Year % Change
Part-time (11 or less)	3,609	4,321	4,520	4,889	5,000	1,391	39%
Annual % Change	9%	20%	5%	8%	2%		
Full-time (12 or more)	3,761	3,634	3,884	4,259	4,826	1,065	28%
Annual % Change	7%	-3%	7%	10%	13%		

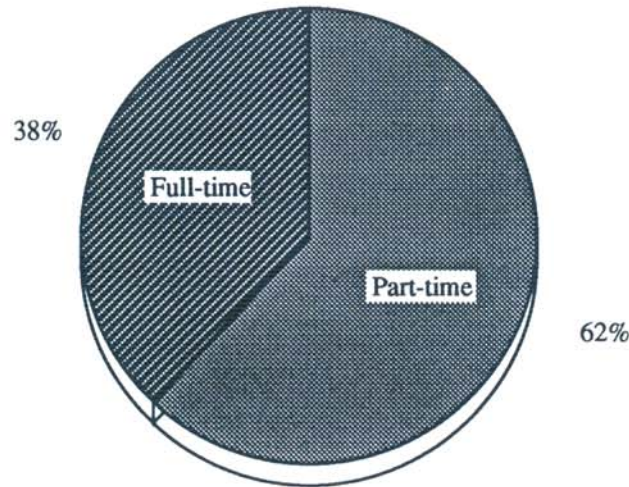
(Numbers include all undergraduate classifications.)

### HIGHLIGHTS

- Full-time undergraduates outnumbered part-time in 1986 and 1987; the reverse has been true since 1988.
- Perhaps due to the economic recession in recent years, the number of full-time undergraduates increased at a greater rate than the number of part-time students.



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



**Fall 1991 Distribution of Graduate Students**

<b>GRADUATE ENROLLMENT STATUS</b>							
<b>Status</b>	<b>Fall 1987</b>	<b>Fall 1988</b>	<b>Fall 1989</b>	<b>Fall 1990</b>	<b>Fall 1991</b>	<b>5-Year # Change</b>	<b>5-Year % Change</b>
Part-time							
Less than 10 hours	407	448	490	590	675	268	66%
Annual % Change	20%	10%	9%	20%	14%		
Full-time							
10 Hours or more	169	211	246	292	412	243	144%
Annual % Change	13%	25%	17%	19%	41%		

### HIGHLIGHTS

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

## ENROLLMENT BY COUNTY OF RESIDENCE

	Fall 1987	Fall 1988	Fall 1989	Fall 1990	Fall 1991	5-Year # Change	5-Year % Change
<b>PRIMARY SERVICE AREA *</b>							
Cobb	5,629	5,939	6,212	6,710	7,200	1,571	28%
Cherokee	756	894	992	1,072	1,228	472	62%
Fulton	581	636	653	758	798	217	37%
Paulding	196	233	254	303	348	152	78%
Bartow	242	263	304	313	344	102	42%
Douglas	104	117	113	137	156	52	50%
Subtotal	7,508	8,082	8,528	9,293	10,074	2,566	34%
<b>SECONDARY SERVICE AREA</b>							
Dekalb	84	96	110	139	165	81	96%
Gwinnett	49	72	103	111	125	76	155%
Pickens	29	36	49	59	83	54	186%
Gordon	22	19	35	57	63	41	186%
Floyd	47	52	59	54	57	10	21%
Polk	22	25	16	29	23	1	5%
Gilmer	12	14	21	23	22	10	83%
Subtotal	265	314	393	472	538	273	103%
<b>ALL OTHER COUNTIES</b>							
Other	173	218	219	265	301	128	74%
<b>Grand Total</b>	<b>7,946</b>	<b>8,614</b>	<b>9,140</b>	<b>10,030</b>	<b>10,913</b>	<b>2,967</b>	<b>37%</b>

\* Cobb and contiguous counties.

### HIGHLIGHTS

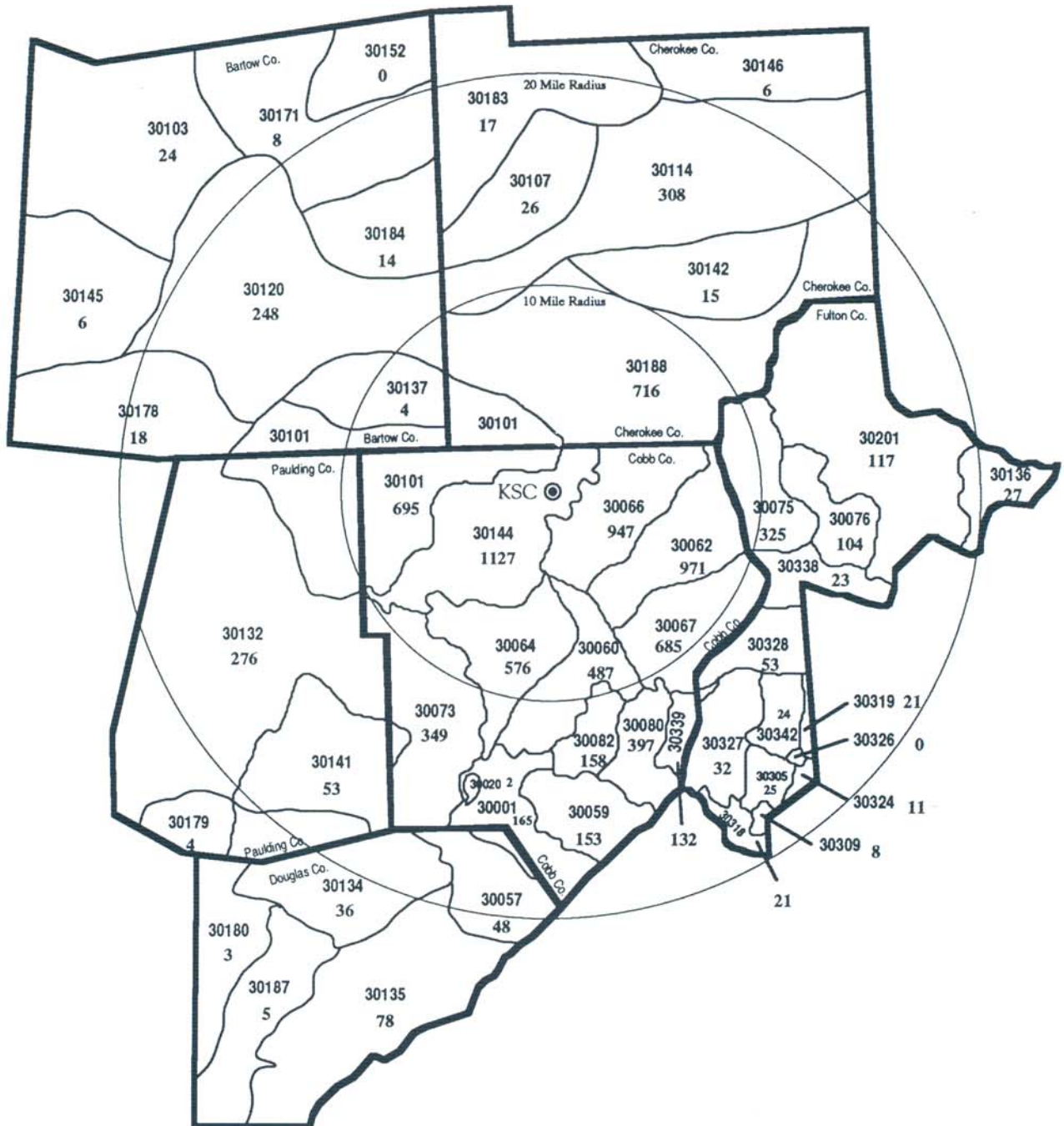
- 92% of KSC's enrollment comes from the primary service area.
- Approximately two of every three students come from Cobb county, down from 71% in 1987; the rate of growth from Cobb was lower than all other counties in the primary service area.
- Rapid population growth in Bartow, Cherokee, Douglas and Paulding counties appears to be reflected in increased enrollment from these counties at KSC as well.



## GEOGRAPHIC DISTRIBUTION OF KSC STUDENTS IN THE COLLEGE'S PRIMARY SERVICE AREA

Fall 1991

(Zip Code and Number of Students \*)



\* An additional 1,386 students were enrolled in Fall 1991 who resided in counties and zip code areas beyond those pictured. All of these students are registered in degree-credit programs. Non-credit programs in KSC's Division of Continuing Education enroll an additional 12,000 students.

## ANALYSIS OF ENROLLMENT BY ZIP CODES

- KSC's Fall 1991 enrollment included students who reside in 78 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 60 per cent 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 (66%). The next largest (and fastest growing) feeder county is Cherokee with 11%, followed by Fulton with 7%. Bartow and Paulding each provide only 3% of the student body.
- The greatest absolute gain in students in fall 1991 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. Woodstock (30188) in Cherokee County 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).
- 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 was 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 1987</b>	<b>Fall 1988</b>	<b>Fall 1989</b>	<b>Fall 1990</b>	<b>Fall 1991</b>
Nigeria	20	33	40	42	61
Canada	12	19	26	21	29
Iran	34	30	24	29	24
United Kingdom	15	18	18	18	22
Japan	3	4	10	13	15
Kenya	2	1	4	12	15
Germany	5	4	9	10	14
India	8	4	4	9	11
Jamaica	2	2	5	7	11
Cameroon	5	8	14	12	10
Lebanon	17	18	18	11	10
Other Countries	73	86	82	115	140
<b>Total International Students</b>	<b>201</b>	<b>230</b>	<b>259</b>	<b>301</b>	<b>362</b>
<b>Total Countries Represented</b>	<b>54</b>	<b>53</b>	<b>54</b>	<b>66</b>	<b>69</b>

	<b>5-Year # Change</b>	<b>5-Year % Change</b>
<b>Total Foreign Students</b>	<b>+161</b>	<b>80%</b>
<b>Total Number of Countries</b>	<b>+15</b>	<b>28%</b>

### HIGHLIGHTS

- The number of international students increased substantially over the last five years and now represents 3% of the student body.
- Additionally, the number of countries represented (69 in 1991) increased by nearly one-third over the last five years.

## UNDERGRADUATE APPLICATION STATISTICS

	FALL 1987	FALL 1988	FALL 1989	FALL 1990	FALL 1991	5-Year # Change	5-Year % Change
<b>NEW FRESHMEN APPLICANTS</b>							
Applied	791	919	1,105	1,012	1,062	271	34%
Rejected	4	11	66	41	44	40	1000%
Incomplete	119	252	275	250	245	126	106%
Accepted	668	655	764	721	773	105	16%
Enrolled	552	599	692	650	679	127	23%
SAT Averages of applicants who enroll							
Verbal	448	444	454	445	438		
Math	475	480	493	482	475		
Composite	923	924	947	927	913		
<b>NEW DEVELOPMENTAL STUDIES APPLICANTS</b>							
Applied	914	1,313	1,114	1,172	1,078	164	18%
Rejected	41	294	388	364	340	299	729%
Incomplete	25	244	225	195	211	186	744%
Accepted	848	775	501	613	527	(321)	(38%)
Enrolled	673	579	380	457	376	(297)	(44%)
SAT Averages of applicants who enroll							
Verbal	360	368	365	365	360		
Math	361	377	393	390	397		
Composite	721	745	758	755	757		
<b>NEW TRANSFER APPLICANTS</b>							
Applied	1,361	1,723	1,820	2,180	2,271	910	67%
Rejected	6	35	48	46	44	38	633%
Incomplete	193	253	274	338	445	252	131%
Accepted	1,162	1,435	1,498	1,796	1,782	620	53%
Enrolled	760	849	884	1,037	1,053	339	47%
SAT Averages of applicants who enroll							
Verbal	406	408	411	415	409		
Math	431	428	430	438	433		
Composite	837	836	841	853	842		

### HIGHLIGHTS

- The number of transfers who applied, were accepted, and enrolled increased substantially more than beginning students from 1987 to 1991.
- Due to higher admissions standards, the number of applicants not accepted for admission increased significantly in all three categories in recent years.



## KSC'S PRINCIPAL FEEDER HIGH SCHOOLS FOR FALL 1991

HIGH SCHOOL (10 or more enrolled students)	NUMBER APPLIED	NUMBER ACCEPTED	NUMBER ENROLLED
North Cobb (Cobb County)	156	113	96
Sprayberry (Cobb County)	153	110	96
McEachern (Cobb County)	115	67	51
Pope (Cobb County)	93	56	47
Etowah (Cherokee County)	83	61	45
Lassiter (Cobb County)	84	46	36
Paulding (Paulding County)	75	50	35
Cherokee (Cherokee County)	54	44	32
Wheeler (Cobb County)	55	31	29
Marietta (Cobb County)	48	32	28
Campbell (Cobb County)	64	38	27
Osborne (Cobb County)	59	39	27
Sequoyah (Cherokee County)	24	24	24
Walton (Cobb County)	75	33	24
Cass (Bartow County)	52	34	22
South Cobb (Cobb County)	47	25	20
Pickens (Pickens County)	33	26	17
Lithia Springs (Douglas County)	30	20	16
Pebblebrook (Cobb County)	31	21	11
Mt. Paran Christian Academy (Cobb County)	19	13	10
Roswell (Fulton County)	27	12	10

\* 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 1991, slightly less than half (48%) of the new freshmen and developmental studies students came from a Cobb county school.

## TRANSFER STUDENTS FROM OTHER COLLEGES AND UNIVERSITIES IN FALL 1991

TRANSFER INSTITUTION	NUMBER APPLIED	NUMBER ACCEPTED	NUMBER ENROLLED
<b>University System of Georgia Institutions (5 or more enrolled):</b>			
DeKalb College	192	144	102
University of Georgia	94	78	59
Georgia State University	92	72	51
Floyd College	52	44	36
West Georgia College	52	42	31
Georgia Southern University	51	46	31
Southern College of Tech.	35	28	18
Dalton College	34	29	18
Georgia Tech	29	24	17
Valdosta State College	14	13	10
Clayton State College	19	17	9
Armstrong State College	10	10	7
Augusta College	9	7	5
Gainesville College	15	8	5
North Georgia College	10	8	5
Other University System Schools	68	54	34
<b>Total University System Transfers</b>	<b>776</b>	<b>624</b>	<b>438</b>
<b>Transfers from Other Colleges in Georgia</b>	<b>350</b>	<b>251</b>	<b>188</b>
<b>Transfers from Out-of-State Colleges</b>	<b>1,129</b>	<b>900</b>	<b>600</b>
<b>Total Transfers</b>	<b>2,255</b>	<b>1,775</b>	<b>1,226</b>

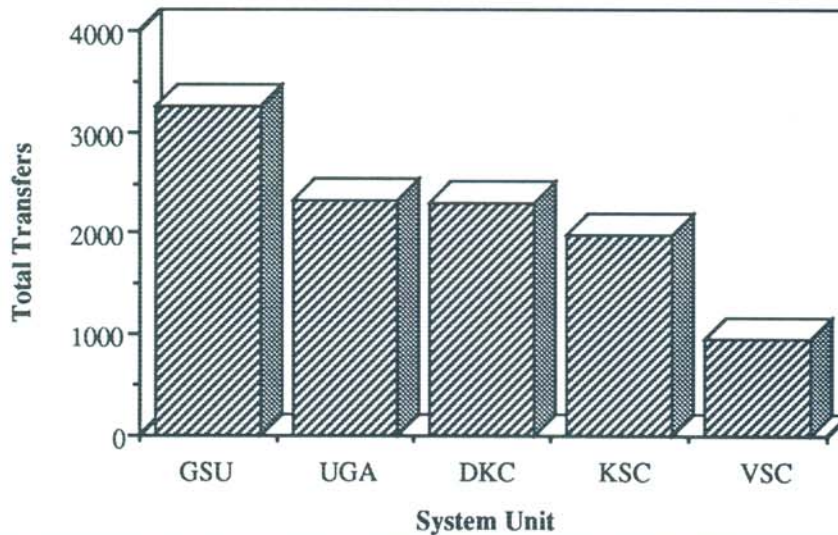
\* Includes all transfers, i.e., other, graduate, special, transients and auditors.

