



KENNESAW
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FACT
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1993
1994



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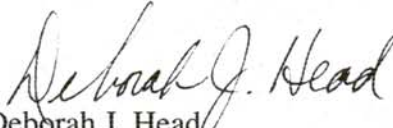
PREFACE AND ACKNOWLEDGEMENTS


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 seventh 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 State 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. A special thanks to Robert Arnold, a student assistant who spent his working hours entering page after page of data. 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 seventh edition.


Deborah J. Head
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Institutional Research


Edwin A. Rugg
Vice President
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KENNESAW STATE COLLEGE FACT BOOK

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KENNESAW
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GENERAL
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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 "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, along with data processing, was at Banberry. 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 include 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 W. Wyman 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 when she succeeded Dr. Sturgis, the founding president at Kennesaw, 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 17 departments better reflecting the college's four-year status. Major advances in minority faculty, staff and student involvement at Kennesaw were achieved in the 1980s.
- 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 reaccredited by the Southern Association of Colleges and Schools under its new criteria, which emphasized institutional effectiveness.
- Kennesaw was selected to be spotlighted in *Searching for Academic Excellence* (1986) as one of 20 colleges and universities in the nation "on the move."
- The Kennesaw College Foundation initiated its first capital campaign in 1987-88 with an initial goal of \$4 million in cooperation with the Foundation for Southern Tech.
- In keeping with its continuing development as a four-year college with graduate programs, in 1988 the faculty approved a plan to discontinue all associate degrees except the program in nursing.
- In 1988, Kennesaw College requested a change in name to Kennesaw State College. The changed was approved by the Board of Regents and took effect during the 25th year anniversary of the college.
- Throughout the 1980s, the centrality of effective teaching grew in 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 Bachelor of Science in Nursing program passed their licensing exams.

- The initial Master of Business Administration graduates earned perfect grade point averages (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 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 was implemented to promote the healthiest possible environment for the faculty, staff and students.
- In the fall of 1989, KSC was one of only five institutions in the South named by *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. KSC 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.
- From 1986 to 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%.
- The fall 1990 enrollment surpassed 10,000 students for the first time in the history of the college.
- In 1990, 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.
- In 1990, the Department of Curriculum and Instruction was divided into the departments of Elementary and Early Childhood Education and Secondary and Middle School Education. A new Department of Communication was also created.
- After five years of careful study and preparation, a new general education (core) program was fully implemented in 1991.
- The 100,000-square foot A.L. Burruss Building, home for the School of Business Administration, opened in 1991, setting the precedent for other large academic buildings to be planned for KSC.

- Evidence of solid student outcomes continued to emerge in the 1980s and 1990s. In the last decade more than 90% of the nursing graduates passed the licensing exam on the first attempt. KSC teacher education graduates led the state in passing rate on the Teacher Certification Exam. More KSC graduates taking the certified public accountant exam passed initially than graduates from any of the universities in the University System.
- An 18-month Master of Business Administration for Experienced Professionals program was initiated with the first 51 graduate students in January, 1993.
- A new Department of Public Administration and Human Services was formed in 1992 and initiated a Master of Public Administration program in the fall of 1993 with 45 graduate students.
- The Master of Accounting degree officially enrolled its initial class of graduate students during the fall of 1993.
- In an effort to creatively expand space for the college, a 50,000-square foot office complex at Chastain Center, located near the campus, was leased. The Division of Continuing Education, the Nursing Department and the Small Business Development Center moved to that location.
- Additionally in 1993, 30 acres across Frey Road were acquired by the college and will be used for future campus expansion including a multi-purpose building and additional parking.
- The Lex and LeoDelle Jolley Lodge, made possible through the KSC Foundation and a major gift by the Jolleys, was officially opened in the fall of 1993. It provides more than 6,000 square feet of space on campus to be used for retreats, meetings and social gatherings.

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, that 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:

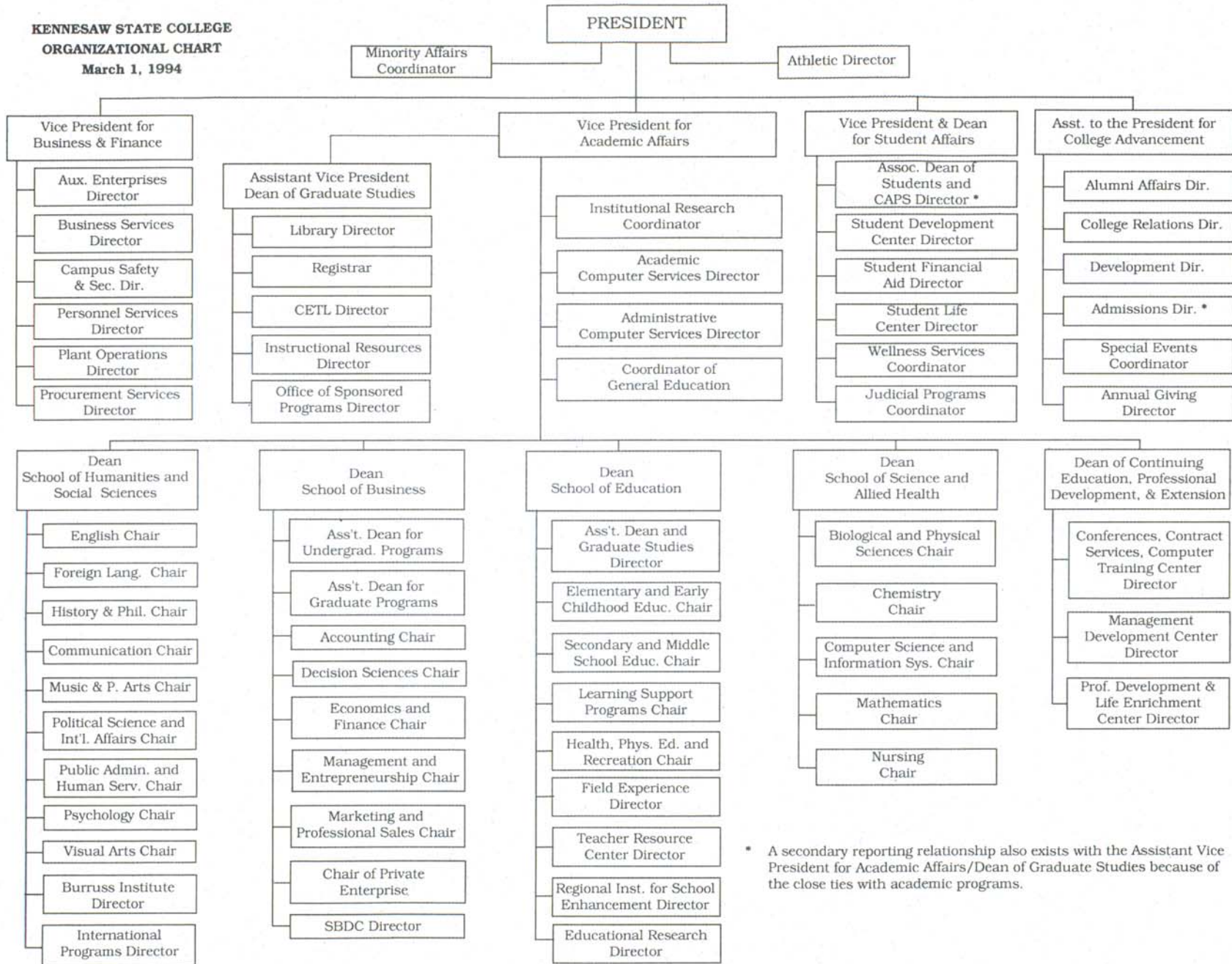
- Offer collegiate programs, courses of study and services that are of high quality and that prepare people well for the pursuit of their personal and professional goals.
- Offer a broad educational experience grounded in the liberal arts tradition, in which personal growth occurs outside as well as 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 music program is fully accredited by the National Association of Schools of Music. Both the associate program in nursing and the baccalaureate program are approved by the Georgia Board of Nursing and accredited by the National League for Nursing. The Department of Chemistry and Physics' full accreditation by the American Chemical Society allows the department to offer ACS certified degrees.

**KENNESAW STATE COLLEGE
ORGANIZATIONAL CHART
March 1, 1994**



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

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STUDENT INFORMATION

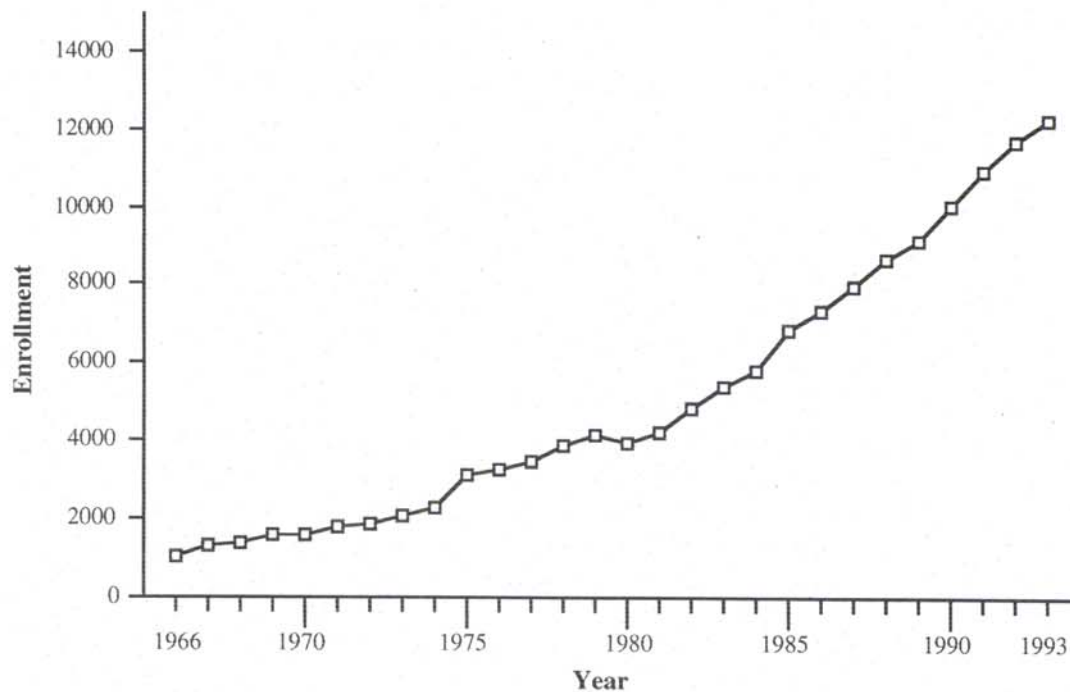
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FALL QUARTER ENROLLMENTS SINCE 1966

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	12%	
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%	
1992	11,670	7%	
1993	12,273	5%	

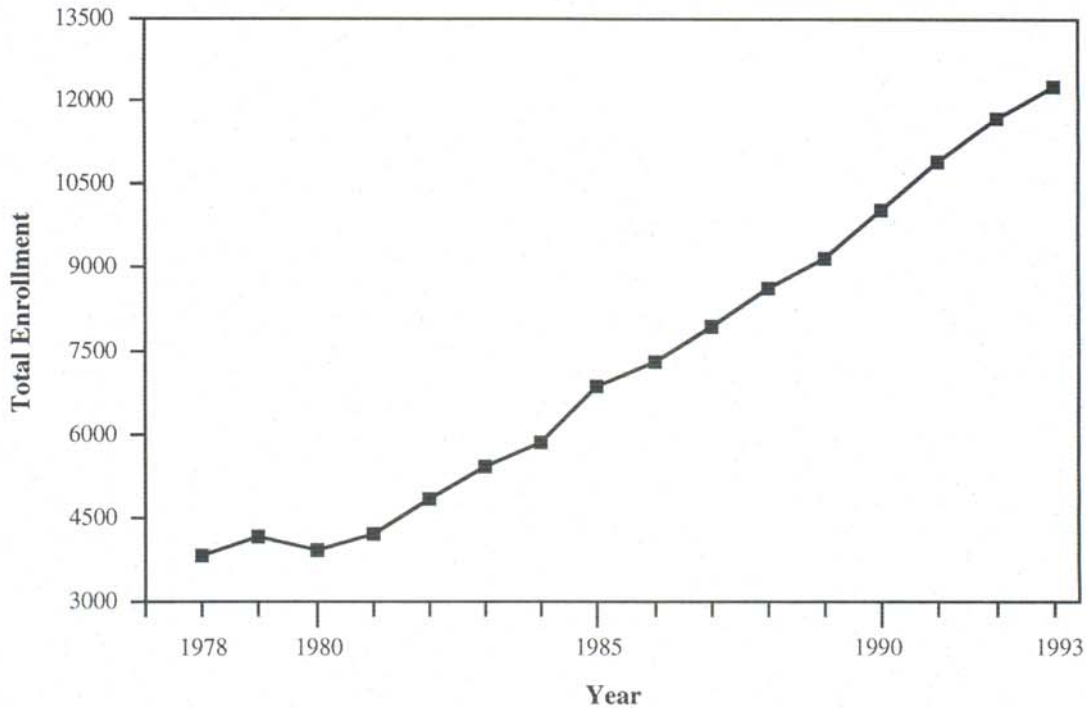
ENROLLMENT TREND FALL 1966 - FALL 1993



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 1993, Kennesaw State College's enrollment grew by over 11,250 students or 1110%.
- Roughly two-thirds of the college's growth since its founding occurred in the 1980s; fall enrollment grew by nearly 7,000 or 128% from 1983 to 1993.
- The average annual fall enrollment growth from 1981 to 1989 was 9.8%.
- The college took steps to slow the rate of growth in the early 1990s in response to funding cutbacks related to the recession and restricted resources.

SENIOR COLLEGE ENROLLMENT HISTORY SINCE 1978

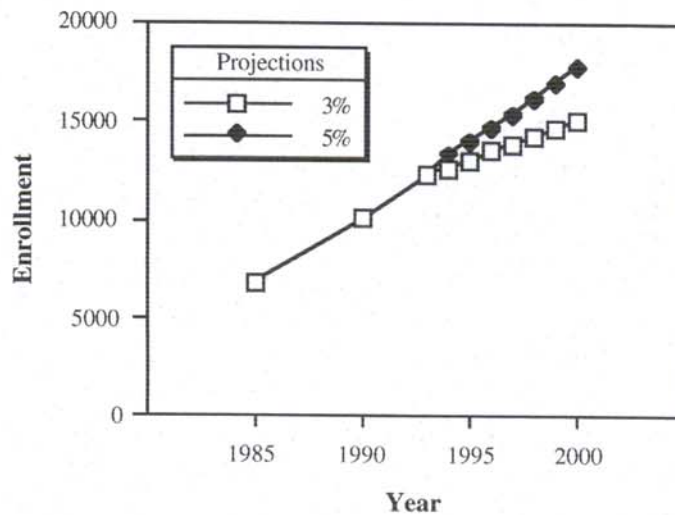


1989 - 1993 FALL QUARTER ENROLLMENT COMPARISONS							
Enrollment	Fall 1989	Fall 1990	Fall 1991	Fall 1992	Fall 1993	5-Year # Change	5-Year % Change
Undergraduate	8,404	9,148	9,826	10,471	11,008	2,604	31%
Graduate	736	882	1,087	1,199	1,265	529	72%
Total	9,140	10,030	10,913	11,670	12,273	3,133	34%
Annual % Change	6%	10%	9%	7%	5%		

HIGHLIGHTS

- Undergraduate enrollment grew 31% over the last five years with impressive increases each year.
- The graduate programs initiated in 1985 have experienced dramatic growth each fall.
- Efforts to reduce the rate of growth are reflected in recent fall enrollment increases.

FALL ENROLLMENT PROJECTIONS AT KSC IN THE 1990s



	3% Growth/Yr	5% Growth/Yr
Actual Fall 1993	12,273	12,273
Projected Fall 1994	12,641	12,887
Projected Fall 1995	13,020	13,531
Projected Fall 1996	13,411	14,208
Projected Fall 1997	13,813	14,918
Projected Fall 1998	14,228	15,664
Projected Fall 1999	14,655	16,447
Projected Fall 2000	15,094	17,269

HIGHLIGHTS

- Kennesaw State expects to have an enrollment of about 15,000 students by the turn of the century (2-3% growth per year.)
- If the annual growth rate of enrollment in the 1990s is half as great (5%) as the rate in the 1980s, Kennesaw State will exceed the 15,000 student mark by 1998.
- Had the 10% annual increase of the 1980s continued in the 1990s, KSC would be at the 24,000 student mark by the year 2000.

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

Fall 1993 Student Category	GSO (Traditional Residential)		GSU (Urban Commuter)		KSC (Metro Commuter)	
		% of Total		% of Total		% of Total
Freshmen	3,546	32%	2,430	17%	2,809	28%
Sophomores	2,468	23%	2,420	16%	2,411	24%
Juniors	2,180	20%	3,320	23%	2,136	21%
Seniors	2,749	25%	6,529	44%	2,705	27%
Subtotal	10,943	100%	14,701	100%	10,061	100%
Lower Division	7,375	60%	5,681	37%	5,837	55%
Upper Division	4,929	40%	9,849	63%	4,841	45%
Subtotal	12,304	100%	15,530	100%	10,678	100%
Undergraduates	12,304	87%	15,530	66%	10,678	87%
Graduates	1,780	13%	6,865	29%	1,265	10%
Other/Transients	107	-	1,256	5%	330	3%
TOTAL	14,191	100%	23,651	100%	12,273	100%

GSO = Georgia Southern University

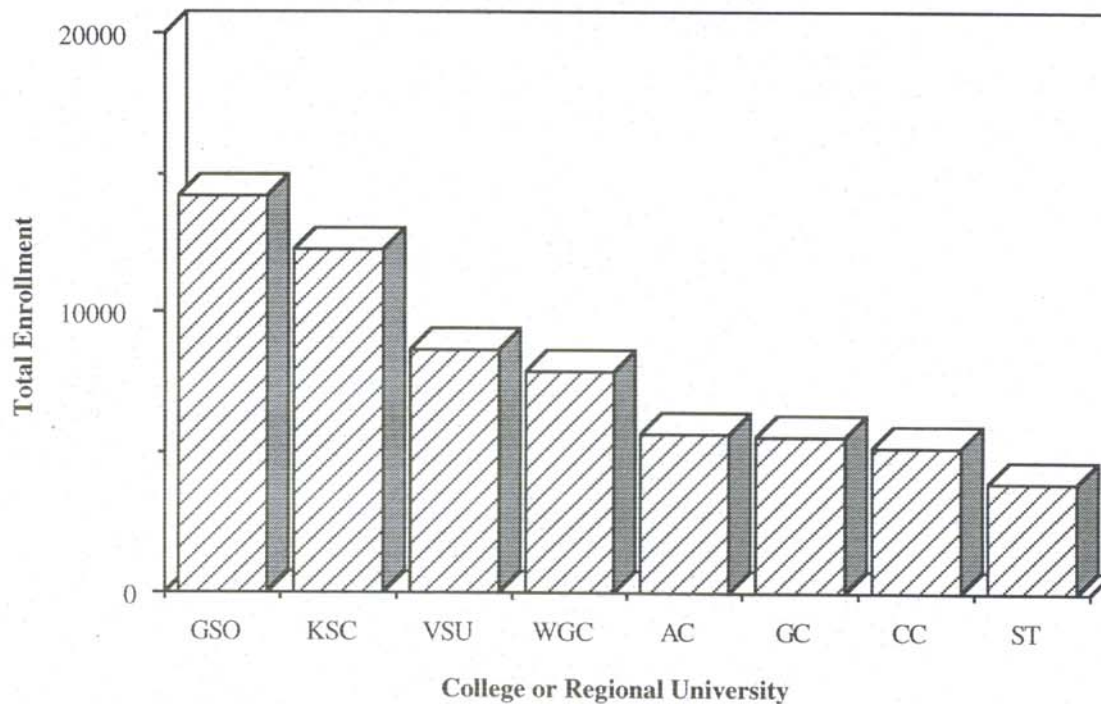
GSU = Georgia State University

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 than at traditional residential institutions.