### HIGHLIGHTS

- Because of the urban location, Kennesaw State College enrolls the fourth 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 consists of nontraditional students relocating to the Atlanta area.



**TOP FIVE UNIVERSITY SYSTEM  
UNITS RECEIVING THE LARGEST  
NUMBER OF TRANSFER STUDENTS  
FY 1991**

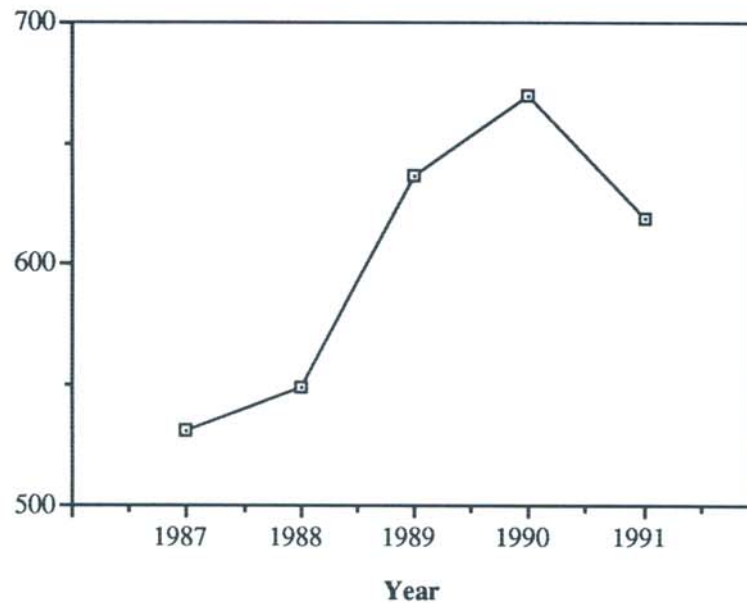


Rank	System Unit	Total # Transfers	In-System Transfers	Out-of-System Transfers
1	Georgia State University	3,251	1,556	1,695
2	University of Georgia	2,323	1,051	1,272
3	DeKalb College	2,312	1,029	1,283
4	<i>Kennesaw State College</i>	<i>1,984</i>	<i>812</i>	<i>1,172</i>
5	Valdosta State College	949	498	451

**HIGHLIGHTS**

- Kennesaw State is the fourth largest receiver of transfer students in the University System, lagging only Georgia State, the University of Georgia, and DeKalb.
- More transfers from non-System than System units are enrolled every year at KSC, reflecting the attraction of KSC to non-traditional students who are relocating to the Atlanta area.
- The top four are considered part of the Atlanta area, and transfer activity drops dramatically for the fifth spot which is not in the Atlanta area.

## READMISSION OF FORMER STUDENTS



READMISSION BY CLASSIFICATION							
	Fall 1987	Fall 1988	Fall 1989	Fall 1990	Fall 1991	5-Year # Change	5-Year % Change
Freshman	165	140	214	203	181	16	10%
Sophomore	101	144	144	153	145	44	44%
Junior	77	105	93	101	88	11	14%
Senior	50	92	58	88	75	25	50%
Developmental	86	32	72	47	45	(41)	(48%)
Other	52	36	56	78	85	33	63%
<b>TOTAL</b>	<b>531</b>	<b>549</b>	<b>637</b>	<b>670</b>	<b>619</b>	<b>385</b>	<b>73%</b>
Annual % Change	26%	3%	16%	5%	(8%)		
<b>Number of Applications</b>	<b>889</b>	<b>808</b>	<b>985</b>	<b>1,097</b>	<b>1,079</b>	<b>190</b>	<b>21%</b>
Annual % Change	36%	(9%)	22%	11%	(2%)		

### HIGHLIGHTS

- The readmission of "stopouts" who have not been enrolled for four or more quarters at KSC accounts for approximately 6% of the total headcount enrollment.
- The 73% 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>Fall 1987</b>	<b>Fall 1988</b>	<b>Fall 1989</b>	<b>Fall 1990</b>	<b>Fall 1991</b>
<b>VERBAL SCORES:</b>					
Kennesaw State College	402	406	413	409	408
State Mean	400	404	402	401	400
National Mean	430	428	427	424	422
KSC(excluding D.S.)	448	444	454	445	438
<b>MATH SCORES:</b>					
Kennesaw State College	415	427	443	432	444
State Mean	440	444	445	443	444
National Mean	476	476	476	476	474
KSC(excluding D.S.)	475	480	493	482	475
<b>COMPOSITE SCORES:</b>					
Kennesaw State College	817	833	856	841	852
State Mean	840	848	847	844	844
National Mean	906	904	903	900	896
KSC(excluding D.S.)	923	924	947	927	913

**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 Kennesaw State College figures are calculated on new freshmen and new developmental studies students combined; the KSC figures are for new freshmen only, excluding developmental studies students.

### 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 (913) is roughly 150 points higher than the average for new developmental studies students (757).

## 1990-91 DEVELOPMENTAL STUDIES OVERVIEW

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

ENGLISH	READING	MATH	ONE OR MORE
9%	9%	39%	46%

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

	Cumulative % Exiting After		
	1 attempt	2 attempts	3 attempts
English	54%	77%	85%
Reading	74%	83%	86%
Math	8%	58%	70%

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

	PERCENT PASSING		
	English %	Math %	Social Studies %
DS	95%	87%	90%
Non-DS	95%	87%	93%

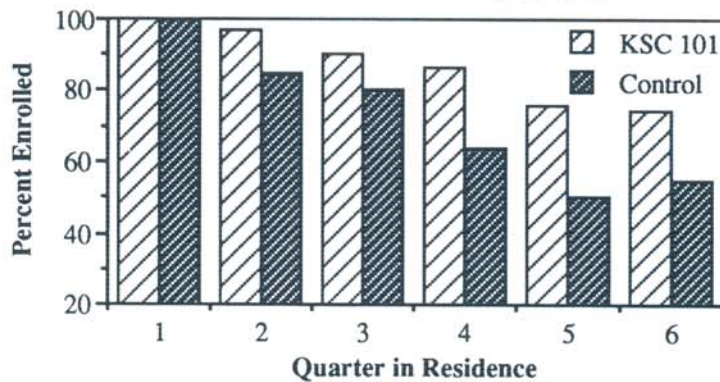
### HIGHLIGHTS

- 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.

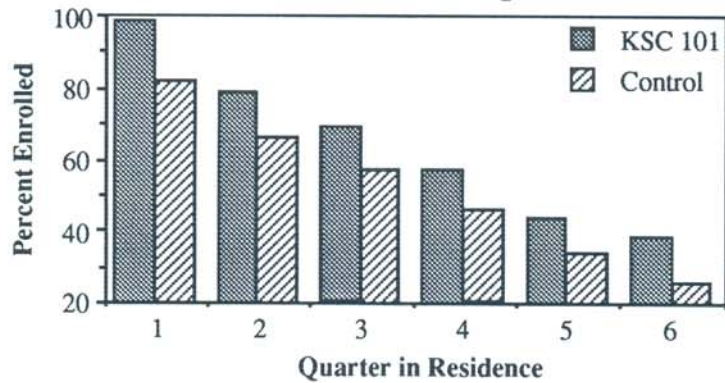


## THE KSC 101 EXPERIENCE

**High S.A.T. Students (S.A.T.>900)  
Retention Over Six Quarters**



**Developmental Studies Students  
Retention Over Six Quarters**

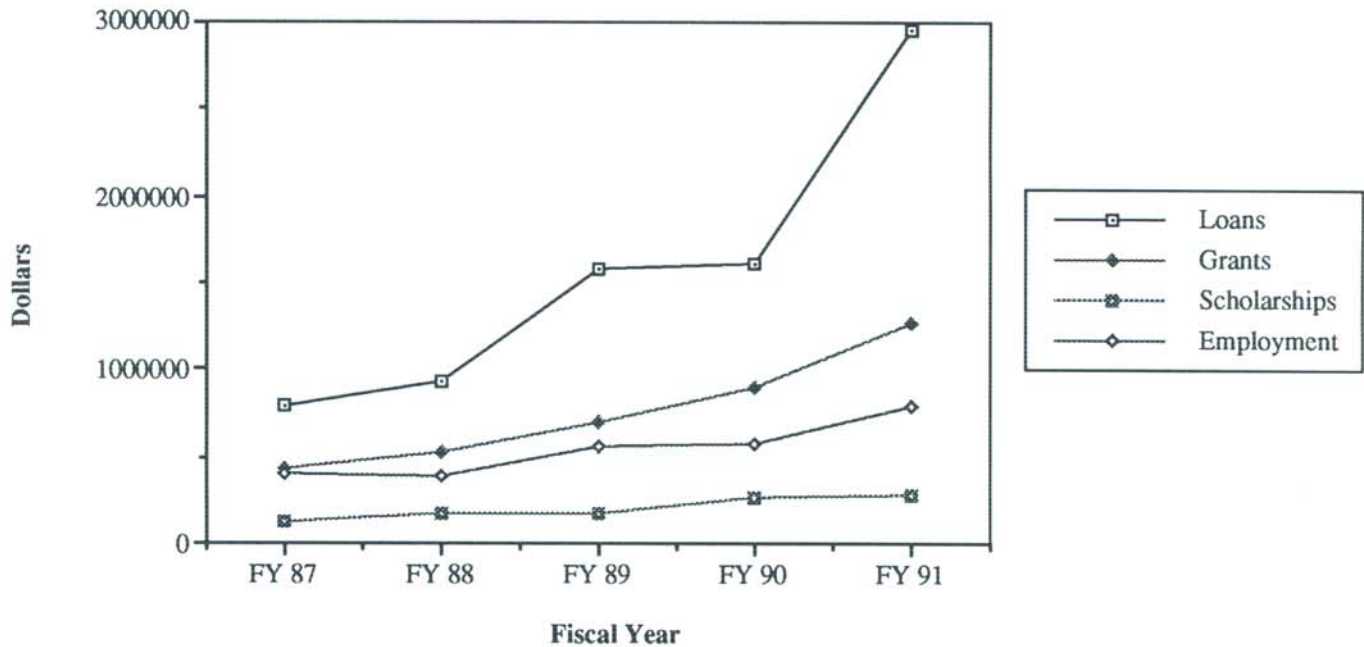


(Source: Bowman Davis, Freshman Orientation Co-director)

### HIGHLIGHTS

- Participation in KSC does have a positive effect on student retention, especially among students who are well prepared for college (High S.A.T. Group).
- Among students with high S.A.T. scores, a significantly higher retention rate was achieved by KSC 101 students than their control counterparts in all subsequent quarters.
- Among developmental studies students, a significantly higher percentage of KSC 101 was retained over the first three quarters.

## STUDENT FINANCIAL AID



DOLLARS AWARDED					
Type	FY 87	FY 88	FY 89	FY 90	FY 91
Loans	\$792,127	\$920,146	\$1,572,934	\$1,614,746	\$2,950,364
Grants	440,667	533,091	696,719	903,899	1,263,761
College Employment	407,599	392,553	556,728	571,881	789,547
Scholarships	128,722	171,298	171,391	256,430	272,941
<b>TOTAL</b>	<b>\$1,769,115</b>	<b>\$2,017,088</b>	<b>\$2,997,772</b>	<b>\$3,346,956</b>	<b>\$5,276,613</b>

NUMBER OF AWARDS IN FY 91				
Loans	Grants	Employment	Scholarships	Total
1,143	944	725	230	3,042

### HIGHLIGHTS

- Of the 10,913 students enrolled during the fall of 1991, 23%(2,511 students) received some type of financial aid through the college.
- The amount of money included in financial aid awards tripled over the last five years, primarily as a result of huge increases in student loan programs.



*K*

KENNESAW  
STATE  
COLLEGE

FACT  
BOOK

ACADEMIC  
PROGRAMS



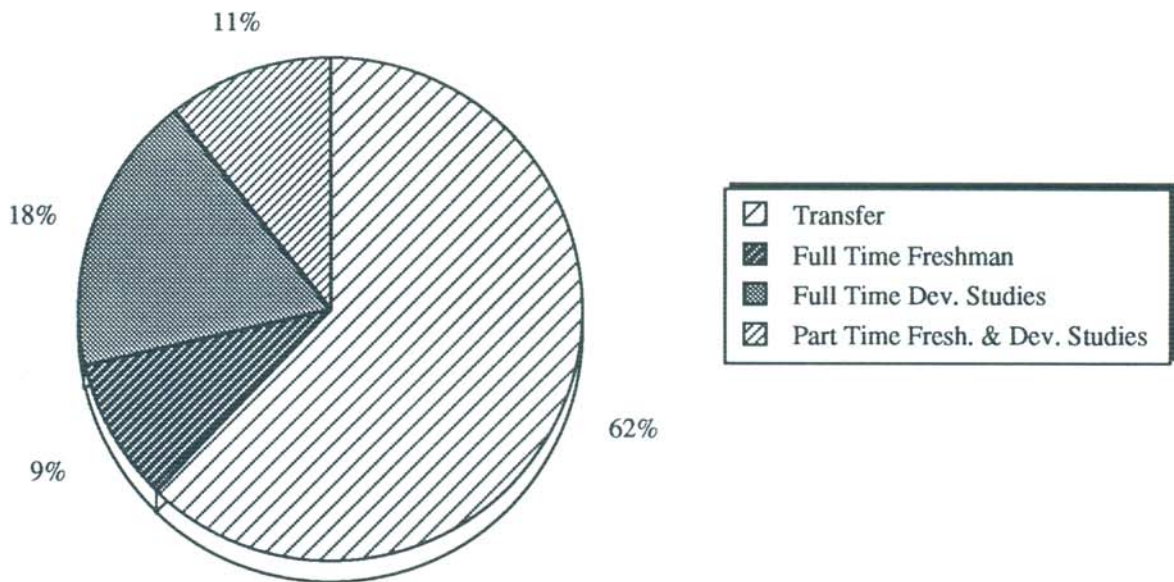
## ACADEMIC PROGRAMS

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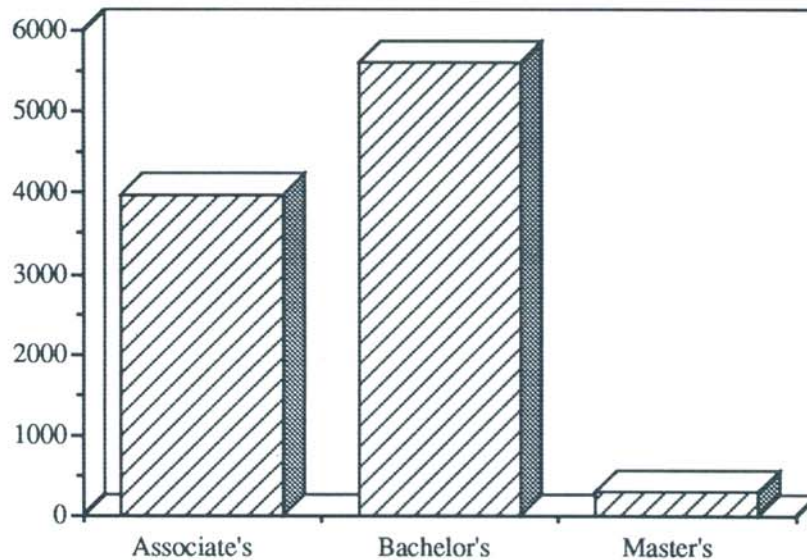
## CHARACTERISTICS OF THE 1990-91 BACCALAUREATE GRADUATING CLASS



### HIGHLIGHTS

- Only one in five baccalaureate students began at KSC as a full-time beginning freshman or developmental studies student.
  - 18% began as a full-time developmental studies student
  - 9% began as a full-time beginning freshman
  - 11% began as a part-time developmental student or beginning freshman
  - 62% began as a transfer student, full- or part-time.
- Of the 1990-91 bachelor's degree graduates who began as freshmen or developmental studies students, only 56% completed their program in 5 years or less, 28% took 6-9 years and 13% took 10 or more years to graduate.
- Many graduates who had initially transferred to KSC took a long time to complete their degrees as well; 20% completed within two years and 20% of the total transfers had enrolled at Kennesaw for more than five years before graduating.
- Fifty-seven percent of the graduates matriculated at KSC in a fall quarter; 43% began in one of the other three academic quarters of the year.
- The average age of the bachelor's degree recipient at KSC in 1990-91 was 29.
- Following national trends, KSC students require more time to complete their degrees. In the fall of 1986 (five years ago) KSC enrolled 593 new freshmen. In the 1991 graduating class, only 33 (6%) students who enrolled in the fall of 1986 completed their degrees five years later. Two-thirds of KSC's students enroll on a part-time basis each quarter.