ENROLLMENT COMPARISON OF SELECTED SISTER INSTITUTIONS



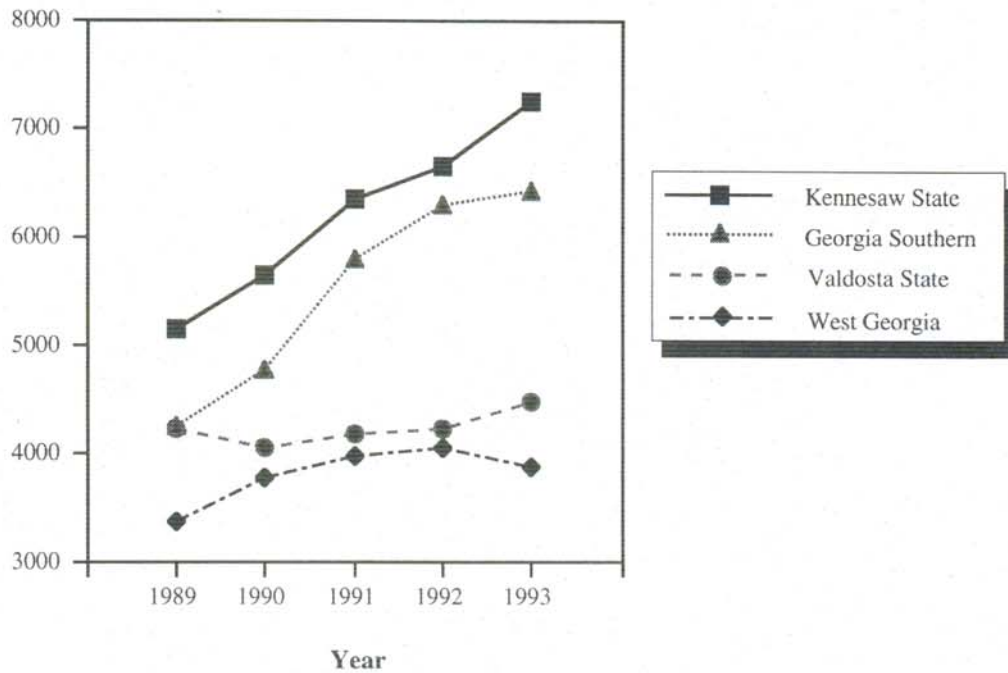
FALL 1993 ENROLLMENT COMPARISONS

	Total Enrollment	EFT	Graduate Enrollment	Upper Division	Total New Students
Georgia Southern University	14,191	13,100	1,780	4,929	3,800
KENNESAW STATE	12,273	8,606	1,265	4,841	2,786
Valdosta State University	8,675	7,481	1,275	3,371	2,378
West Georgia College	7,947	6,254	2,223	2,178	2,250
Georgia College	5,668	4,638	1,034	2,180	1,668
Augusta College	5,625	4,268	871	1,507	1,678
Columbus College	5,241	4,203	632	1,764	1,311
Southern Tech	3,966	3,042	442	1,649	844

HIGHLIGHTS

- Kennesaw State is clearly the largest of the senior colleges in headcount and equivalent full-time (EFT).
- KSC's distribution of enrollment is comparable to that of the regional universities in Georgia.

SUMMER QUARTER ENROLLMENT COMPARISONS AMONG SELECTED SISTER INSTITUTIONS

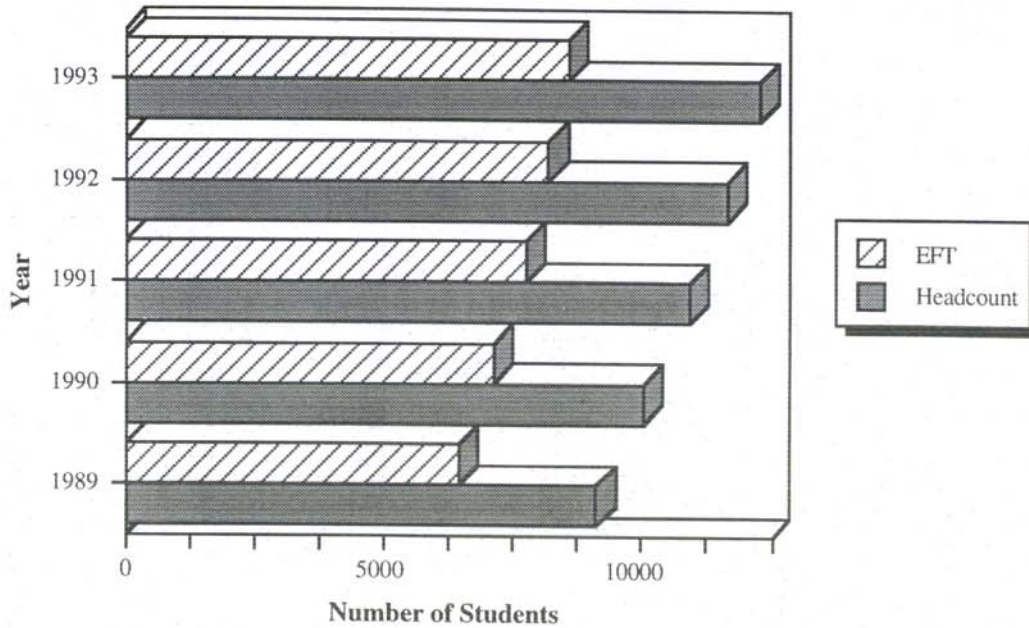


INSTITUTIONS	1989	1990	1991	1992	1993
<i>Kennesaw State</i>	<i>5,129</i>	<i>5,640</i>	<i>6,327</i>	<i>6,633</i>	<i>7,240</i>
Georgia Southern	4,238	4,762	5,787	6,283	6,402
Valdosta State	4,225	4,027	4,159	4,223	4,459
West Georgia	3,368	3,767	3,962	4,046	3,867
Columbus	2,312	2,461	2,566	2,846	3,012
Augusta	2,912	2,851	2,932	2,985	2,885
Georgia College	2,540	2,631	2,804	2,768	2,769
Clayton State	1,610	1,978	2,228	2,458	2,471
Armstrong State	1,854	2,210	2,202	2,363	2,430
Southern Tech	1,978	2,035	2,041	2,033	2,097

HIGHLIGHTS

- Over the past five years, KSC has consistently maintained the largest summer enrollment among senior colleges and regional universities in the state.
- KSC's large summer enrollment clearly demonstrates that it is a four-quarter institution, which attracts students throughout the year.

HEADCOUNT AND EFT ENROLLMENT: FALL QUARTERS 1989 - 1993



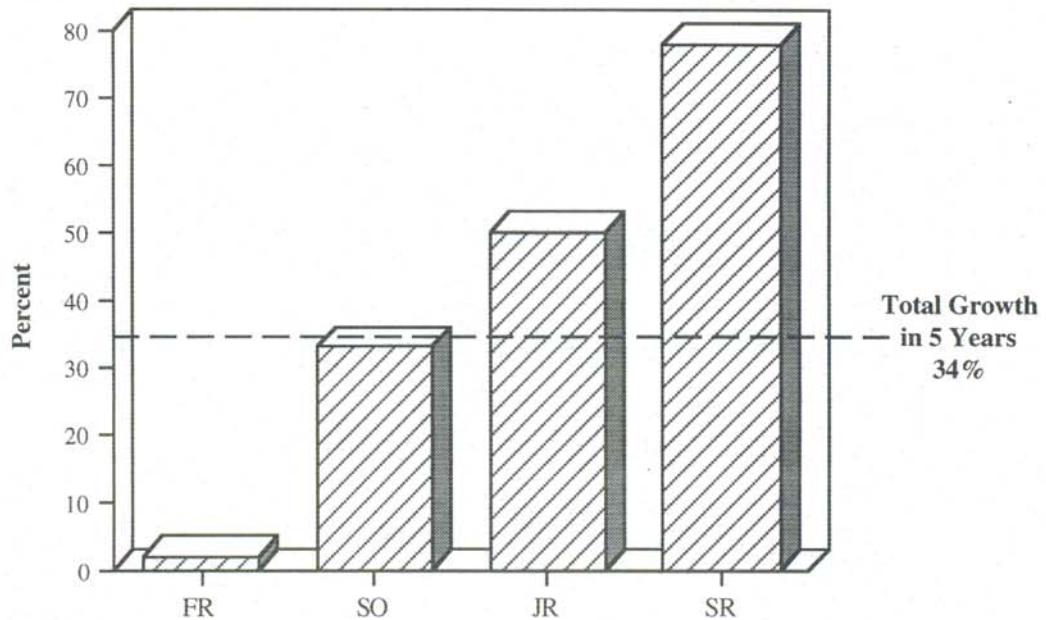
HEADCOUNT AND EFT ENROLLMENT COMPARISONS							
Type	Fall 1989	Fall 1990	Fall 1991	Fall 1992	Fall 1993	5-Year # Change	5-Year % Change
Total Headcount	9,140	10,030	10,913	11,670	12,273	3,133	34%
Headcount(% Change)	6%	10%	9%	7%	5%		
Total EFT*	6,474	7,110	7,773	8,200	8,606	2,132	33%
EFT(% Change)	7%	10%	9%	5%	5%		

*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, experiencing a consistent upward trend in enrollment over the last five years, reached 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.

ENROLLMENT GROWTH REFLECTS MATURATION OF UPPER DIVISION PROGRAMS



DEGREE-SEEKING STUDENTS: FALL 1989 - FALL 1993

Classification	Fall 1989	Fall 1990	Fall 1991	Fall 1992	Fall 1993	5-Year # Change	5-Year % Change
Freshmen	2,750*	2,543	2,743	2,901	2,809	59	2%
Sophomores	1,818*	2,189	2,228	2,324	2,411	593	33%
Juniors	1,425*	1,725*	1,881	1,994	2,136	711	50%
Seniors	1,523*	1,799	2,152	2,395	2,705	1,182	78%
Total Undergraduates	7,516	8,256	9,004	9,614	10,061	2,545	34%
Annual % Change	10%	10%	9%	7%	5%		

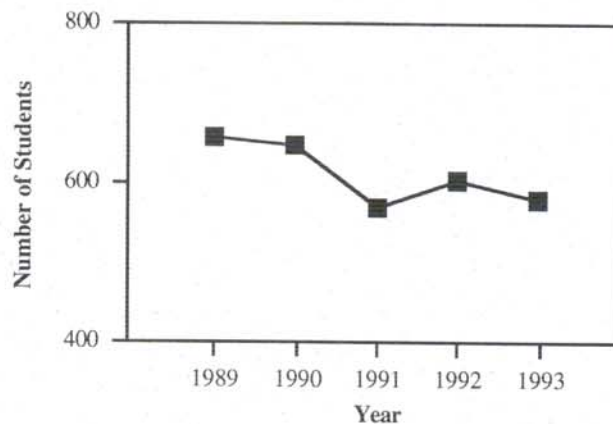
* Fall transfer data were incomplete at time of final enrollment report.

HIGHLIGHTS

- The freshmen pool showed modest growth over five years, compared with the other classifications.
- The most impressive growth was in the upper division, where juniors and seniors increased approximately 64%.
- 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 nontraditional students.

NON-DEGREE UNDERGRADUATE STUDENT ENROLLMENT OVER FIVE YEARS

Developmental Studies Enrollment



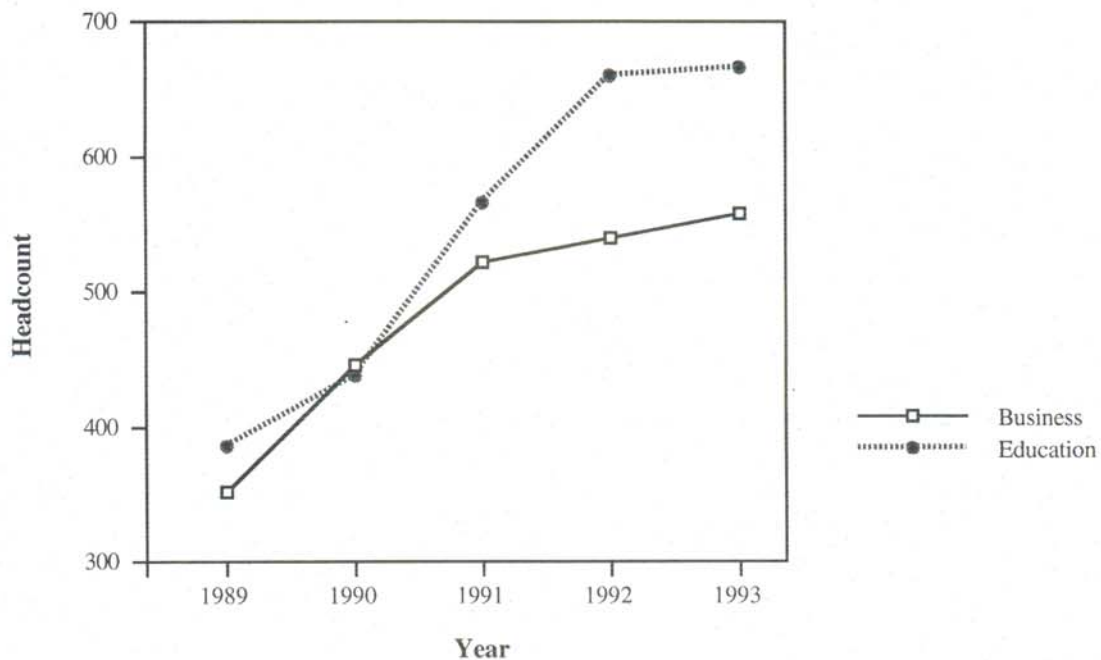
NON-DEGREE ENROLLMENT: FALL 1989- FALL 1993							
Undergraduate Classification	Fall 1989	Fall 1990	Fall 1991	Fall 1992	Fall 1993	5-Year # Change	5-Year % Change
Dev. Studies	656	648	570	602	578	(78)	(12%)
JETS*	16	11	15	7	39	23	144%
Transient	74	93	86	77	111	37	50%
All Other	142	140	151	171	219	77	54%
Total	888	892	822	857	947	59	7%
Annual % Change	(22%)	.4%	(8%)	4%	11%		

*JETS are Joint Enrollment Twelfth Grade Students

HIGHLIGHTS

- Conscientious efforts to reduce developmental studies enrollments began in 1986 with raised admissions standards. By 1991, the goal of maintaining approximately 600 students was attained.
- JETS showed a dramatic increase due largely to the Governor's Initiatives toward higher education.

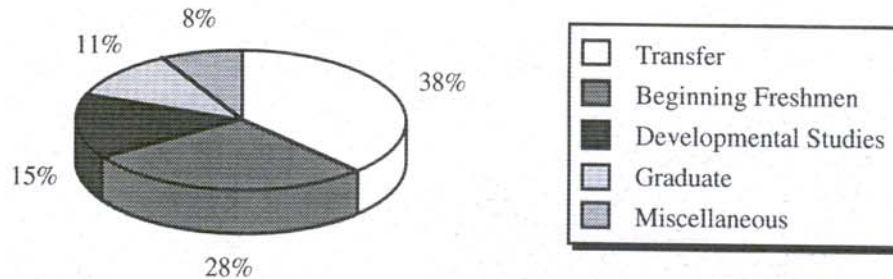
GRADUATE ENROLLMENT DISTRIBUTION



DISTRIBUTION OF GRADUATE ENROLLMENT							
Area	Fall 1989	Fall 1990	Fall 1991	Fall 1992	Fall 1993	5-Year # Change	5-Year % Change
Business							
MBA	327	419	507	511	481	154	47%
MBA for Experienced Professionals					50	-	-
Master of Accounting					10	-	-
Non-degree	24	26	15	29	17	(7)	(29%)
Total Business	351	445	522	540	558	207	59%
Education							
MED	51	64	81	87	112	61	120%
Non-degree*	334	373	484	572	553	219	66%
Total Education	385	437	565	659	665	280	73%
Humanities & Social Sciences							
Master of Public Administration					38	-	-
Non-degree					4	-	-
Total Humanities & Social Sciences					42		
Total Graduate	736	882	1,087	1,199	1,265	529	72%
Annual % Change	12%	20%	23%	10%	6%		

* A large percentage of education students are post-baccalaureate completing programs that lead to initial teacher certification. As of fall 1993, no new students will be accepted into the post-baccalaureate, initial certification program; consequently a decline in education numbers is anticipated.

NEW STUDENT ENROLLMENT: FALL QUARTERS 1989 - 1993



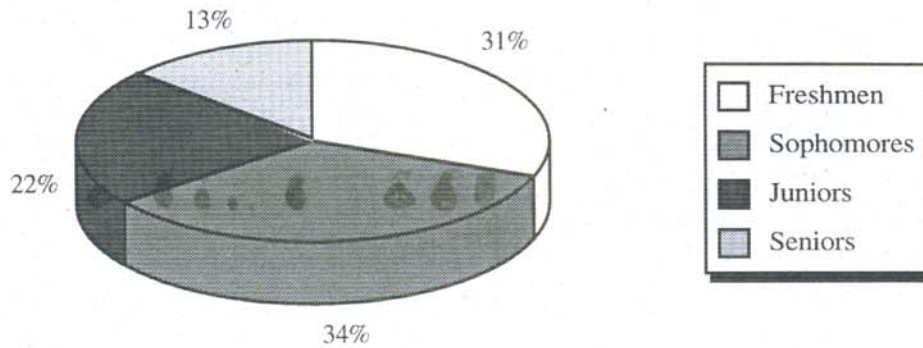
NEW STUDENT ENROLLMENT COMPARISONS							
Classification	Fall 1989	Fall 1990	Fall 1991	Fall 1992	Fall 1993	5-Year # Change	5-Year % Change
Beginning Freshmen	692	650	679	719	780	88	13%
Developmental Studies	380	457	376	433	412	32	8%
Transfer Students	836	981	1,053	1,142	1,071	235	22%
JETS*	13	9	10	6	31	18	138%
Transients	48	56	48	48	73	25	52%
Other	75	67	68	80	123	48	64%
Graduates	218	249	293	321	296	78	36%
Total	2,262	2,469	2,527	2,749	2,786	524	23%
Annual % Change	(2%)	9%	2%	9%	1%		

*Joint Enrollment Twelfth Grade Students

HIGHLIGHTS

- The largest group of new students each year is undergraduate transfers.
- KSC realized healthy growth in the number of new freshmen, transfers and graduate students over the last 5 years.
- The growth rate of transfers was especially impressive and nearly double that of the beginning freshmen; however, beginning in fall 1993, admissions standards for transfer students were raised, resulting in an expected decrease in new transfers.
- New students comprised from 23 to 27% of the total fall enrollment during the past five years.

NEW TRANSFER STUDENTS BY ENTERING CLASSIFICATION



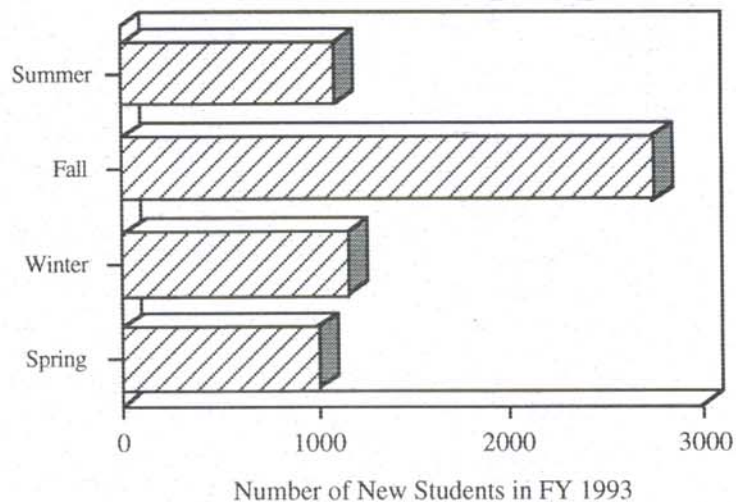
CLASSIFICATION OF NEW TRANSFERS*						
Classification	Fall 1990	Fall 1991	Fall 1992	Fall 1993	4-Year # Change	4-Year % Change
Freshmen	391	421	442	334	(57)	(15%)
Sophomores	328	335	368	361	33	10%
Juniors	196	198	228	240	44	22%
Seniors	66	99	104	136	70	106%
Total Transfers	981	1,053	1,142	1,071	90	9%
Annual % Change	17%	7%	8%	(6%)		

* In 1989, transfer evaluations were incomplete at the time of the official census count; numbers were therefore not comparable to data for later years, precluding a five-year analysis.

HIGHLIGHTS

- While the number of freshmen transfers has fluctuated in recent years, steady growth of junior and senior transfer students was realized.
- The number of senior transfers more than doubled in the last four years.

QUARTERLY ENROLLMENT OF NEW STUDENTS



FISCAL YEARS COMPARISONS: TOTAL NEW STUDENTS ENROLLED							
Quarters	FY 1989	FY 1990	FY 1991	FY 1992	FY 1993	5-Year # Change	5-Year % Change
Summer	1,013	1,058	1,124	1,096	1,096	83	8%
Fall	2,304	2,262	2,469	2,527	2,749	445	19%
Winter	943	1,056	1,139	1,214	1,163	220	23%
Spring	773	862	961	953	1,004	231	30%
Totals	5,033	5,238	5,693	5,790	6,012	979	20%
Annual % Change	1%	4%	9%	2%	4%		

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.
- Growth in the enrollment of new students in the winter and spring quarters has been greater than growth in the summer and fall.
- The annual growth in new student enrollment slowed substantially in 1988-89 and 1989-90 with the implementation of new admission standards. There was a significant increase of new students in FY 90-91; this historically has occurred in times of economic recession.