## TOTAL DEGREES AWARDED SINCE 1966



### NUMBER OF DEGREES AWARDED FROM 1966-91

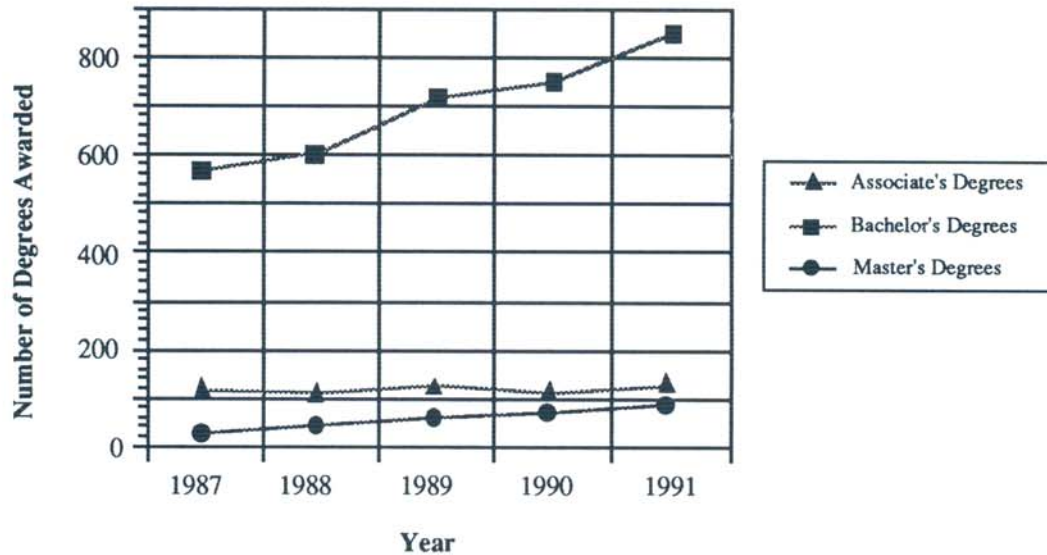
Associate's	Bachelor's	Master's	Total
3,993	5,608	290	9,891

### 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 number of bachelor's degrees awarded at KSC surpassed the total number of associate's.



## DEGREES AWARDED FY 1987- FY 1991



NUMBER OF DEGREES CONFERRED SINCE 1987							
	FY 1987	FY 1988	FY 1989	FY 1990	FY 1991	5-Year # Change	5-Year % Change
<b>Associate's</b>							
AS	117	113	124	110	126	9	8%
<b>Total Associate's</b>	117	113	124	110	126	9	8%
<b>Bachelor's</b>							
BA	49	45	69	56	53	4	8%
BBA	323	341	359	388	417	94	29%
BM	0	0	3	3	2	2	New
BS	174	181	236	261	343	169	97%
BSN	24	36	48	41	33	9	38%
<b>Total Bachelor's</b>	570	603	715	749	848	278	49%
<b>Master's</b>							
MBA	22	40	58	56	70	48	218%
M Ed	4	4	4	12	18	14	350%
<b>Total Master's</b>	26	44	62	68	88	62	238%
<b>TOTAL DEGREES</b>	713	760	901	927	1,062	349	49%
<b>Annual % Change</b>	23%	7%	19%	3%	15%		

### HIGHLIGHTS

- 1990-91 saw the total number of degrees awarded surpass the one thousand per year mark.
- The number of master's degrees is expected to increase dramatically as current students complete programs.

## GROWTH OF GRADUATES PARTICIPATING AT 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>	<b>December 1990</b>
Associate's Degrees	40	20	22	33	29	21
Bachelor's Degrees	170	223	218	273	273	315
Master's Degrees	2	10	16	30	36	32
<b>Total</b>	<b>212</b>	<b>253</b>	<b>256</b>	<b>336</b>	<b>340</b>	<b>368</b>

<b>WINTER COMMENCEMENTS</b>				
		<b>April 1989</b>	<b>April 1990</b>	<b>April 1991</b>
Associate's Degrees		19	7	5
Bachelor's Degrees	NO COMMENCEMENTS SCHEDULED	127	129	162
Master's Degrees		11	8	20
<b>Total</b>		<b>157</b>	<b>144</b>	<b>187</b>

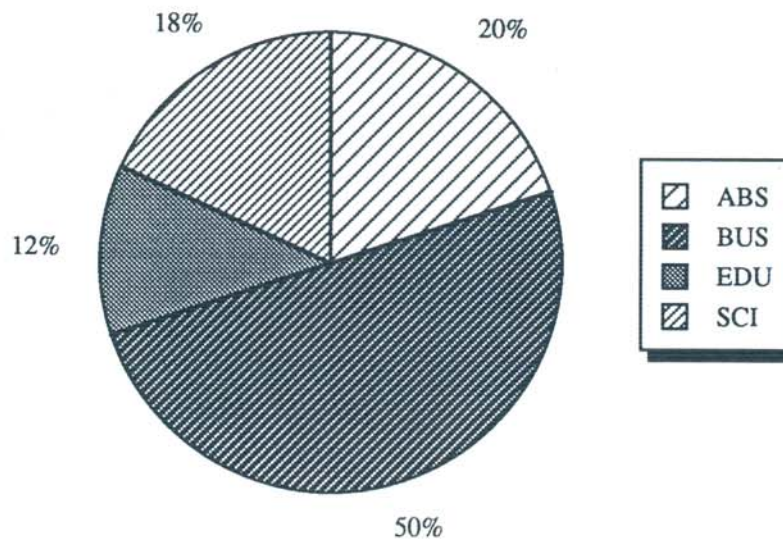
<b>SPRING COMMENCEMENTS</b>						
	<b>June 1986</b>	<b>June 1987</b>	<b>June 1988</b>	<b>June 1989</b>	<b>June 1990</b>	<b>June 1991</b>
Associate's Degrees	97	97	91	72	72	100
Bachelor's Degrees	272	347	395	276	347	371
Master's Degrees	0	16	28	21	24	36
<b>Total</b>	<b>369</b>	<b>460</b>	<b>504</b>	<b>405</b>	<b>443</b>	<b>507</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.



## DEGREES AWARDED: SUMMARY BY SCHOOLS



Fall 1991 Distribution of Total Degrees by School

DEGREES CONFERRED BY SCHOOL							
SCHOOLS/DEGREES	FY 1987	FY 1988	FY 1989	FY 1990	FY 1991	5-Year # Change	5-Year % Change
<b>Arts and Behavioral Sciences</b>							
Associate's	7	12	13	1	3	(4)	(57%)
Bachelor's	99	100	164	156	210	111	121%
Total	106	112	177	157	213	107	100%
<b>Business Administration</b>							
Associate's	49	51	58	43	34	(15)	(31%)
Bachelor's	349	358	377	393	430	81	23%
Master's	22	40	58	56	70	48	218%
Total	420	449	493	492	534	114	27%
<b>Education</b>							
Associate's	1	0	0	0	0	(1)	(100%)
Bachelor's	57	69	95	110	111	54	95%
Master's	4	4	4	12	18	14	350%
Total	62	73	99	122	129	67	108%
<b>Science &amp; Allied Health</b>							
Associate's	60	50	53	66	89	29	48%
Bachelor's	65	76	79	90	97	32	49%
Total	125	126	132	156	186	61	49%
<b>COLLEGE TOTAL</b>	713	760	901	927	1,062	349	49%

### HIGHLIGHT

- The number of degrees awarded over the last five years increased substantially in all schools; the proportion of degrees in business dropped from 59% to 50% of the total from 1987 to 1991.

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

DEGREE PROGRAM	FY 1987	FY 1988	FY 1989	FY 1990	FY 1991
<b>Associate's Degrees:</b>					
Social Services <sup>1</sup>	7	12	13	1	3
<b>SubTotal</b>	<b>7</b>	<b>12</b>	<b>13</b>	<b>1</b>	<b>3</b>
<b>Bachelor's Degrees:</b>					
Art	0	6	8	11	9
Communication <sup>2</sup>	2	3	16	38	49
English	11	15	18	12	13
French <sup>2</sup>	-	-	-	-	1
History	12	9	10	2	7
International Affairs <sup>2</sup>	-	2	10	12	5
Music	4	3	7	3	3
Political Science	15	13	19	14	25
Psychology	45	37	59	40	62
Public/Social Services	10	12	16	22	33
Spanish <sup>2</sup>	-	-	1	2	3
<b>SubTotal</b>	<b>99</b>	<b>100</b>	<b>164</b>	<b>156</b>	<b>210</b>
<b>Total School Degrees</b>	<b>106</b>	<b>112</b>	<b>177</b>	<b>157</b>	<b>213</b>
School % of Total Degrees Awarded	15%	15%	19%	17%	20%

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

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

### HIGHLIGHTS

- The total number of degrees awarded each year in this school doubled since 1987.
- The greatest number of degrees conferred in this school involve majors in psychology, communication and public and social services.
- Dramatic increases in the number of communication degrees have occurred and are expected to continue.



## DEGREES CONFERRED IN THE SCHOOL OF BUSINESS ADMINISTRATION

DEGREE PROGRAM	FY 1987	FY 1988	FY 1989	FY 1990	FY 1991
<b>Associate's Degrees: <sup>1</sup></b>					
Accounting	1	6	5	5	14
Business Administration	36	33	31	21	12
Data Processing	8	12	13	15	6
Secretarial Science	4	0	9	2	2
<b>SubTotal</b>	<b>49</b>	<b>51</b>	<b>58</b>	<b>43</b>	<b>34</b>
<b>Bachelor's Degrees:</b>					
Accounting	84	77	85	80	95
Data Processing	21	13	10	3	7
Economics/Finance <sup>2</sup>	35	21	15	6	3
Economics <sup>3</sup>	0	2	1	10	6
Finance <sup>3</sup>	7	20	34	59	56
Management	123	124	127	121	123
Marketing	79	101	104	110	130
Professional Sales <sup>4</sup>	-	-	-	4	10
Secretarial Science	0	0	1	0	0
<b>SubTotal</b>	<b>349</b>	<b>358</b>	<b>377</b>	<b>393</b>	<b>430</b>
<b>Master's Degrees:</b>					
<b>Business Administration</b>	<b>22</b>	<b>40</b>	<b>58</b>	<b>56</b>	<b>70</b>
<b>Total School Degrees</b>	<b>420</b>	<b>449</b>	<b>493</b>	<b>492</b>	<b>534</b>
School % of Total Degrees Awarded	59%	59%	55%	53%	50%

<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 27% 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 1987	FY 1988	FY 1989	FY 1990	FY 1991
<b>Associate's Degrees: <sup>1</sup></b>					
Teacher Assistance	1	0	0	0	0
<b>SubTotal</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Bachelor's Degrees:</b>					
Art Education <sup>2</sup>	1	3	1	5	1
Elementary (K-4)	25	20	40	51	59
Elementary (4-8)	12	15	18	16	20
Health & Physical Ed.	5	15	14	13	8
Music Education	5	2	0	2	0
Education, Secondary					
Biology	0	0	3	3	3
Business	1	3	2	3	3
English	3	5	3	11	5
French <sup>2</sup>	-	-	-	-	-
History	0	0	0	2	0
Mathematics	2	1	3	0	10
Social Studies	3	5	11	4	2
Spanish <sup>2</sup>	-	-	-	-	-
<b>SubTotal</b>	<b>57</b>	<b>69</b>	<b>95</b>	<b>110</b>	<b>111</b>
<b>Master's Degrees:</b>					
K - 4	3	1	3	7	10
4 - 8	1	3	1	5	8
<b>SubTotal</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>12</b>	<b>18</b>
<b>Total School Degrees</b>	<b>62</b>	<b>73</b>	<b>99</b>	<b>122</b>	<b>129</b>
School % of Total Degrees Awarded	9%	10%	11%	13%	12%

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

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

### HIGHLIGHTS

- The number of education degrees more than doubled (108%) since 1987.
- Slightly more than one out of every ten degrees granted at KSC was in teacher education.



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

DEGREE PROGRAM	FY 1987	FY 1988	FY 1989	FY 1990	FY 1991
<b>Associate's Degrees:</b>					
Computer Programming <sup>1</sup>		0	0	3	0
Nursing	60	50	53	63	89
<b>SubTotal</b>	<b>60</b>	<b>50</b>	<b>53</b>	<b>66</b>	<b>89</b>
<b>Bachelor's Degrees:</b>					
Biology	10	12	14	15	28
Chemistry	3	1	2	2	7
Computer Science	24	22	8	17	17
Information Systems <sup>2</sup>	-	-	-	8	8
Mathematics	4	5	7	7	4
Nursing <sup>2</sup>	24	36	48	41	33
<b>SubTotal</b>	<b>65</b>	<b>76</b>	<b>79</b>	<b>90</b>	<b>97</b>
<b>Total School Degrees</b>	<b>125</b>	<b>126</b>	<b>132</b>	<b>156</b>	<b>186</b>
School % of Total Degrees Awarded	17%	17%	15%	17%	18%

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

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

### HIGHLIGHTS

- The School of Science and Allied Health experienced a 49% increase in degrees awarded since FY 1987.
- Two-thirds of the degrees awarded within the school were in nursing.
- The last two years saw an increase of 18% and 19% in the annual growth in the number of degrees conferred.