WINTER QUARTER ENROLLMENTS

TOTAL WINTER ENROLLMENT							
	Winter 1990	Winter 1991	Winter 1992	Winter 1993	Winter 1994	5-Year # Change	5-Year % Change
Developmental	488	563	496	475	499	11	2%
Freshmen	2,230	2,124	2,415	2,351	2,294	64	3%
Sophomores	1,882	2,095	2,161	2,313	2,375	493	26%
Juniors	1,508	1,801	1,947	2,079	2,081	573	38%
Seniors	1,631	1,920	2,279	2,561	2,790	1,159	71%
Graduates	817	961	1,108	1,268	1,239	422	52%
All Other	190	211	221	228	262	72	38%
Total	8,746	9,675	10,627	11,275	11,540	2,794	32%
Percent Change	8%	11%	10%	6%	2%		

NEW STUDENT ENROLLMENT							
	Winter 1990	Winter 1991	Winter 1992	Winter 1993	Winter 1994	5-Year # Change	5-Year % Change
Developmental	156	197	171	146	167	11	7%
Beg. Freshmen	110	97	147	96	121	11	10%
Transfer Fresh.	223	220	260	220	181	(42)	(19%)
Sophomores	147	135	148	136	145	(2)	(1%)
Juniors	85	98	112	110	114	29	34%
Seniors	41	53	68	81	67	26	63%
Graduates	214	228	211	283	202	(12)	(6%)
All Other	80	111	97	93	83	3	4%
Total	1,056	1,139	1,214	1,165	1,080	24	2%
Percent Change	12%	8%	7%	(4%)	(7%)		

HIGHLIGHTS

- Plans to slow the rate of enrollment growth at the college were reflected in trends for winter quarter.
- Seniors and graduate students continued to increase at rates faster than other classifications.

SPRING QUARTER ENROLLMENTS

TOTAL SPRING ENROLLMENT							
	Spring 1989	Spring 1990	Spring 1991	Spring 1992	Spring 1993	5-Year # Change	5-Year % Change
Developmental	452	361	392	344	353	(99)	(22%)
Freshmen	1,926	2,029	2,053	2,181	2,234	308	16%
Sophomores	1,650	1,843	1,929	2,058	2,188	538	33%
Juniors	1,319	1,568	1,760	1,928	2,067	748	57%
Seniors	1,535	1,759	2,043	2,365	2,712	1,177	77%
Graduates	663	788	946	1,057	1,242	579	87%
All Other	175	187	181	240	205	30	17%
Total	7,720	8,535	9,304	10,173	11,001	3,281	43%
Percent Change	10%	11%	9%	9%	8%		

NEW STUDENT ENROLLMENT							
	Spring 1989	Spring 1990	Spring 1991	Spring 1992	Spring 1993	5-Year # Change	5-Year % Change
Developmental	129	132	154	126	132	3	2%
Beg. Freshmen	63	72	73	76	74	11	17%
Transfer Fresh.	176	200	229	211	218	42	24%
Sophomores	108	109	110	140	112	4	4%
Juniors	59	63	81	81	96	37	63%
Seniors	29	38	48	62	78	49	169%
Graduates	136	172	196	159	210	74	54%
All Other	73	76	70	98	81	8	9%
Total	773	862	961	953	1,004	231	30%
Percent Change	(4%)	12%	11%	(1%)	5%		

HIGHLIGHT

- Of all four quarters, the greatest annual enrollment growth has been achieved in the spring over the last five years.

SUMMER QUARTER ENROLLMENTS

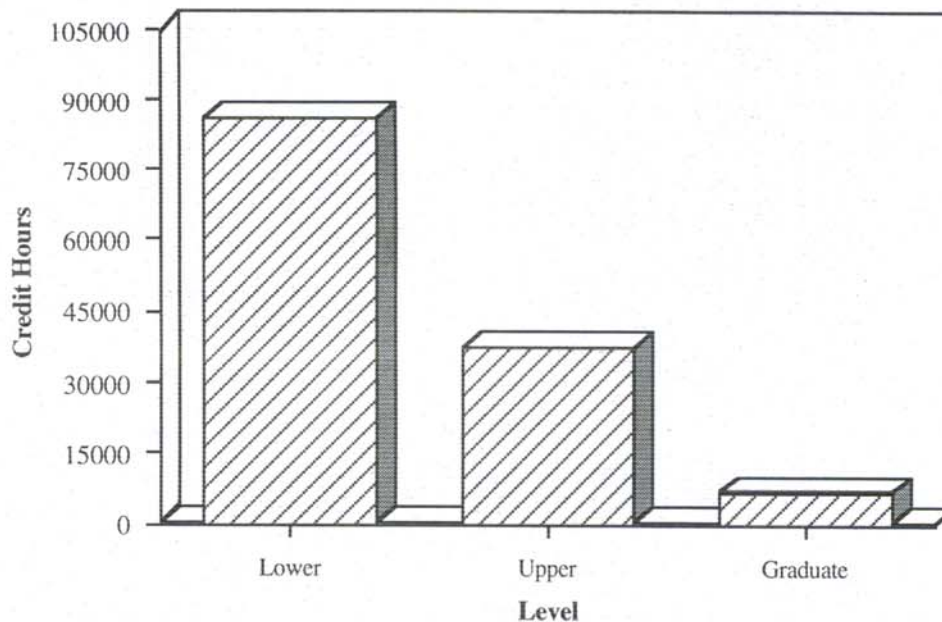
TOTAL SUMMER ENROLLMENT							
	Summer 1989	Summer 1990	Summer 1991	Summer 1992	Summer 1993	5-Year # Change	5-Year % Change
Developmental	246	235	212	203	204	(42)	(17%)
Freshmen	900	916	1,102	1,062	1,178	278	31%
Sophomores	881	977	1,056	1,081	1,163	282	32%
Juniors	857	972	1,077	1,135	1,168	311	36%
Seniors	1,066	1,237	1,462	1,667	1,891	825	77%
Graduates	595	669	820	856	1,028	433	73%
All Other	584	634	598	629	608	24	4%
Total	5,129	5,640	6,327	6,633	7,240	2,111	41%
Percent Change	11%	10%	12%	5%	9%		

NEW STUDENT ENROLLMENT							
	Summer 1989	Summer 1990	Summer 1991	Summer 1992	Summer 1993	5-Year # Change	5-Year % Change
Developmental	95	108	78	80	92	(3)	(3%)
Beg. Freshmen	76	61	64	57	66	(10)	(13%)
Transfer Fresh.	125	129	173	138	180	55	44%
Sophomores	70	98	75	80	89	19	27%
Juniors	49	41	58	63	67	18	37%
Seniors	15	30	39	47	52	37	247%
Graduates	201	196	200	178	191	(10)	(5%)
All Other	427	461	409	453	434	7	2%
Total	1,058	1,124	1,096	1,096	1,171	113	11%
Percent Change	4%	6%	(2%)	0%	7%		

HIGHLIGHTS

- The urban location and nontraditional student population of KSC result in summer becoming a significant fourth quarter for year-round educational opportunity.
- Growth in new transfer student enrollment in the summer has been particularly impressive.

FALL CREDIT HOURS GENERATED

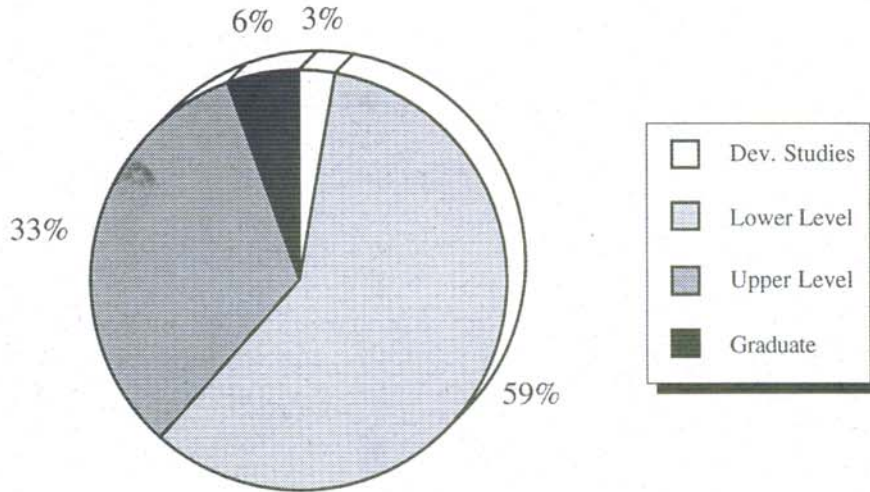


FALL CREDIT HOURS GENERATED 1989-1993							
Level	Fall 1989	Fall 1990	Fall 1991	Fall 1992	Fall 1993	5-Year # Change	5-Year % Change
Lower	67,521	71,944	77,722	79,743	85,533	18,012	27%
Upper	27,659	32,404	35,757	37,070	36,940	9,281	34%
Graduate	4,065	4,520	5,640	6,211	6,635	2,570	63%
Total	99,245	108,868	119,119	123,024	129,108	29,863	30%
Annual % Change	7%	10%	9%	3%	5%		

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



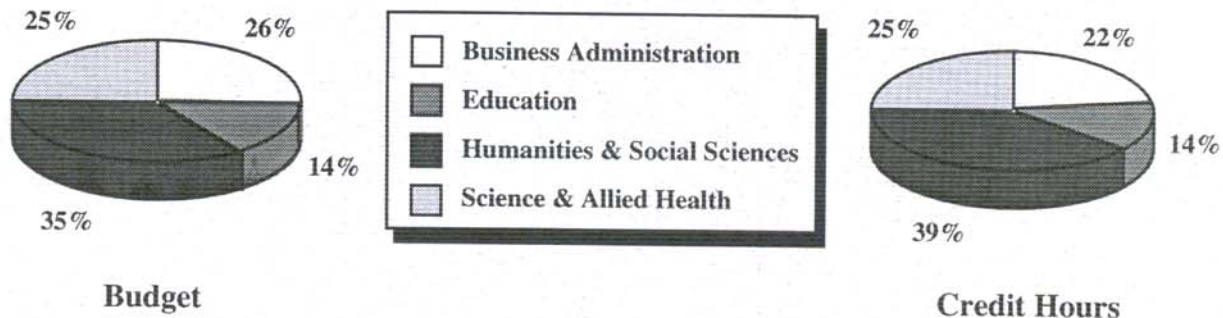
Distribution of Credit Hours Generated - 1993

FISCAL YEAR CREDIT HOURS GENERATED 1989-1993							
Level	FY 1989	FY 1990	FY 1991	FY 1992	FY 1993	5-Year # Change	5-Year % Change
Dev Studies	15,085	11,375	11,920	11,175	11,545	(3,540)	(23%)
Lower Level	180,184	197,487	211,361	234,695	242,830	62,646	35%
Upper Level	94,220	103,446	118,342	129,541	134,963	40,743	43%
Graduate	12,931	15,133	18,084	21,207	23,295	10,364	80%
Total	302,420	327,441	359,707	396,618	412,633	110,213	36%
Annual # Chg.	17,611	25,021	32,266	36,911	16,015		
Annual % Chg.	6%	8%	10%	10%	4%		

HIGHLIGHTS

- KSC experienced a growth of over 110,000 credit hours of instruction, a 36% increase, over the past five years, headcount and equivalent full-time enrollment increased 34% and 33% respectively.
- Developmental studies enrollment was cut by over 20% in the same period.