## DEGREES AND MAJORS AUTHORIZED BY THE BOARD OF REGENTS 1991

### 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  
Communication  
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

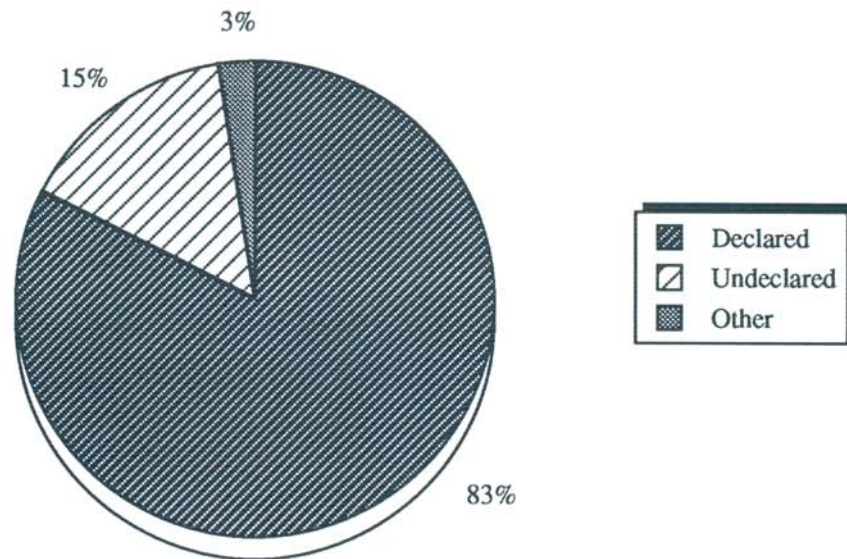
#### MASTER OF EDUCATION

Early Childhood Education  
Middle Grades Education

#### MASTER OF BUSINESS ADMINISTRATION



## DECLARED MAJORS IN ALL SCHOOLS OF THE COLLEGE



**Fall 1991 Undergraduate Students**

BACHELOR'S PROGRAMS	FALL 1987	FALL 1988	FALL 1989	FALL 1990	FALL 1991
Total Declared Majors	5,645	6,117	6,536	7,265	8,094
Undecided 4-Year	1,329	1,532	1,642	1,647	1,483
Undecided 2-Year	200	70	0	1	0
TOTALS	7,174	7,719	8,178	8,913	9,577
Other (JETS, Audits, Provisional)	207	196	226	235	249
<b>GRADUATE PROGRAMS</b>	576	659	736	882	1,087
<b>GRAND TOTAL</b>	<b>7,946</b>	<b>8,614</b>	<b>9,140</b>	<b>10,030</b>	<b>10,913</b>

### HIGHLIGHTS

- During the fall of 1991, 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 15% to 19% of the total enrollment.

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

ASSOCIATE'S PROGRAMS	FALL 1987	FALL 1988	FALL 1989	FALL 1990	FALL 1991
Social Services <sup>1</sup>	26	24	2	5	2
<b>BACHELOR'S PROGRAMS</b>					
Art	103	113	121	147	147
Communication	94	178	269	318	353
English	97	106	106	125	141
French	-	-	-	2	9
History	57	64	49	78	86
International Affairs	30	46	51	60	82
Music	42	40	49	49	60
Political Science	105	97	129	154	183
Psychology	284	334	363	449	444
Public & Social Services	77	89	118	148	177
Pre-Law (undeclared)	36	47	58	78	86
Spanish	-	9	10	12	12
Undecided in ABS	55	24	18	13	7
<b>SubTotal</b>	<b>980</b>	<b>1,147</b>	<b>1,341</b>	<b>1,633</b>	<b>1,787</b>
<b>SCHOOL TOTAL</b>	<b>1,006</b>	<b>1,171</b>	<b>1,343</b>	<b>1,638</b>	<b>1,789</b>

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

### HIGHLIGHTS

- The number of declared majors within the school increased 78% over 5 years.
- The relatively new programs in art, communication, international affairs, and public and social services showed dramatic growth.
- Psychology and communication 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 1987	FALL 1988	FALL 1989	FALL 1990	FALL 1991
Accounting <sup>1</sup>	33	26	23	22	10
Business Administration <sup>1</sup>	165	145	49	24	24
Data Processing <sup>1</sup>	23	34	16	14	5
Secretarial Science <sup>1</sup>	16	17	3	1	1
<b>SubTotal</b>	<b>237</b>	<b>222</b>	<b>91</b>	<b>61</b>	<b>40</b>
<b>BACHELOR'S PROGRAMS</b>					
Accounting	510	546	598	634	677
Data Processing <sup>1</sup>	66	66	35	29	25
Economics & Finance	158	125	115	81	42
Economics	8	13	20	27	37
Finance	37	100	115	161	161
Management	617	635	719	674	699
Marketing	435	459	467	472	461
Professional Sales	-	-	-	22	35
Secretarial Science <sup>1</sup>	4	8	1	1	1
Undecided in Business	674	724	656	696	662
<b>SubTotal</b>	<b>2,509</b>	<b>2,676</b>	<b>2,726</b>	<b>2,797</b>	<b>2,800</b>
<b>GRADUATE PROGRAMS (MBA Concentrations)</b>					
Accounting	42	29	42	51	51
Business Information Systems	18	44	44	67	80
Financial Services	73	73	72	77	100
Healthcare Marketing	6	10	10	14	12
Human Resource Management	59	48	42	62	59
Institutional Administration	37	36	58	63	103
Marketing	59	43	59	85	102
Non-degree	17	20	24	26	15
<b>SubTotal</b>	<b>311</b>	<b>303</b>	<b>351</b>	<b>445</b>	<b>522</b>
<b>SCHOOL TOTAL</b>	<b>3,057</b>	<b>3,201</b>	<b>3,168</b>	<b>3,303</b>	<b>3,362</b>

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

### HIGHLIGHTS

- The total number of declared business majors increased slightly (12%) since 1987.
- Management, accounting and marketing are the most popular majors in the college.

## DECLARED MAJORS IN THE SCHOOL OF EDUCATION

	FALL 1987	FALL 1988	FALL 1989	FALL 1990	FALL 1991
<b>BACHELOR'S PROGRAMS</b>					
Elementary K-4	210	254	287	349	429
Elementary 4-8	71	73	75	102	123
Art K-12	16	15	21	26	28
French K-12	-	-	-	4	7
HPER K-12	85	79	75	88	135
Music K-12	27	24	30	21	37
Spanish K-12	-	2	12	13	15
Secondary Education Programs					
Biology	18	12	14	14	15
Business	35	26	24	23	28
Chemistry	0	1	2	1	1
English	25	35	61	68	91
History	16	16	27	24	45
Math	21	28	27	37	36
Social Studies	35	28	28	43	51
Undecided in Education	164	200	250	305	355
<b>SubTotal</b>	<b>723</b>	<b>793</b>	<b>933</b>	<b>1,118</b>	<b>1,396</b>
<b>GRADUATE PROGRAMS</b>					
K - 4	22	16	27	41	51
4 - 8	6	15	24	23	30
Non-degree	237	325	333	373	484
<b>SubTotal</b>	<b>265</b>	<b>356</b>	<b>384</b>	<b>437</b>	<b>565</b>
<b>SCHOOL TOTAL</b>	<b>988</b>	<b>1,149</b>	<b>1,317</b>	<b>1,555</b>	<b>1,961</b>

### HIGHLIGHTS

- Student interest in teaching careers has virtually doubled in the last 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 1987	FALL 1988	FALL 1989	FALL 1990	FALL 1991
Computer Programming <sup>1</sup>	25	15	6	3	2
Nursing	218	256	323	377	465
<b>SubTotal</b>	<b>243</b>	<b>271</b>	<b>329</b>	<b>380</b>	<b>467</b>
<b>BACHELOR'S PROGRAMS</b>					
Biology	119	129	137	171	241
Chemistry	41	39	41	58	60
Computer Science	243	215	180	203	249
Information Systems <sup>2</sup>	11	70	159	164	198
Mathematics	43	41	40	45	55
Nursing	271	297	338	375	465
Pre-Dentistry (undeclared)	13	18	19	12	12
Pre-Engineering (undeclared)	42	32	38	43	67
Pre-Forestry (undeclared)	5	6	10	7	7
Pre-Medicine (undeclared)	72	71	74	94	131
Pre-Pharmacy (undeclared)	27	34	33	43	46
Pre-Veterinary Medicine (undeclared)	23	22	33	34	42
Undecided in SAH	17	9	13	22	29
<b>SubTotal</b>	<b>927</b>	<b>983</b>	<b>1,115</b>	<b>1,271</b>	<b>1,602</b>
<b>SCHOOL TOTAL</b>	<b>1,170</b>	<b>1,254</b>	<b>1,444</b>	<b>1,651</b>	<b>2,069</b>

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

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

### HIGHLIGHTS

- A 77% 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 1987	FALL 1988	FALL 1989	FALL 1990	FALL 1991
Art	38	50	55	64	77
Communication	22	74	127	168	178
English	56	53	52	64	87
French <sup>1</sup>	-	-	-	1	7
History	35	36	29	45	49
International Affairs	11	23	26	28	42
Music	20	18	20	15	28
Political Science	42	42	51	55	103
Psychology	135	149	167	208	229
Public & Social Services	32	48	75	102	104
Pre-Law (undeclared)	2	5	9	13	18
Spanish <sup>1</sup>	-	6	6	8	7
Undecided in ABS	7	4	3	13	4
<b>SCHOOL TOTAL</b>	<b>400</b>	<b>508</b>	<b>620</b>	<b>784</b>	<b>933</b>

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

### HIGHLIGHTS

- The school's increase in the number of majors at the upper division level over the last five years was the highest of the four schools (up 133%).
- 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, communication 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 1987	FALL 1988	FALL 1989	FALL 1990	FALL 1991
Accounting	267	271	314	372	412
Data Processing <sup>2</sup>	35	30	25	25	21
Economics & Finance <sup>1</sup>	92	68	56	49	32
Economics	1	10	16	17	22
Finance	19	65	72	107	104
Management	331	341	381	406	434
Marketing	234	243	273	289	284
Professional Sales <sup>3</sup>	-	-	-	17	28
Secretarial Science <sup>2</sup>	0	1	0	0	1
Undecided in Business Administration	144	158	117	153	158
<b>SCHOOL TOTAL</b>	<b>1,123</b>	<b>1,187</b>	<b>1,254</b>	<b>1,435</b>	<b>1,496</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 33% since 1987.
- All business programs 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 level were enrolled in a School of Business Administration program.

## UPPER DIVISION MAJORS SCHOOL OF EDUCATION

Number of Enrolled Juniors and Seniors					
PROGRAMS	FALL 1987	FALL 1988	FALL 1989	FALL 1990	FALL 1991
Elementary K-4	111	138	145	179	233
Elementary 4-8	40	45	44	62	87
Art K-12 <sup>1</sup>	9	11	12	16	18
French K-12 <sup>1</sup>	-	-	-	2	4
HPER K-12	44	40	42	44	65
Music K-12	15	10	12	10	18
Spanish K-12 <sup>1</sup>	-	-	5	7	13
<b>SECONDARY EDUCATION PROGRAMS</b>					
Biology	8	10	9	5	8
Business	12	12	9	18	17
Chemistry	0	0	0	0	1
English	14	21	29	40	58
History	7	5	11	8	18
Math	14	14	14	18	21
Social Studies	26	21	20	27	37
Undecided in Education	36	61	76	96	83
<b>SCHOOL TOTAL</b>	<b>336</b>	<b>388</b>	<b>428</b>	<b>532</b>	<b>681</b>

<sup>1</sup> New program

### HIGHLIGHTS

- Overall, the number of upper division students with a declared major in education more than 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

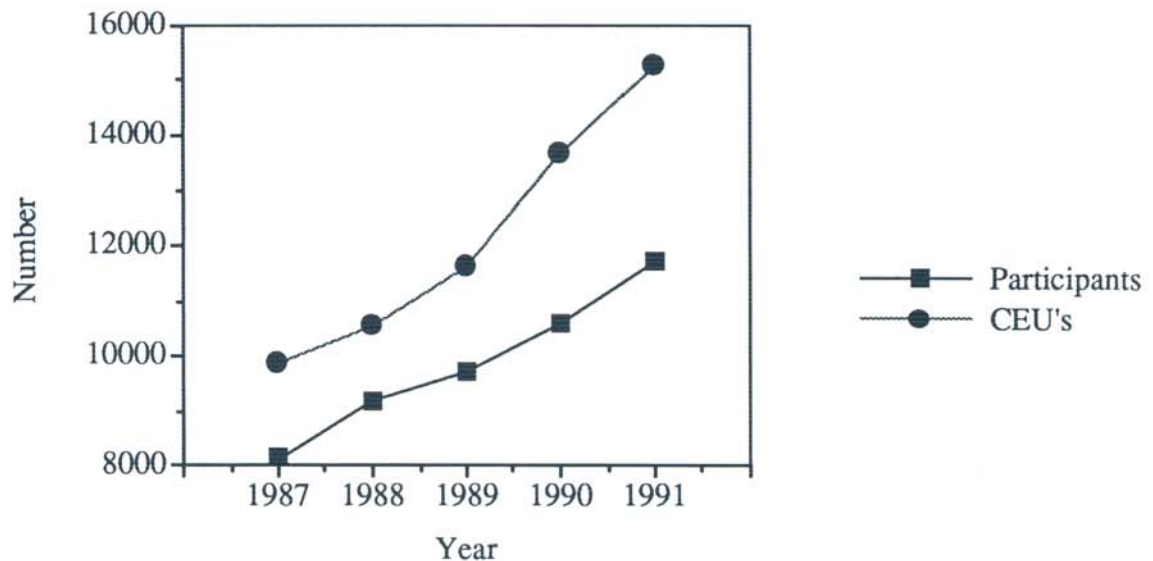
Number of Enrolled Juniors and Seniors					
PROGRAMS	FALL 1987	FALL 1988	FALL 1989	FALL 1990	FALL 1991
Biology	53	66	65	70	109
Chemistry	15	14	19	27	36
Computer Science	105	96	77	89	111
Information Systems <sup>1</sup>	3	31	75	86	102
Math	23	20	21	30	31
Nursing	139	144	169	173	226
Pre-Dentistry (undeclared)	1	2	3	3	2
Pre-Engineering (undeclared)	1	6	1	7	8
Pre-Forestry (undeclared)	1	1	0	3	0
Pre-Medicine (undeclared)	8	18	14	25	27
Pre-Pharmacy (undeclared)	8	13	9	9	11
Pre-Veterinary Medicine (undeclared)	6	5	9	8	12
Undecided in SAH	1	2	1	6	7
<b>SCHOOL TOTAL</b>	<b>364</b>	<b>418</b>	<b>463</b>	<b>536</b>	<b>682</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.

## DIVISION OF CONTINUING EDUCATION



### CONTINUING EDUCATION: 1987 - 1991

	FY 87	FY 88	FY 89	FY 90	FY 91	5-Year # Change	5-Year % Change
Programs/Courses	550	550	599	670	707	157	29%
Participants	8,110	9,169	9,688	10,599	11,721	3,611	43%
Participant Hours	104,359	109,168	116,100	136,661	152,485	48,126	46%
CEUs	9,873	10,513	11,610	13,666	15,249	5,376	54%
Revenues	\$ 464,346	629,615	739,843	866,181	1,183,412	719,066	155%

### HIGHLIGHTS

- Nearly 12,000 registrations were logged in over 700 continuing education courses and programs in 1990-91, an increase of nearly 50% over the last five years.
- Continuing education registrants earned over 15,000 CEU's (Continuing Education Units) of nondegree credit in 1990-91.
- Revenue for continuing education courses and contracts doubled in the last four years and broke the \$1 million mark in 1990-91.
- Contract training for business and industry grew to the point at which it now comprises 30% of the division's revenue and is conducted in 10 states. This activity showed a 437% increase over last year.