RELATIONSHIP BETWEEN INSTRUCTIONAL BUDGET EXPENSE AND CREDIT HOUR PRODUCTION BY SCHOOL

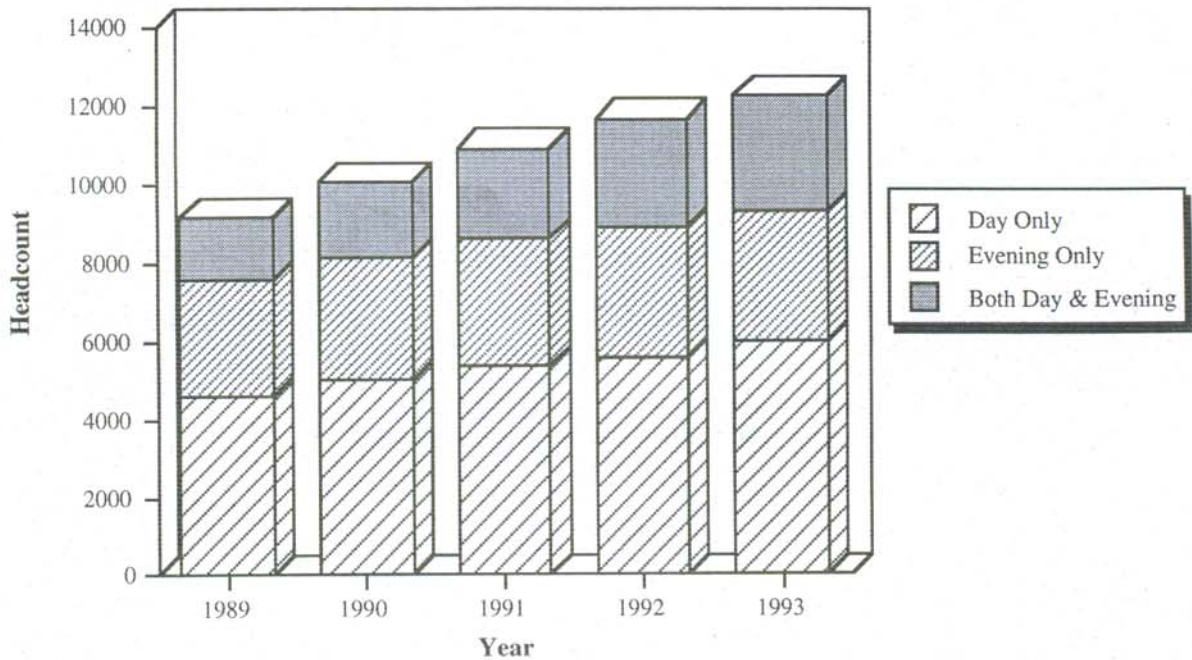


SCHOOL	% OF INSTRUCTIONAL BUDGET EXPENDED IN FY 1992-93	% OF CREDIT HOURS GENERATED IN FY 1992-93
Business Administration	26%	22%
Education	14%	14%
Humanities & Social Sciences	35%	39%
Science & Allied Health	25%	25%
TOTAL	100%	100%

HIGHLIGHTS

- Each school's percent of the total instructional budget is closely aligned with the percent of credit hours it generates.
- Caution is advised in interpreting these comparisons; even though greater weight is traditionally assigned to graduate and upper division instruction than lower division instruction, such weights were not applied to the percent of credit hours generated.

DAY AND EVENING ENROLLMENTS

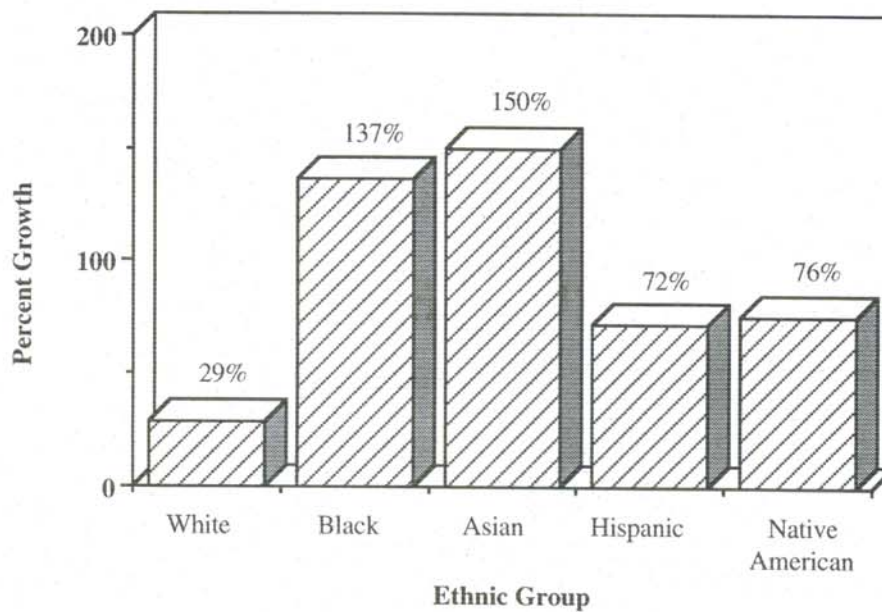


COMPARISON OF DAY-EVENING ENROLLMENTS: FALL 1989-1993							
Category	Fall 1989	Fall 1990	Fall 1991	Fall 1992	Fall 1993	5-Year # Change	5-Year % Change
Day Only	4,577	4,991	5,363	5,578	5,964	1,387	30%
Evening Only	2,998	3,105	3,256	3,287	3,335	337	11%
Both Day & Evening	1,565	1,934	2,294	2,805	2,974	1,409	90%
TOTAL	9,140	10,030	10,913	11,670	12,273	3,133	34%

HIGHLIGHTS

- Day only enrollment has grown faster than night only enrollment over the last five years.
- The greatest growth, however, is in the number of students taking day and evening courses each fall; the large number of closed classes at registration may be a contributing factor here.
- Half (51% in the fall of 1993) of all students take at least one evening class.

FIVE-YEAR GROWTH IN MINORITY AND MAJORITY STUDENT ENROLLMENT



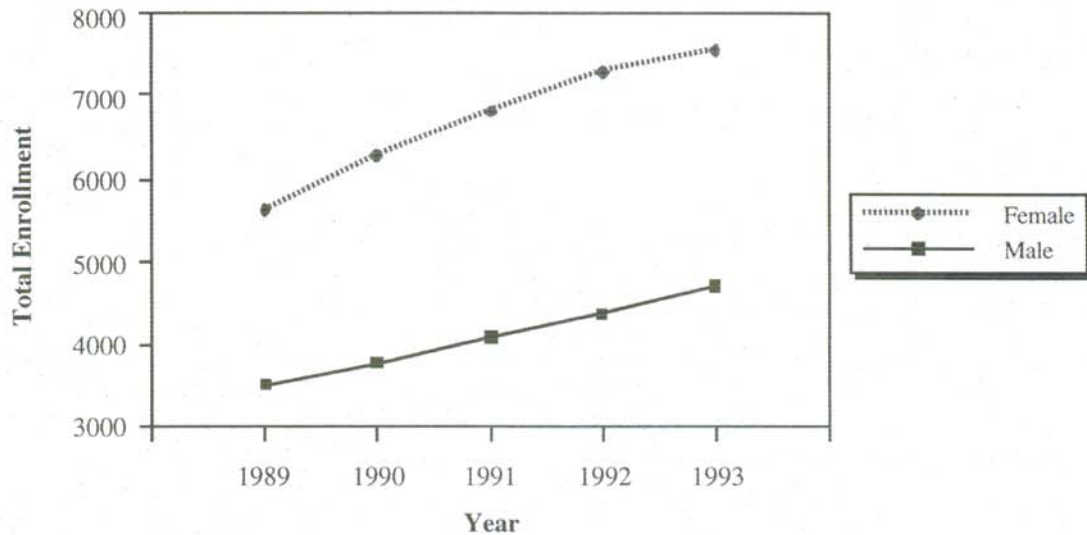
DISTRIBUTION BY RACE/ETHNIC GROUP: FALL 1989- FALL 1993

Ethnic Group	Fall 1989	Fall 1990	Fall 1991	Fall 1992	Fall 1993	5-Year # Change	5-Year % Change
White	8,600	9,319	10,065	10,633	11,058	2,458	29%
Black	320	424	507	635	758	438	137%
Asian/Pacific Isl.	99	136	167	214	248	149	150%
Hispanic	100	125	147	157	172	72	72%
Native American	21	26	27	31	37	16	76%
TOTAL	9,140	10,030	10,913	11,670	12,273	3,133	34%

HIGHLIGHTS

- Over the last five years, minority student enrollment has grown faster than majority student enrollment for all major ethnic groups.
- The increase in Black and Asian students was especially notable.
- Minority student recruitment and retention efforts have succeeded in boosting minority enrollment beyond the growth rates of the majority population.

MALE AND FEMALE ENROLLMENT



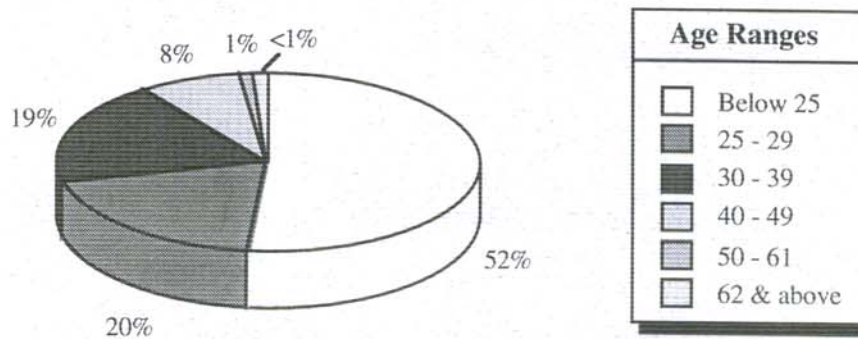
DISTRIBUTION BY GENDER: FALL 1989- FALL 1993										
Gender	Fall 1989		Fall 1990		Fall 1991		Fall 1992		Fall 1993	
	#	%	#	%	#	%	#	%	#	%
Female	5,614	61	6,267	61	6,820	62	7,295	63	7,562	62
Male	3,526	39	3,763	39	4,093	38	4,375	37	4,711	38
Total	9,140		10,030		10,913		11,670		12,273	

Gender	5-Year # Change	5-Year % Change
Female	1,948	35%
Male	1,185	34%

HIGHLIGHTS

- Six out of ten students at Kennesaw State are female.
- The proportion of women to men has remained fairly constant over five years.

DISTRIBUTION OF STUDENT AGES: FALL 1993

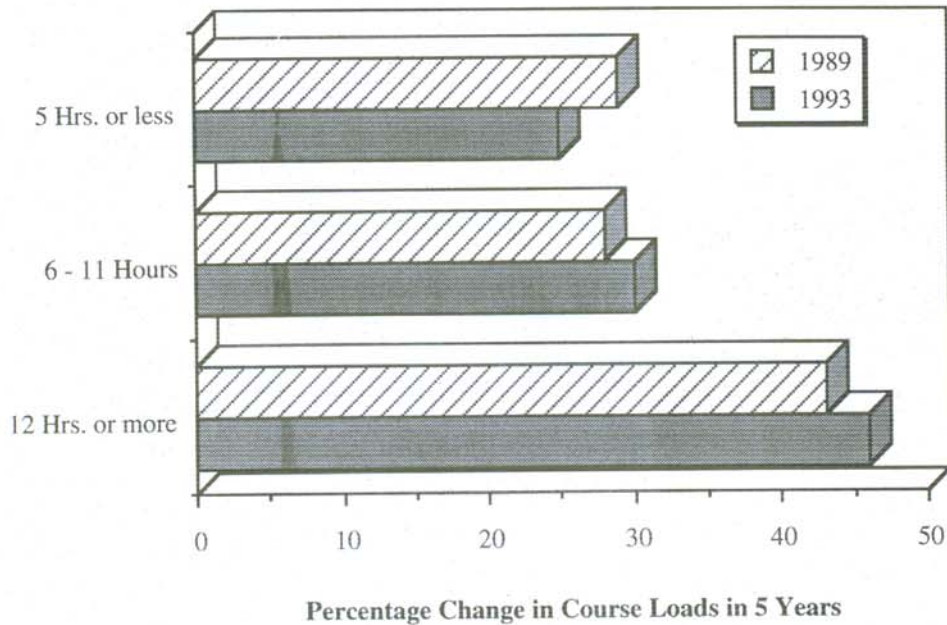


DISTRIBUTION OF STUDENTS BY AGE RANGES						
Age Range	Total Number	% of Total	Under-graduates	% of Under-graduates	Graduates	% of Graduates
Below 25	6,358	52%	6,228	57%	130	10%
25-29	2,397	20%	2,004	18%	393	31%
30-39	2,347	19%	1,870	17%	477	38%
40-49	985	8%	770	7%	215	17%
50-61	153	1%	106	1%	47	4%
62 & above	33	-	30	-	3	-
TOTAL	12,273		11,008		1,265	
Average Age	27		26		34	
Oldest Age	81		81		65	
Youngest Age	16		16		21	

HIGHLIGHTS

- As a commuter college, Kennesaw State attracts large numbers of nontraditional age students at all levels.
- About half of the undergraduate student body can be considered nontraditional students by age.

STUDENT COURSE LOADS



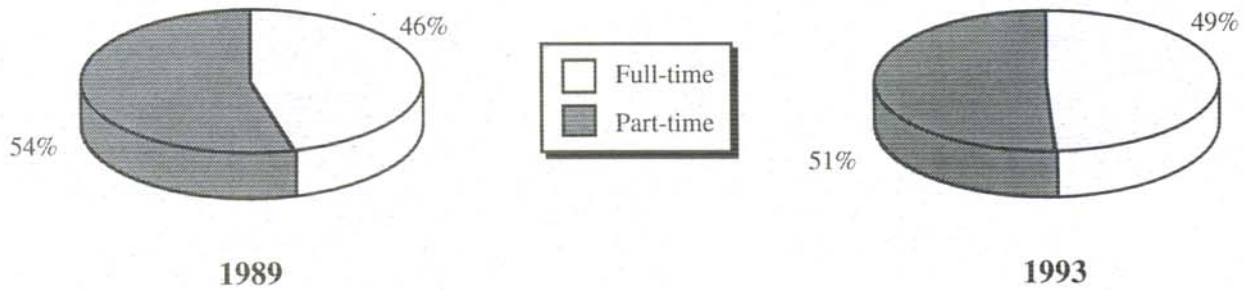
ENROLLMENT BY CREDIT HOURS							
Credit Hours	Fall 1989	Fall 1990	Fall 1991	Fall 1992	Fall 1993	5-Year # Change	5-Year % Change
1-5	2,643	2,874	2,914	3,003	3,039	396	15%
6-11	2,555	2,838	3,098	3,512	3,649	1,094	43%
12-15	3,558	3,908	4,309	4,462	4,735	1,177	33%
16 +	384	410	592	693	850	466	121%
Total	9,140	10,030	10,913	11,670	12,273	3,133	34%
Total Full-Time*	4,130	4,551	5,238	6,096	5,979	1,849	45%
Total Part-Time**	5,010	5,479	5,675	5,574	6,292	1,284	25%
Average Hours/Student:	11	11	11	11	11		

* 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 one out of four students takes five 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- just under a full-time load.

UNDERGRADUATE ENROLLMENT BY FULL-TIME/PART-TIME STATUS



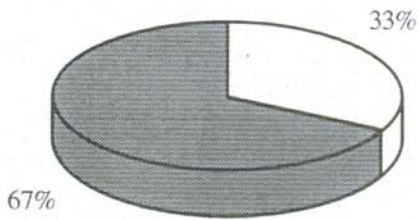
UNDERGRADUATE ENROLLMENT STATUS							
Status	Fall 1989	Fall 1990	Fall 1991	Fall 1992	Fall 1993	5-Year # Change	5-Year % Change
Part-time (11 hrs or less)	4,520	4,889	5,000	5,421	5,565	1,045	23%
Annual % Change	5%	8%	2%	8%	3%		
Full-time (12 hrs or more)	3,884	4,259	4,826	5,050	5,443	1,559	40%
Annual % Change	7%	10%	13%	5%	8%		

(Numbers include all undergraduate classifications.)

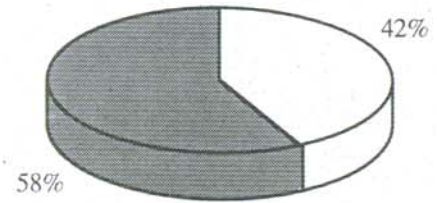
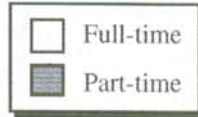
HIGHLIGHTS

- Full-time undergraduates outnumbered part-time prior to 1988; the reverse has been true since 1988.
- The number of full-time undergraduates increased at a greater rate than the number of part-time students, perhaps because of the economic recession in recent years,

GRADUATE ENROLLMENT BY FULL-TIME/PART-TIME STATUS



1989



1993

GRADUATE ENROLLMENT STATUS							
Status	Fall 1989	Fall 1990	Fall 1991	Fall 1992	Fall 1993	5-Year # Change	5-Year % Change
Part-time							
Less than 10 hours	490	590	675	675	729	239	49%
Annual % Change	9%	20%	14%	0%	8%		
Full-time							
10 hours or more	246	292	412	524	536	290	118%
Annual % Change	17%	19%	41%	27%	2%		

HIGHLIGHTS

- Part-time graduate students outnumber full-time graduate students, but full-time students are increasing at a rate double that of part-time students.
- The recession and the initiation of the MBA for Experienced Professionals program which requires full-time enrollment, are contributing factors in the growth of full-time graduate students.

ENROLLMENT BY COUNTY OF RESIDENCE

	Fall 1989	Fall 1990	Fall 1991	Fall 1992	Fall 1993	5-Year # Change	5-Year % Change
PRIMARY SERVICE AREA *							
Cobb	6,212	6,710	7,200	7,602	7,820	1,608	26%
Cherokee	992	1,072	1,228	1,279	1,419	427	43%
Fulton	653	758	798	915	1,037	384	59%
Paulding	254	303	348	341	360	106	42%
Bartow	304	313	344	372	359	55	18%
Douglas	113	137	156	175	190	77	68%
Subtotal	8,528	9,293	10,074	10,684	11,185	2,657	31%
SECONDARY SERVICE AREA							
DeKalb	110	139	165	194	202	92	84%
Gwinnett	103	111	125	139	163	60	58%
Pickens	49	59	83	102	91	42	86%
Gordon	35	57	63	76	78	43	123%
Floyd	59	54	57	55	56	3	5%
Gilmer	21	23	22	26	43	22	105%
Polk	16	29	23	36	33	17	106%
Subtotal	393	472	538	628	666	273	69%
ALL OTHER COUNTIES							
Other	219	265	301	358	422	203	93%
Grand Total	9,140	10,030	10,913	11,670	12,273	3,133	34%

* Cobb and contiguous counties.