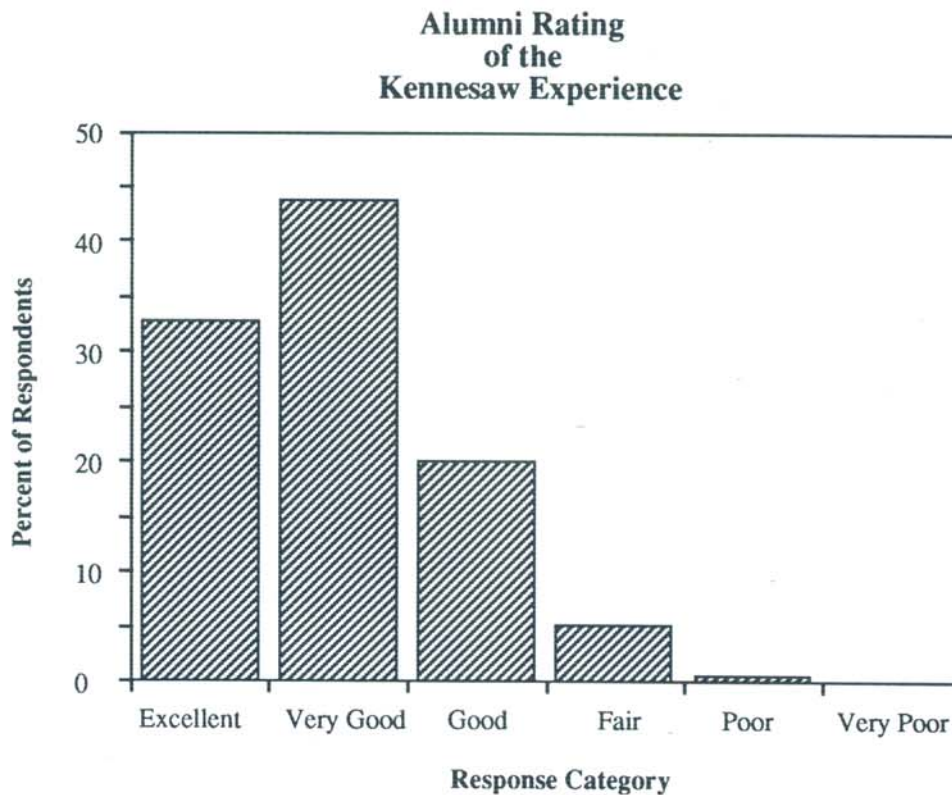
## LIBRARY INFORMATION

LIBRARY ACTIVITY: FY 87- FY 91							
	FY 87	FY 88	FY 89	FY 90	FY 91	5-Year # Change	5-Year % Change
Volumes	288,888	309,724	330,237	369,369	405,011	116,123	40%
Titles	128,960	134,796	169,251	196,253	239,703	110,743	86%
Periodicals	2,021	2,110	2,110	3,020	3,144	1,123	56%
Government							
Documents	122,990	137,510	159,869	170,389	195,558	72,568	59%
Microforms	413,054	447,828	509,138	643,237	700,427	287,373	70%
Circulation-							
Books	71,158	88,762	93,869	97,894	104,390	33,232	47%
Circulation-							
Reserves	13,470	17,750	17,921	18,513	21,508	8,038	60%
Interlibrary							
Loans:							
Borrowed	980	845	2,790	2,773	2,959	1,979	202%
Loaned	457	583	1,023	1,032	1,285	828	181%

## HIGHLIGHTS

- Every area of the library's collection and activity has grown significantly in the last five years.
- The Library subscribes to more than 50 CD database services and is among the most automated and technically advanced of the libraries in the state; four editions of *Helpkey*, bibliographic instruction texts, have been published by the Library to assist users of the new technology for information storage and retrieval.
- The DeFazio Children's Collection is the largest pedagogical children's collection in Georgia and is the only K-12 collection of its kind in the state. The Library and School of Education presented a Children's Literature Celebration Conference for the second year, and the Library produced a children's literature book review periodical, *Bookmark*.
- The Bentley Rare Book Room and Collection houses 12,500 First Edition volumes and 55 Museum/World Class quality medieval and renaissance manuscript leaves. Only two other Georgia libraries have rare book rooms comparable to the KSC one, the University of Georgia and Emory University.

## 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.



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KENNESAW  
STATE  
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FACT  
BOOK

FACULTY  
AND STAFF  
INFORMATION



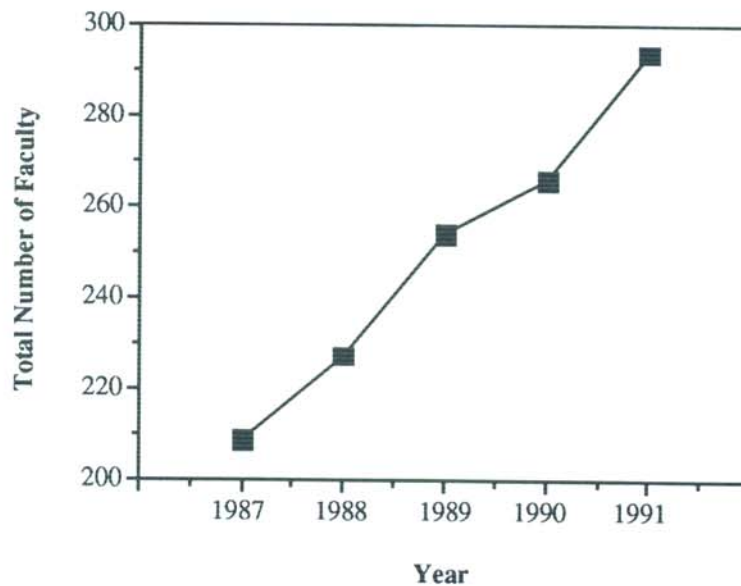
## FACULTY AND STAFF INFORMATION

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## TOTAL FULL-TIME INSTRUCTIONAL FACULTY



### NUMBER OF FACULTY Fall 1987- Fall 1991 \*

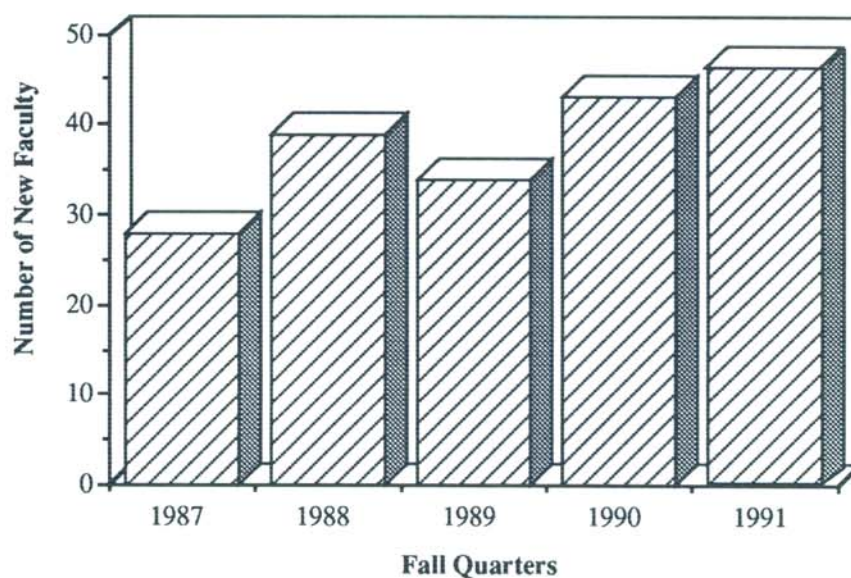
Schools	Fall 87	Fall 88	Fall 89	Fall 90	Fall 91	5-Year # Change	5-Year % Change
Arts & Behavioral Sciences	73	79	90	91	103	30	41%
Business	52	52	58	61	68	16	31%
Education	25	28	35	37	37	12	48%
Science & Allied Health	59	68	71	77	85	26	44%
<b>TOTALS</b>	<b>209</b>	<b>227</b>	<b>254</b>	<b>266</b>	<b>293</b>	<b>84</b>	<b>40%</b>
Number Change	+14	+18	+27	+12	+27		
Annual % Change	7%	9%	12%	5%	+10%		

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

### HIGHLIGHTS

- The five-year rate of growth of the faculty was above the rate of the growth of the overall enrollment, with enrollment increasing 37% and faculty numbers increasing 40%.
- All schools experienced a substantial increase in full-time faculty over the last five years.

## NEW INSTRUCTIONAL FACULTY



### NEW FULL-TIME FACULTY APPOINTMENTS \*

	Fall 1987	Fall 1988	Fall 1989	Fall 1990	Fall 1991	5-Year # Change
Professors	3	1	2	0	3	0
Associate Professors	5	8	7	7	11	6
Assistant Professors	15	18	16	18	15	0
Instructors	5	12	9	18	17	12
<b>TOTAL</b>	<b>28</b>	<b>39</b>	<b>34</b>	<b>43</b>	<b>46</b>	<b>18</b>
Total Full-time Faculty	209	227	254	266	293	84
% New of Total Faculty	13%	17%	13%	16%	16%	

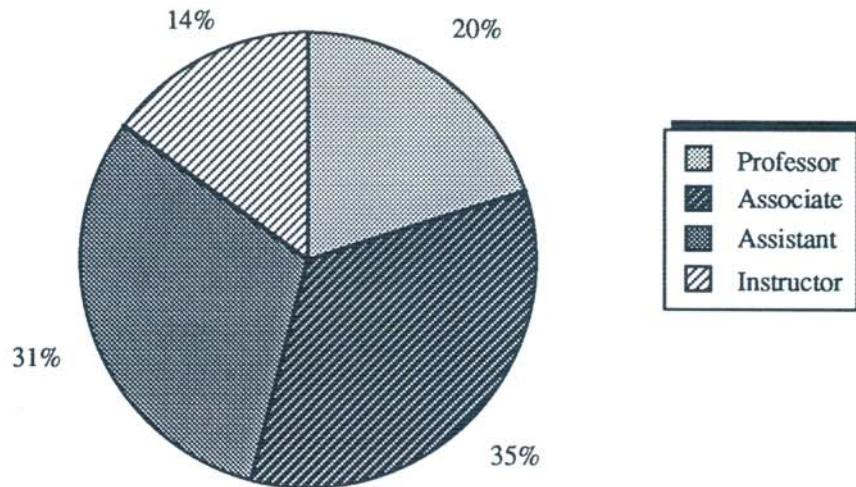
\* The new faculty numbers reflect actual people, not new budget positions, excludes administrative faculty.

### HIGHLIGHTS

- As a result of turnovers, new positions and successful recruiting efforts, KSC has employed 30 to almost 50 new instructional faculty each year over the last five years.
- During fall 1991, one in five full-time faculty at KSC was new.



## FULL-TIME INSTRUCTIONAL FACULTY BY RANK \*



Distribution of Faculty by Rank, Fall 1991

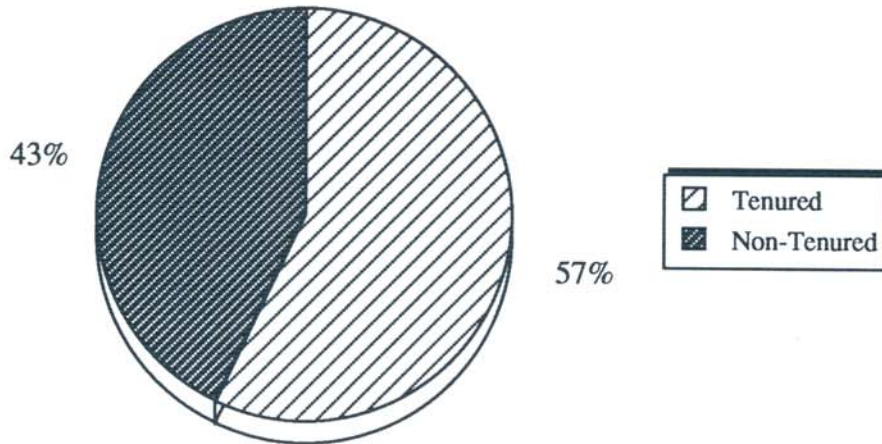
NUMBER OF FACULTY BY RANK												
RANK	Fall 87		Fall 88		Fall 89		Fall 90		Fall 91		5-Year Change	
	#	%	#	%	#	%	#	%	#	%	#	%
Professor	38	18	47	21	51	20	50	18	58	20	20	53
Associate	72	34	78	34	90	35	91	35	102	35	30	42
Assistant	81	39	79	35	83	33	88	33	92	31	12	15
Instructor	18	9	23	10	30	12	37	14	41	14	23	128
Total	209	100	227	100	254	100	266	100	293	100	84	40

\* 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 (55% 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.

## TENURE STATUS OF FACULTY



TENURE STATUS BY GENDER			
	Female	Male	Total
Tenured	55	71	126
Non-Tenured	83	77	160
Non-Tenure Track	5	2	7
Total	143	150	293

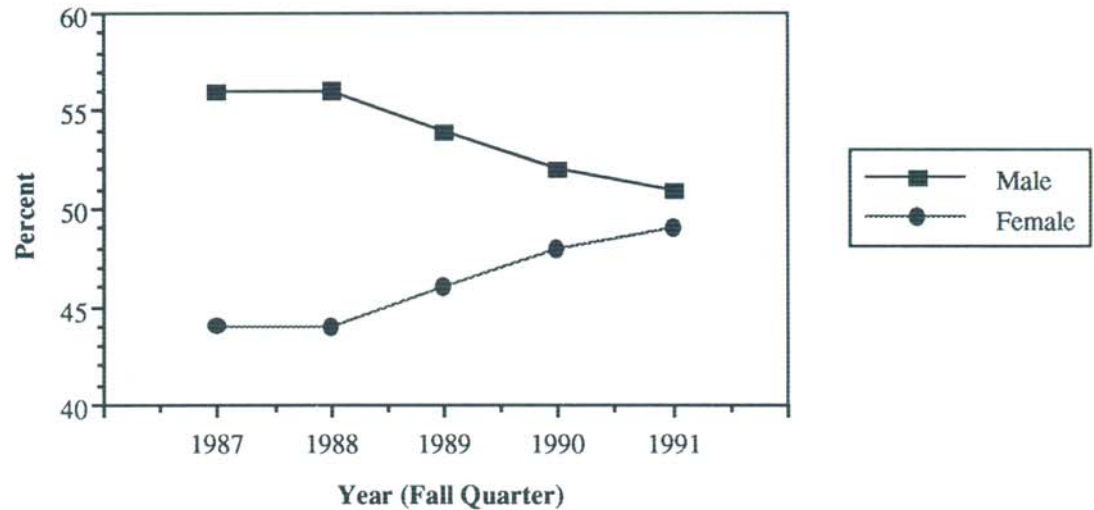
TENURE STATUS BY RACE						
	Black	Asian	Indian	Hispanic	White	Total
Tenured	8	0	0	0	118	126
Non-Tenured	11	4	0	2	143	160
Non-Tenure Track	1	0	0	0	6	7
Total	20	4	0	2	267	293

### HIGHLIGHTS

- The percentage of faculty tenured at KSC is relatively low compared to the national average, reflecting large numbers of new hires in recent years.
- Kennesaw State has a high percentage of tenured faculty who are women and minorities.



## MALE AND FEMALE INSTRUCTIONAL FACULTY

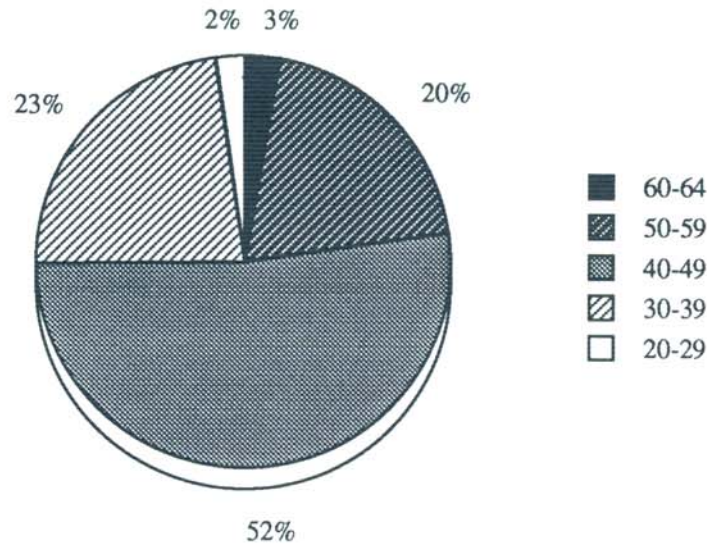


FULL-TIME FACULTY BY GENDER STATUS												
	Fall 87		Fall 88		Fall 89		Fall 90		Fall 91		5-Year # Change	5-Year % Change
	#	%	#	%	#	%	#	%	#	%		
Male	118	56	127	56	137	54	138	52	150	51	32	27
Female	91	44	100	44	117	46	128	48	143	49	52	57
Totals	209	100	227	100	254	100	266	100	293	100	84	40

### HIGHLIGHTS

- The number of women on KSC's faculty is almost equal to the number of men.
- The percentage of female faculty members is among the highest for four-year colleges and universities in the state and nation.
- The rate of growth in the number of female faculty at KSC has been twice as great as the rate for male faculty.

## AGE OF THE INSTRUCTIONAL FACULTY



Distribution of Ages, Fall 1991

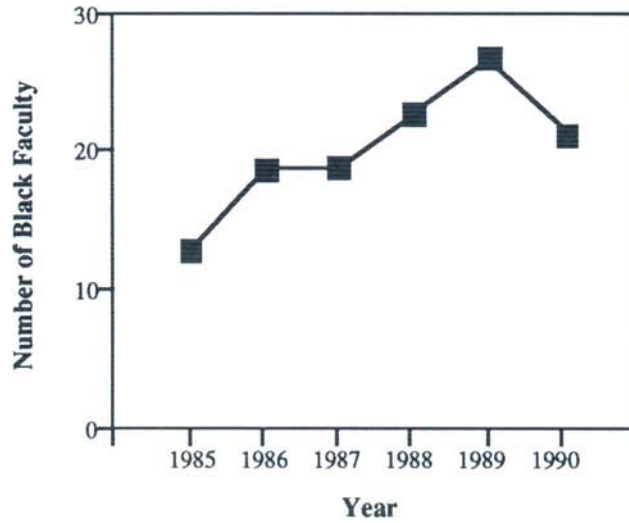
FACULTY AGE GROUPS: FALL 1991						
	20's	30's	40's	50's	60's	Total
Number	7	66	154	58	8	293
Percent	2%	23%	52%	20%	3%	100%

### HIGHLIGHTS

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



## BLACK INSTRUCTIONAL FACULTY



FULL-TIME BLACK FACULTY: FALL 1991						
School	Professor	Associate	Assistant	Instructor	Total	% of Total in Schools
Arts and Behavioral Sciences	0	4	1	1	6	6%
Business Administration	0	2	2	1	5	7%
Education	0	1	0	1	2	5%
Science and Allied Health	1	2	3	1	7	8%
<b>TOTAL</b>	<b>1</b>	<b>9</b>	<b>6</b>	<b>4</b>	<b>20</b>	<b>7%</b>

### 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.

**RELATIVE STANDING OF KSC FACULTY  
IN TERMS OF HIGHEST DEGREE  
FALL 1991**

PUBLIC 4-YEAR UNITS IN GEORGIA	% With Terminal Degree *	% Without Terminal Degree
University of Georgia	90	10
Georgia Tech	90	10
Georgia State University	85	15
Kennesaw State College	75	25
West Georgia College	70	30
Valdosta State College	68	32
Augusta College	67	33
North Georgia College	64	36
Georgia College	63	37
Georgia Southwestern College	62	38
Columbus College	62	38
Albany State College	61	39
Savannah State College	61	39
Armstrong State College	59	41
Georgia Southern University	59	41
Fort Valley State College	57	43
Clayton State College	56	44
Southern College of Technology	49	51

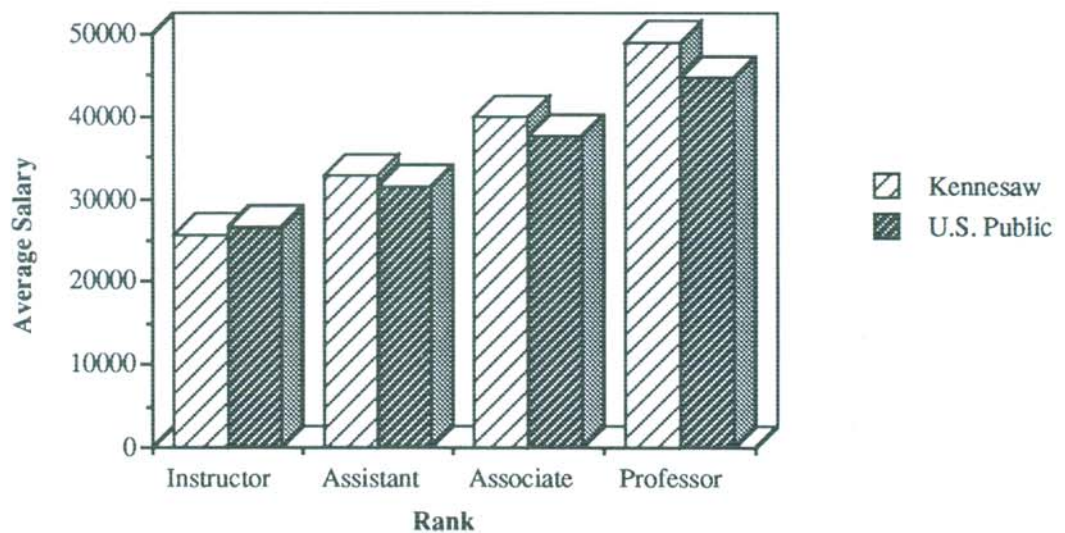
\* Includes professional degrees

### HIGHLIGHTS

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



## AVERAGE ACADEMIC YEAR SALARIES OF INSTRUCTIONAL FACULTY



<b>AVERAGE SALARIES OF FULL-TIME FACULTY: 1990-91</b>				
	<b>Professor</b>	<b>Associate</b>	<b>Assistant</b>	<b>Instructor</b>
Kennesaw State	49,000	39,800	32,700	25,500
National Public Institutions	44,900	37,550	31,390	26,510

### 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 1990-91 FACULTY SALARIES AT SENIOR COLLEGES IN THE UNIVERSITY SYSTEM OF GEORGIA BY FIELD

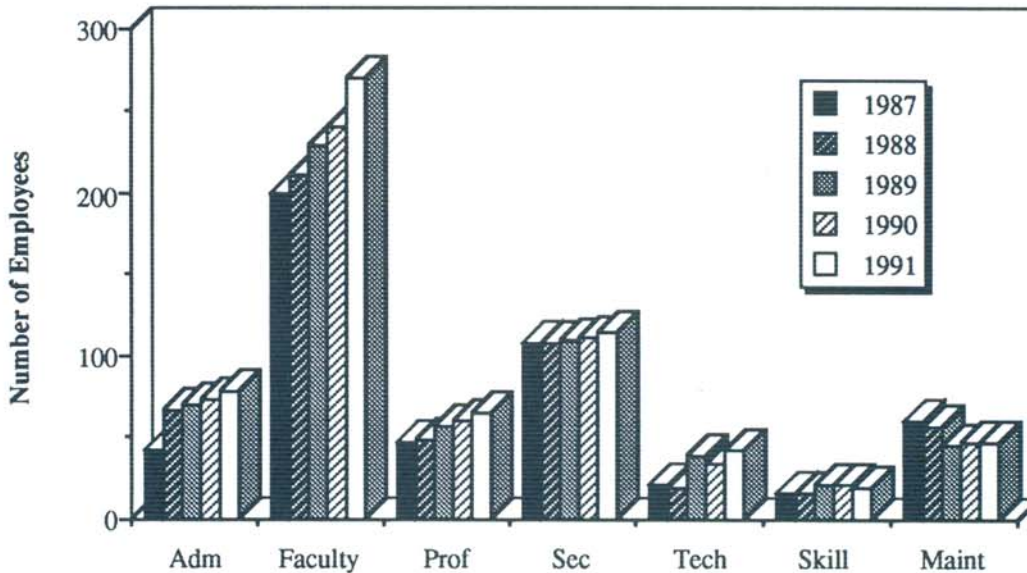
GENERAL FIELDS	Average 9-month Salaries		
	ASSISTANT	ASSOCIATE	PROFESSOR
Business and Management	42,500	45,300	51,800
Computer & Information Science	38,200	41,100	50,200
Health Science	32,500	36,400	46,700
Mathematics	31,500	36,700	43,600
Physical Sciences	31,400	35,700	41,800
Education	31,200	36,100	41,800
Social Sciences	30,400	35,200	41,700
Psychology	30,200	35,500	43,000
Life Sciences	30,100	35,000	41,200
Letters	29,900	33,700	42,200
Foreign Languages	29,700	34,300	45,500
Philosophy & Religion	28,900	35,300	43,600
Visual & Performing Arts	28,700	33,700	41,000

### 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 1990-91.
- 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.



## FULL-TIME EMPLOYEES BY EEO CLASSIFICATION



TOTAL EMPLOYEES : 1987 - 1991*							
	1987	1988	1989	1990	1991	5-Year # Change	5-Year % Change
Executive, Administrative, Managerial	42	68	71	74	79	37	88%
Faculty, Academic	200	212	229	241	271	71	36%
Professional Staff	48	50	57	61	65	17	35%
Clerical/Secretarial	108	108	110	112	114	6	6%
Technical/Paraprofessional	22	20	39	35	42	20	91%
Skilled Crafts	17	17	21	21	19	2	12%
Service/Maintenance	60	58	46	47	48	(12)	(20%)
<b>Total</b>	<b>497</b>	<b>533</b>	<b>573</b>	<b>591</b>	<b>638</b>	<b>141</b>	<b>28%</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 but at a rate somewhat lower than the growth rate of the enrollment.
- The number of faculty increased the most and the number of secretarial/clerical positions increased the least.

## FULL-TIME STAFF BY GENDER AND RACE

FULL TIME STAFF BY GENDER			
	Females	Males	Total
Executive, Administrative			
Managerial	28	51	79
Faculty, Academic	132	139	271
Professional Staff	43	22	65
Clerical/Secretarial	111	3	111
Technical/Paraprofessional	15	27	42
Skilled Crafts	1	18	19
Service/Maintenance	20	28	48
<b>Total</b>	<b>350</b>	<b>288</b>	<b>638</b>

FULL TIME STAFF BY RACE						
	Black	Asian	Indian	Hispanic	White	Total
Executive, Admin.						
Managerial	4	0	0	0	75	79
Faculty, Academic	19	7	0	1	244	271
Professional Staff	6	0	0	1	58	65
Clerical/Secretarial	5	0	0	0	109	114
Technical/Paraprof.	2	1	0	0	39	42
Skilled Crafts	1	1	0	0	17	19
Service/Maint.	6	0	0	0	42	48
<b>Total</b>	<b>43</b>	<b>9</b>	<b>0</b>	<b>2</b>	<b>584</b>	<b>638</b>

### HIGHLIGHTS

- Females comprise 55% of the total workforce on campus and 59% of the “staff”.
- The analysis of the staff data shows that 7% of the Kennesaw State employees are black; and if all minority groups are considered the percentage rises to 8%.



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KENNESAW  
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FACT  
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BUDGET AND  
FINANCIAL  
INFORMATION



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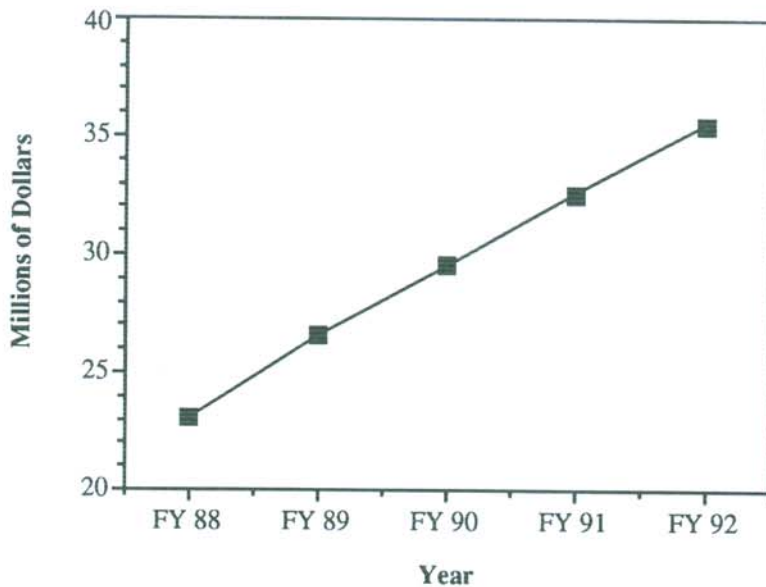
## BUDGET AND FINANCIAL INFORMATION

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### BUDGET ALLOCATIONS FOR FISCAL YEARS 1988 to 1992



TOTAL E & G BUDGET * ALLOCATIONS					
	FY 88	FY 89	FY 90	FY 91	FY 92
TOTAL	\$23,032,155	\$26,571,958	\$29,493,307	\$32,600,416	\$35,523,642
\$ Change	\$2,527,312	\$3,539,803	\$2,921,349	\$3,107,109	\$ 2,923,226
Annual % Change	12%	15%	11%	11%	9%

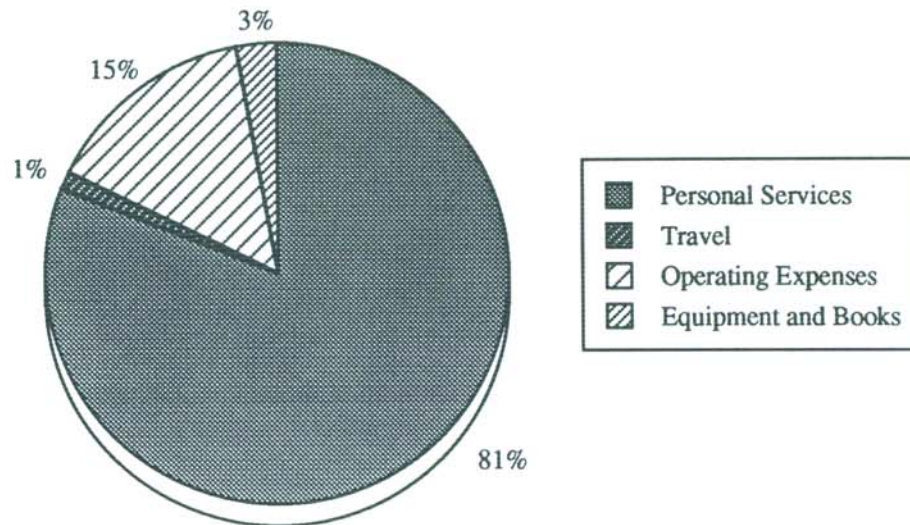
	5-Year \$ Change	5-Year % Change
INCREASE	\$12,491,487	54%

\* Educational and General budget; excludes auxiliaries.

#### HIGHLIGHTS

- Total budget allocations grew 54% during the last five years.
- The percentage increase in the annual budget has been relatively stable in the last four years.

## BUDGET ALLOCATIONS



FY 92 Allocation of Dollars

FISCAL YEAR 1991-92 BUDGET ALLOCATION (E & G <sup>1</sup> )						
FY 91	Personal Services	Travel	Operating Supplies & Expenses	Equipment and/or Books	Total Budget	% Total
Instruction	\$18,811,472	\$213,750	\$1,022,290	\$265,400	\$20,312,912	57%
Research	1,724		4,276		6,000	-
Public Service	406,333	12,500	79,493	5,000	503,326	1%
Academic Support	1,918,121	46,800	508,900	611,300	3,085,121	9%
Student Services	1,869,908	37,000	208,000	4,600	2,119,508	6%
Institutional Support	3,866,986	67,900	935,521	79,666	4,950,073	14%
Operation & Maintenance of Physical Plant	1,967,294	9,600	1,720,382	37,000	3,734,276	11%
Scholarships & Fellowships			658,847		658,847	2%
Reserve			153,579 <sup>2</sup>		153,579	-
<b>TOTAL</b>	<b>\$28,841,838</b>	<b>\$387,550</b>	<b>\$5,291,288</b>	<b>\$1,002,966</b>	<b>\$35,523,642</b>	<b>100%</b>

<sup>1</sup> Educational and General budget; excludes auxiliaries.

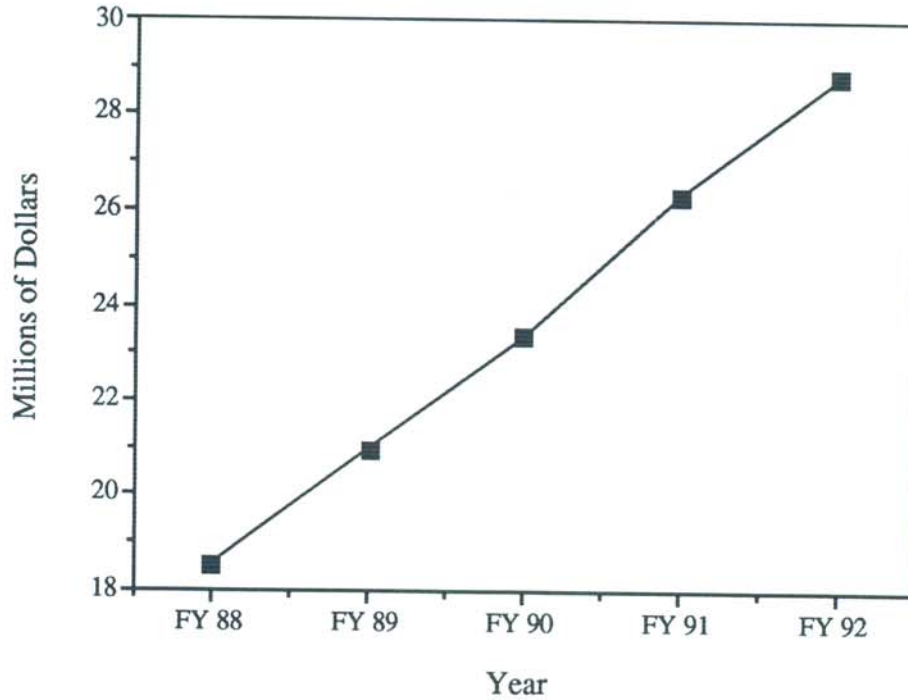
<sup>2</sup> Staff raise budgeted; reserved for lapse.

### HIGHLIGHTS

- Of the total operating budget, 81 cents of every dollar were allocated for personnel throughout the college; 65% 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



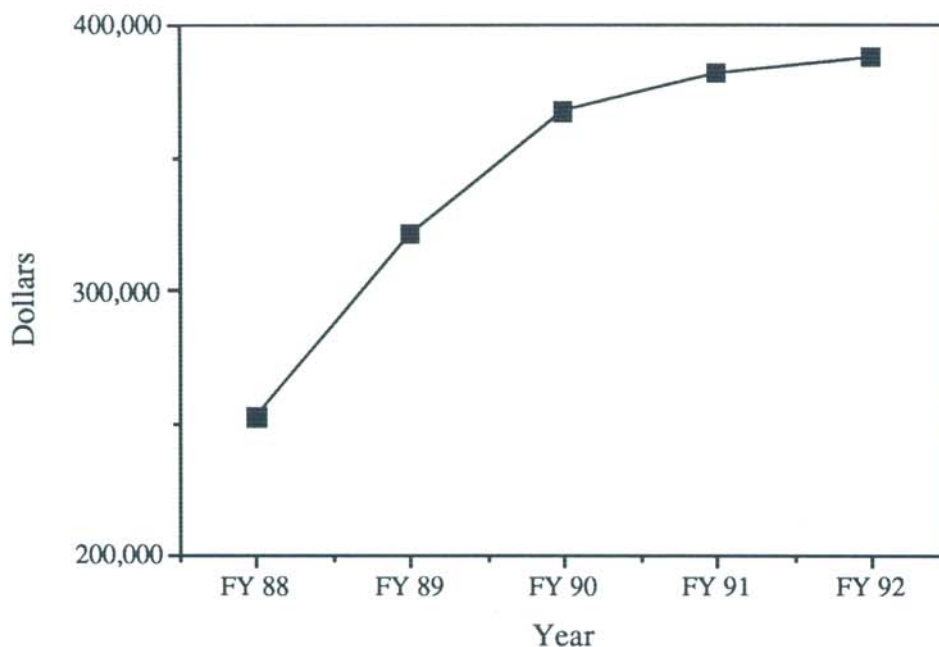
<b>KSC's PERSONAL SERVICES BUDGET</b>					
	<b>FY 88</b>	<b>FY 89</b>	<b>FY 90</b>	<b>FY 91</b>	<b>FY 92</b>
Personal Services	\$18,557,088	\$20,998,730	\$23,345,388	\$26,333,164	\$28,841,838
Annual % Change	11%	13%	11%	13%	10%

	<b>5-Year \$ Change</b>	<b>5-Year % Change</b>
Increase	\$10,284,750	55%

### HIGHLIGHTS

- Personal Services grew 55% (over \$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



KSC's TRAVEL BUDGET					
	FY 88	FY 89	FY 90	FY 91	FY 92
Travel Annual % Change	\$252,100	\$321,505	\$368,016	\$381,600	\$387,550
	12%	28%	14%	4%	2%

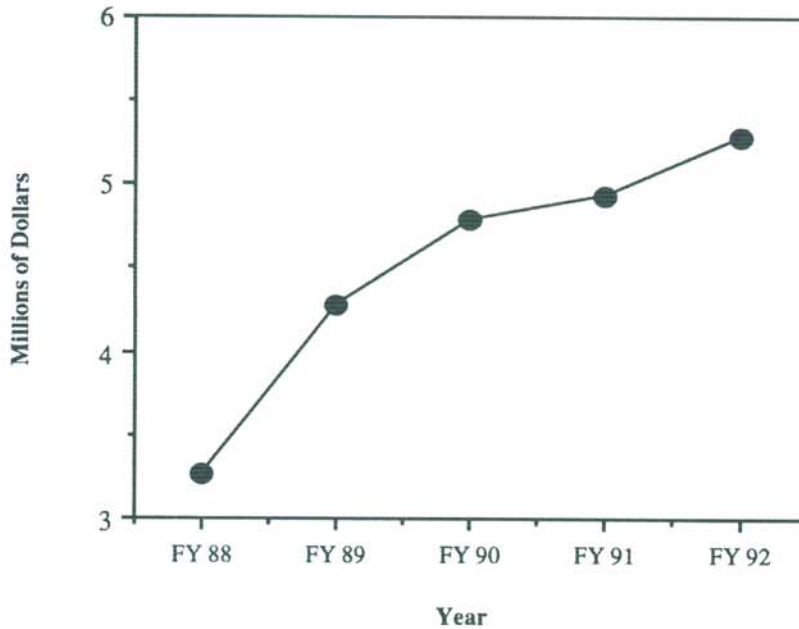
	5-Year \$ Change	5-Year % Change
Increase	\$135,450	54%

### HIGHLIGHTS

- Travel money increased by \$135,450, a 54% 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. Unfortunately, budget cuts significantly impacted travel allocations.



## OPERATING EXPENSES & SUPPLIES ALLOCATIONS



KSC's OPERATING EXPENSES BUDGET					
	FY 88	FY 89	FY 90	FY 91	FY 92
Operating Expenses	\$3,265,781	\$4,282,102	\$4,791,755	\$4,941,084	\$5,291,288*
Annual % Change	25%	38%	12%	3%	7%

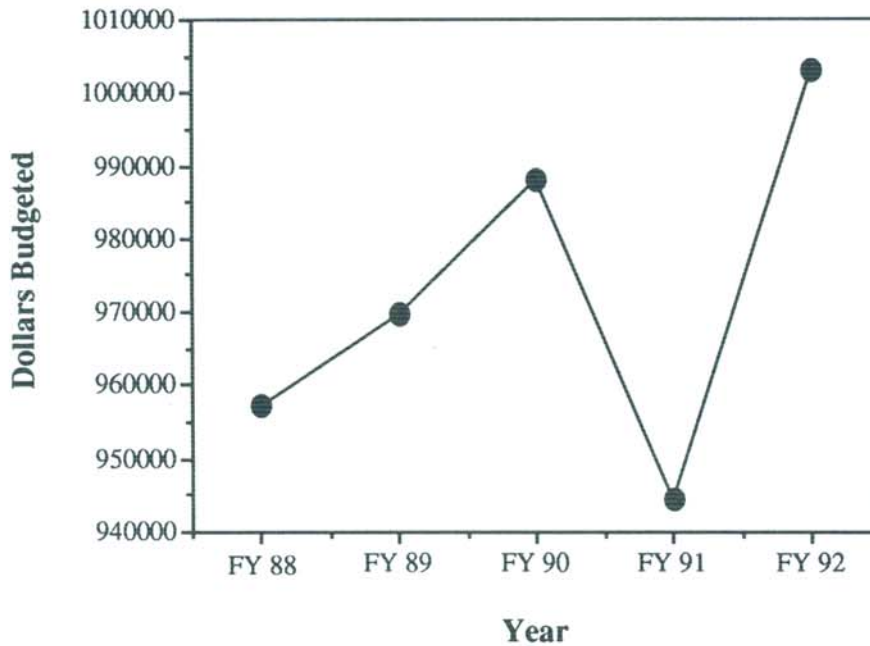
	5-Year \$ Change	5-Year % Change
Increase	\$2,025,507	62%

\* Includes \$153,579 reserve lapsed personal services.

### HIGHLIGHTS

- Operating Expenses grew by 62% since fiscal year 1988.
- The annual percentage increases showed significant gains each year until FY 91.

## EQUIPMENT AND/OR BOOKS ALLOCATIONS



KSC's EQUIPMENT BUDGET					
	FY 88 *	FY 89	FY 90	FY 91	FY 92
Equipment	\$957,186	\$969,621	\$988,148	\$944,568	\$1,002,966
Annual % Change	(4%)	1%	2%	(4%)	6%

	5-Year \$ Change	5-Year % Change
Increase	\$45,780	5%

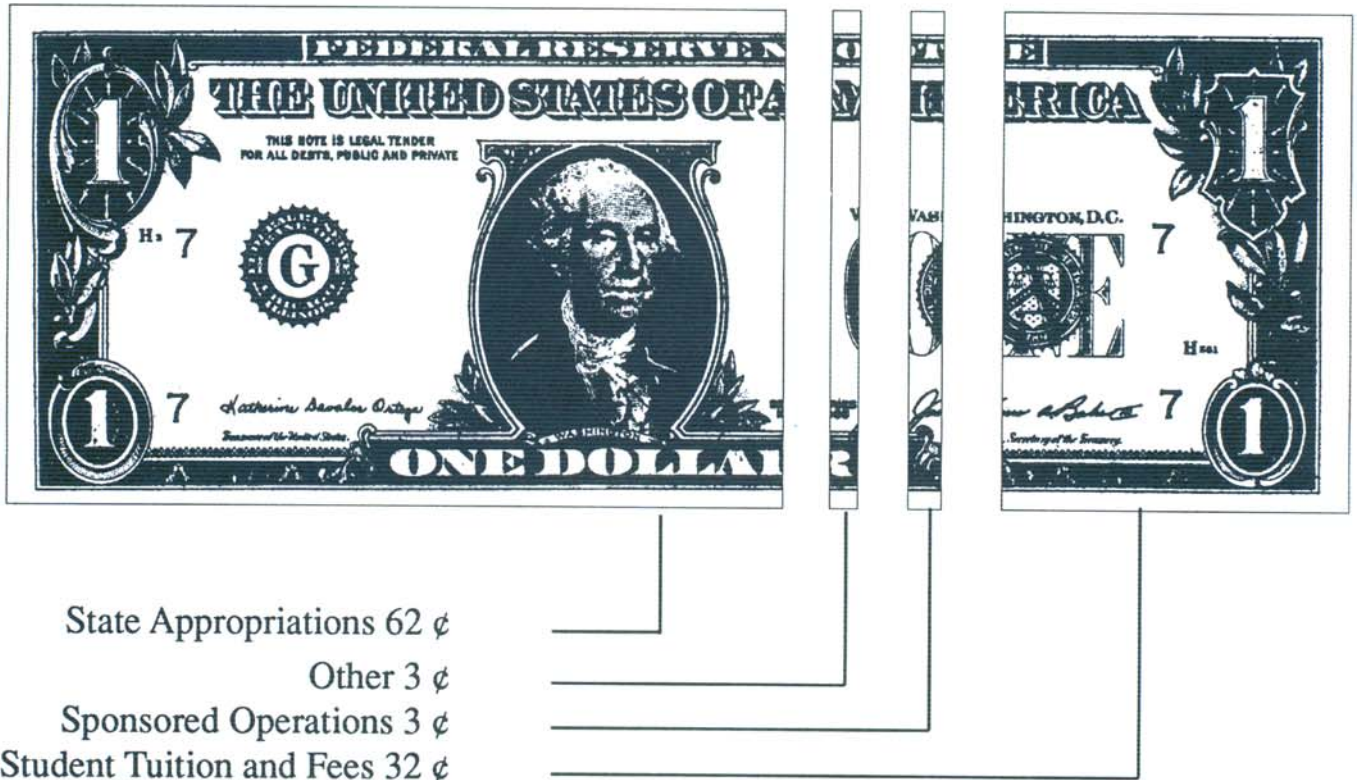
\* An accounting change in FY 88 moved some previously classified equipment purchases to supplies

### 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

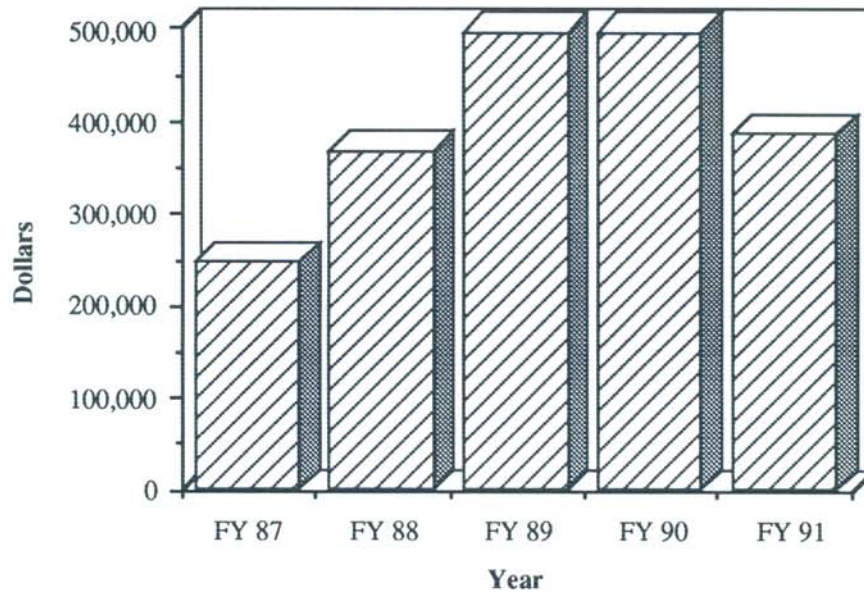


PERCENT OF TOTAL REVENUE					
Sources of Revenue	FY 88	FY 89	FY 90	FY 91	FY 92
State Appropriations	62.3%	62.6%	63.2%	63.5%	62.1%
Student Tuition & Fees	32.1%	30.4%	30.1%	29.9%	32.0%
Sponsored Operations	3.5%	4.4%	3.6%	3.4%	3.1%
Other Sources	2.1%	2.6%	3.1%	3.2%	2.8%
Total	100%	100%	100%	100%	100%

### HIGHLIGHTS

- Although the student fees in the University System generally account for 25% of revenue, at Kennesaw State College the percentage is higher, reflecting a greater reliance on tuition income. In FY 92, the student fees increased to 32%.
- Kennesaw State College continues to have a relatively low percentage of sponsored operations revenues including grants and contracts.

## GRANTS AND CONTRACTS



<b>SPONSORED FUNDS: FY 87 - FY 91</b>							
	FY 87*	FY 88	FY 89	FY 90	FY 91	5-Year \$ Change	5-Year % Change
Total Sponsored Funding	\$247,340	\$367,530	\$494,449	\$495,584	\$385,614	138,274	56%
Annual % Change	(15%)	48%	34%	.2%	(22%)		
% of Total E&G Budget	1%	1%	2%	2%	2%		

<b>SPONSORED FUNDING SOURCES IN FY 91</b>				
	Federal	State	Other	Total
Sponsored Funds	\$176,737	\$17,690	\$191,187	\$385,614
% of Total	46%	4%	50%	100%

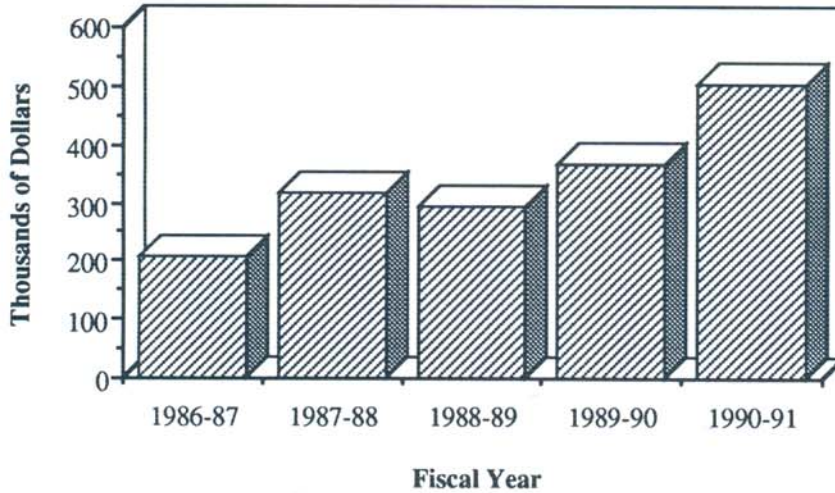
\*Included all or a portion of a cooperative education grant which was in excess of \$200,000.

### HIGHLIGHTS

- The dollar value of grants and contracts has fluctuated from year to year.
- Grant and contract funding remains relatively low at KSC.



**KENNESAW STATE COLLEGE FOUNDATION, INC.  
VOLUNTARY SUPPORT**



**SOURCES OF GIFTS BY FISCAL YEARS \***

Source	1986-87	1987-88	1988-89	1989-90	1990-91	5-Year # Change	5-Year % Change
Friends, Founds., and Corps.	\$191,386	\$292,183	\$269,734	\$341,216	\$478,261	\$286,875	150%
Alumni	\$11,525	\$11,851	\$13,175	\$16,274	\$10,634	(\$891)	(8%)
KSC Faculty/Staff	\$4,232	\$10,405	\$9,833	\$9,417	\$17,065	\$12,833	300%
<b>Total</b>	<b>\$207,143</b>	<b>\$314,439</b>	<b>\$292,742</b>	<b>\$366,907</b>	<b>\$505,960</b>	<b>\$298,817</b>	<b>144%</b>

\* The Foundation's fiscal year is April 1 to March 31.

Endowment Portfolio		1-Year # Change	1-Year %Change
1990	1991		
\$757,702	\$865,744	\$108,042	14%

**HIGHLIGHTS**

- Overall gifts to the KSC Foundation have increased notably over the last five years as the fund raising program at the institution continues to increase productivity. In recent years, Kennesaw State has begun to receive major gifts of over \$100,000 each.
- Resource acquisition is coordinated and primarily conducted by the Office of Development. Funds, whether unrestricted or designated for a particular academic program are deposited, invested, and appropriated by the KSC Foundation, Inc.



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## Physical Facilities

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**ACCUMULATED INVESTMENT IN PLANT**  
**Year Ended June 30, 1991**

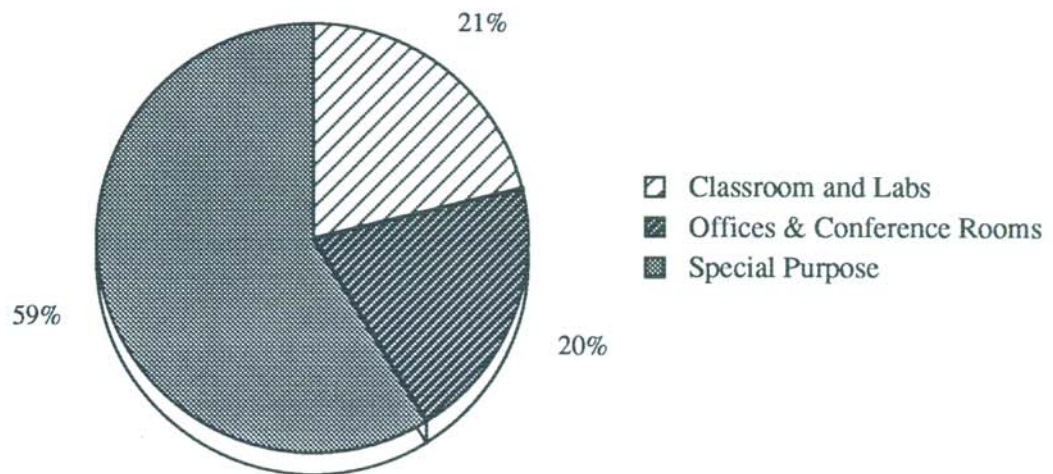
	YEAR ACQUIRED	ADJUSTED INVESTMENT AS OF JUNE 30, 1991
<b>LAND</b>		
Main Campus		\$127,477.00
<b>TOTAL LAND</b>		127,477.00
<b>BUILDINGS</b>		
Administration Building	1967	331,724.01
Administration Annex	1967	610,430.95
Business Administration Building	1967	387,198.41
Education & Performing Arts C-91	1989	4,142,629.19
Humanities Building	1979	1,857,717.51
Wyman Pilcher	1967	1,021,839.96
Horace W. Sturgis Library	1967	3,898,879.96
Music Building	1978	531,692.56
Natural Sci & Mathematics Building	1967	646,835.54
Physical Education Building	1967	1,919,263.75
Social Science Building	1967	411,049.71
Student Center	1973	2,332,371.97
Warehouse and Shops	1973	791,138.49
Business Administration & Computer Science	1989	7,209,858.00
Art Welding Studio	1990	22,421.00
<b>TOTAL BUILDINGS</b>		26,115,051.01
<b>TOTAL IMPROVEMENTS OTHER THAN BUILDINGS</b>		942,982.02
<b>TOTAL LIBRARY COLLECTIONS</b>		5,177,705.96
<b>TOTAL EQUIPMENT</b>		6,094,085.78
<b>TOTAL INVESTMENT IN PLANT</b>		<b>\$ 38,457,301.77</b>

**HIGHLIGHTS**

- The total accumulated original investment in KSC's land, buildings, improvements and equipment is approaching \$40 million.
- In terms of today's investment dollars, KSC assets are estimated to be valued at \$67 million.



## ANALYSIS OF SPACE USE



Space Allocations

SPACE ASSIGNMENTS: FALL 1991			
SPACE	# ROOMS	SQ FT	% OF SUBTOTAL
Classrooms & Labs	161	98,403	21%
Service Area	45	6,552	1%
Offices & Conference Rooms	623	92,885	20%
Service Area	115	12,478	3%
Special Purpose Space			
Library	18	44,247	10%
PE/Athletic Arenas	30	28,664	6%
Assembly/Gallery Rooms	14	11,407	2%
Auxiliary Services	24	15,499	3%
Student Rec. & Meeting Rms	16	9,277	2%
Storage	10	11,346	3%
Circulation Areas	271	81,555	18%
Other (mechanical,etc)	200	48,916	11%
Subtotal	1,527	392,352	100%
Non-assignable	61	55,039	
<b>TOTAL SPACE</b>	<b>1,588</b>	<b>516,268</b>	

## HIGHLIGHTS

- Academic classrooms and labs comprise a significant 21% of the assignable square footage on campus.
- Academic and administrative offices are scattered throughout campus, including a significant number in the Library.

**SPACE ANALYSIS BY BUILDING  
FY 1992**

BUILDING	TEACHING FACULTY OFFICES	GENERAL CLASSROOMS	INSTRUCTIONAL LABORATORIES*	SQUARE FEET
Administration	0	0	0	9,635
Administration Annex	0	0	2	12,956
PE Building	10	2	0	40,010
PE Annex	3	1	1	5,760
Education	19	14	1	21,014
Burruss	111	23	11	105,385
Humanities	35	13	3	35,091
Con Ed & Performing Arts	9	12	2	37,949
Pilcher	0	4	1	21,014
Library	65	3	8	100,039
Music	9	2	1	8,570
Plant Operations	0	0	0	27,435
Natural Science	8	5	13	27,469
Social Science	26	16	1	21,014
Biology Annex	27	0	1	6,480
Student Center	0	0	0	36,126
<b>TOTAL</b>	<b>322</b>	<b>95</b>	<b>45</b>	<b>515,947</b>

\* Music Practice Rooms (21) not included.

**HIGHLIGHTS**

- The Library continues to house a large number (65) of faculty offices.
- Instructional labs include science labs, computer labs, and specialty labs (i.e., psychology).



## DISTRIBUTION OF CLASSES ACROSS THE DAY FALL 1991

Class Times	Percent of Total Classes Offered	
	MWF	TT
<b>Morning</b>		
Early	10%	11%
Mid	19%	-
Late	17%	26%
<b>Morning Sub-total</b>	<b>46%</b>	<b>37%</b>
<b>Afternoon</b>		
Early	20%	22%
Mid	3%	-
Late	4%	8%
<b>Afternoon Sub-total</b>	<b>27%</b>	<b>30%</b>
<b>Evening</b>		
Early	18%	22%
Late	9%	11%
<b>Evening Sub-total</b>	<b>27%</b>	<b>33%</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.

**PRIORITY RANKING  
OF BUILDING AND LAND REQUESTS  
JUNE 27, 1991**

<b>CAPITAL PROJECTS FY 1993-97</b>			
<b>BUILDING</b>	<b>GROSS SQUARE FOOTAGE</b>	<b>ESTIMATED COST</b>	<b>PRIORITY</b>
Science & Nursing	120,000	\$15.5 million	1
Multipurpose Building	175,000	19.0 million	2
Fitness & Sports Complex	165,000	20.0 million	3
Cultural Arts Center	191,000	20.0 million	4

<b>LAND ACQUISITION</b>	
20 Acres of Land - East of Steve Frey Road (Acquisition of land would provide adequate parking for several years and would be considerably cheaper than parking decks)	\$3.5 million (Approved for 1991-1992)

**HIGHLIGHTS**

- KSC has a substantial backlog of needs for new facilities that match the size and sophistication of current and future operations.
- As a result of significant shortages of office and classroom space, four temporary buildings are leased, housing nearly 100 faculty and staff and an additional seventy have offices in the library.
- Many of the original campus buildings constructed 25 years ago to serve a small junior college are still in service and are increasingly inadequate to support basic services.



## REHABILITATION REQUESTS FY 92

PRIORITY	PROJECT	AMOUNT
1	Replacement of Roofs for Plant Operations and Warehouse Buildings	\$ 180,000
2	Rehabilitation of High Voltage Distribution System	225,000
3	Tennis Courts Resurfacing and Repairs (8 courts)	120,000
4	Replacement of Library Carpet (80,000 square feet)	160,000
5	Swimming Pool Renovation	30,000
<b>ADDITION TO CURRENT BUILDINGS</b>		
6	VISUAL ARTS BUILDING (Sculpture Welding Foundry and Ceramics Program - 7,000 square feet)	700,000
7	ADMINISTRATION BUILDING ADDITION (Administrative Offices and expanded department offices and work areas 9,000 square feet)	900,000
8	ADMINISTRATION BUILDING ANNEX (9,000 square feet)	900,000
<b>TOTAL</b>		<b>\$3,215,000</b>



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## SOURCES OF DATA

### Student Information

Pages	Sources
12-14	University System, Quarterly Enrollment Reports
15	Vice President for Academic Affairs
16	University System, Quarterly Enrollment Reports
17	University System, Quarterly Enrollment Reports
18-21	University System, Quarterly Enrollment Reports
22	Computer Services, Analysis of Graduates
23-28	University System, Quarterly Enrollment Reports
29-30	University System, Quarter Credit Hours Production Report
31	Annual Budget and KSC Summary of Credit Hours
32	Computer Services, Day/Night Reports
33	University System, Quarterly Enrollment Reports
34	University System, Quarterly Enrollment Reports
35	Computer Services, Distribution of Student Age
36	Computer Services, Controller Reports
37	Computer Services, Controller Reports
	Computer Services, Analysis of Undergraduates
38	Computer Services, Analysis of Graduates
	Computer Services, Controller Reports
39	Computer Services, Analysis by County
40-41	Computer Services, Analysis by Zip Codes
42	Computer Services, Foreign Students by Country
43	Computer Services, Application Statistical Reports
44-45	Computer Services, Application Statistical Reports
46	University System, Transfer Student Report
47	Computer Services, Readmission Reports
48	Office of Admissions, S.A.T. Scores
49	Office of the Registrar, Annual Developmental Studies Report
50	KSC 101 Program Coordinator
51	Office of Student Financial Aid

## SOURCES OF DATA

### Academic Programs

Pages	Sources
56	Computer Services, Graduates Report Institutional Research
57	Office of the Registrar
58	University System, Degrees Conferred Reports
59	Office of the Registrar
60-64	University System, Degrees Conferred Reports
65	University System, Program Inventory
66-74	Computer Services, Analysis of Graduates
75	Office of Continuing Education
76	Library Director
77	Office of Alumni Affairs



## SOURCES OF DATA

### Faculty and Staff Information

Pages	Sources
82-88	Office of Academic Affairs and Office of Institutional Research, Faculty Databases
89	University System, <i>Information Digest</i>
90	AAUP, ACADEME, March-April 1991 Business Services
91	University System, Salary Study
92-93	Higher Education Staff Information (EEO-6) Equal Employment Opportunity Commission Kennesaw State College Office of Minority Affairs

## **SOURCES OF DATA**

### **Budget and Financial Information**

<b>Pages</b>	<b>Sources</b>
98-105	Office of Business Services
106	Office of Development

## **SOURCES OF DATA**

### **Physical Facilities**

<b>Pages</b>	<b>Sources</b>
110-112	Business and Finance
113	Computer Services, Analysis of Classes
114-115	Business and Finance