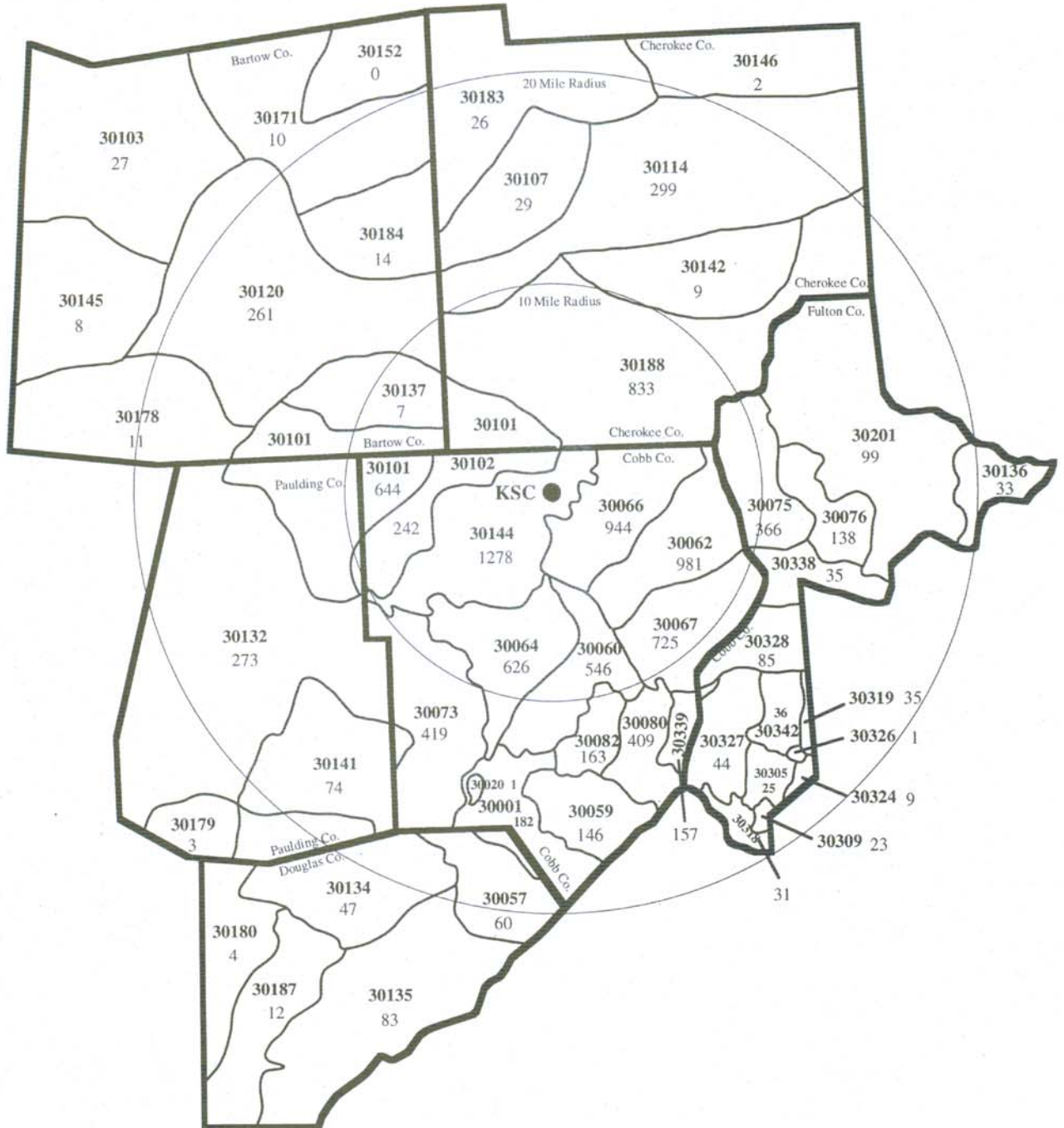
HIGHLIGHTS

- Nine out of ten students at KSC reside in one of the six counties in the college's primary service area.
- Approximately two of every three students come from Cobb County; this proportion is declining as the rate of growth in enrollment from other counties increases.
- Rapid population growth in Cherokee, Douglas, North Fulton and Paulding counties appears to be reflected in increased enrollment from these counties at KSC.

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

Fall 1993

(Zip Code and Number of Students *)



* Approximately 1,917 additional students were enrolled in the fall 1993 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 15,000 students.

ANALYSIS OF ENROLLMENT BY ZIP CODES

- KSC's fall 1993 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 percent 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 (64%). The next largest (and fastest growing) feeder county is Cherokee with 12%, followed by Fulton with 8%. Bartow and Paulding each provide only 3% of the student body.
- The greatest absolute gain in students in fall 1993 came from the Acworth zip code areas (30101 and 30102) 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 substantially outpaces the growth rates of the other four counties. 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, the town of 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

DISTRIBUTION OF INTERNATIONALS					
Country of Origin (10 or more students)	Fall 1989	Fall 1990	Fall 1991	Fall 1992	Fall 1993
Nigeria	40	42	61	51	57
Canada	26	21	29	27	38
United Kingdom	18	18	22	33	30
Kenya	4	12	15	29	27
Japan	10	13	15	23	22
Iran	24	29	24	23	17
Korea	3	2	5	11	16
Jamaica	5	7	11	10	16
Germany	9	10	14	11	15
India	4	9	11	17	13
Cameroon	14	12	10	11	10
Laos	1	1	5	6	10
Other Countries	81	114	135	167	209
Total International Students	259	301	362	419	480
Total Countries Represented	54	66	69	78	87

	5-Year # Change	5-Year % Change
Total International Students	+221	85%
Total Number of Countries	+ 33	61%

HIGHLIGHTS

- The number of international students increased substantially over the last five years and now represents nearly 4% of the student body.
- Additionally, the number of countries represented (87 in 1993) increased by over one-half over the last five years.

UNDERGRADUATE APPLICATION STATISTICS

	FALL 1989	FALL 1990	FALL 1991	FALL 1992	FALL 1993	5-Year # Change	5-Year % Change
NEW FRESHMEN APPLICANTS							
Applied	1,105	1,012	1,062	1,031	1,221	116	10%
Rejected	66	41	44	31	68	2	3%
Incomplete	275	250	245	105	115	(160)	(58%)
Accepted	764	721	773	895	1,038	274	36%
Enrolled	692	650	679	719	780	88	13%
SAT averages of applicants who enroll							
Verbal	454	445	438	435	447		
Math	493	482	475	474	487		
Composite	947	927	913	909	934		
NEW DEVELOPMENTAL STUDIES APPLICANTS							
Applied	1,114	1,172	1,078	1,222	1,136	22	2%
Rejected	388	364	340	345	316	(72)	(19%)
Incomplete	225	195	211	106	72	(153)	(68%)
Accepted	501	613	527	771	748	247	49%
Enrolled	380	457	376	433	412	32	8%
SAT averages of applicants who enroll							
Verbal	365	365	360	365	370		
Math	393	390	397	392	404		
Composite	758	755	757	757	774		
NEW TRANSFER APPLICANTS							
Applied	1,820	2,180	2,271	2,560	2,490	675	37%
Rejected	48	46	44	57	132	84	175%
Incomplete	274	338	445	488	461	187	68%
Accepted	1,498	1,796	1,782	2,015	1,902	404	27%
Enrolled	836	981	1,053	1,142	1,071	235	22%
SAT averages of applicants who enroll							
Verbal	411	415	409	419	415		
Math	430	438	433	447	436		
Composite	841	853	842	866	851		

HIGHLIGHTS

- The number of transfer students who applied, were accepted and enrolled increased substantially more than beginning students from 1989 to 1993.
- Due to higher admissions standards for transfer students, the number of applicants not accepted for admission increased significantly in the fall of 1993.

KSC'S PRINCIPAL FEEDER HIGH SCHOOLS FOR FALL 1993

HIGH SCHOOL (10 or more enrolled students)	NUMBER APPLIED	NUMBER ACCEPTED	NUMBER ENROLLED*
Sprayberry (Cobb County)	120	104	86
McEachern (Cobb County)	123	107	77
North Cobb (Cobb County)	102	88	76
Lassiter (Cobb County)	134	103	70
Sequoyah (Cherokee County)	81	75	53
Pope (Cobb County)	89	73	52
Harrison (Cobb County)	78	65	46
Etowah (Cherokee County)	80	66	42
Paulding (Paulding County)	59	50	34
Wheeler (Cobb County)	64	49	33
Walton (Cobb County)	73	57	31
Cherokee (Cherokee County)	51	44	30
Campbell (Cobb County)	67	47	29
South Cobb (Cobb County)	53	41	27
Osborne (Cobb County)	49	33	23
Pebblebrook (Cobb County)	35	29	19
Marietta (Cobb County)	42	33	18
Cartersville(Bartow)	29	23	15

* 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 counties.
- Among the principal feeder high schools for the fall of 1993, almost one-half (50%) of the new freshmen and developmental studies students came from a Cobb County school.

TRANSFER STUDENTS FROM OTHER COLLEGES AND UNIVERSITIES IN FALL 1993

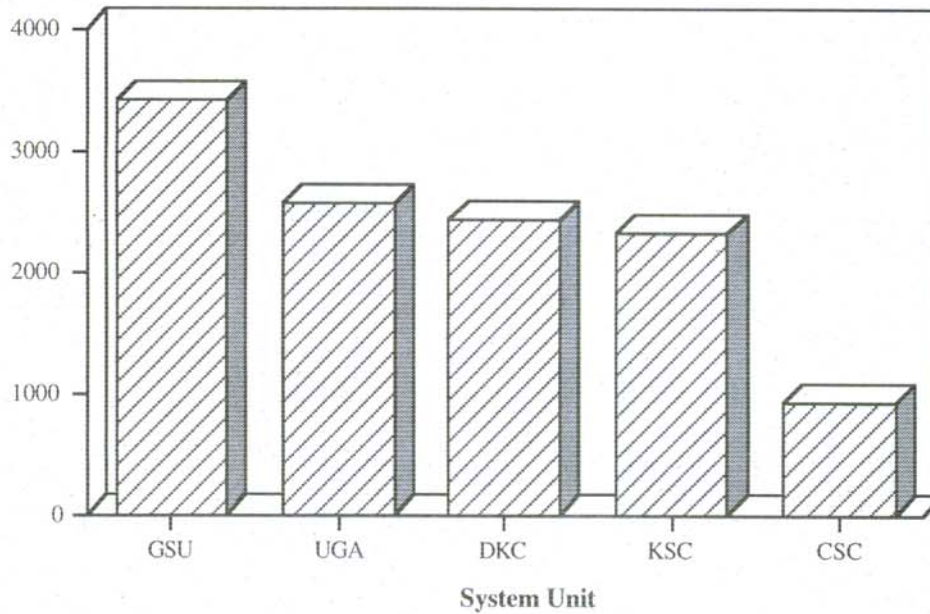
TRANSFER INSTITUTION	NUMBER APPLIED	NUMBER ACCEPTED	NUMBER ENROLLED*
University System of Georgia Institutions (7 or more enrolled):			
DeKalb College	244	171	103
University of Georgia	115	105	68
Georgia Southern University	95	80	64
Georgia State University	112	84	42
West Georgia College	71	55	41
Southern Tech	53	45	36
Floyd College	71	53	29
Dalton College	52	45	27
Georgia Tech	29	28	22
Clayton State College	19	16	12
Valdosta State College	16	12	12
North Georgia College	13	13	8
Atlanta Met. College	18	13	7
Other University System Schools	104	76	33
Total University System Transfers	1,012	796	504
Transfers from Other Colleges in Georgia	323	255	190
Transfers from Out-of-State Colleges	1,217	978	656
Total Transfers	2,555	2,029	1,350

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

HIGHLIGHT

- Only four out of 10 new transfer students at Kennesaw State College come from other units 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 1993**

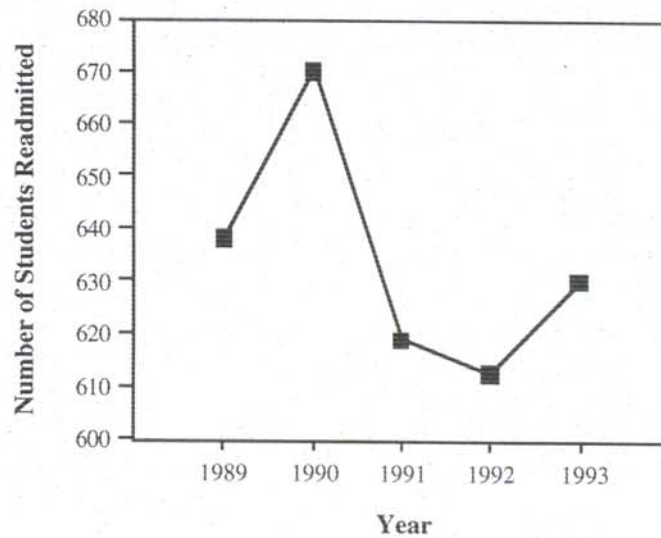


Rank	System Unit	Total # Transfers	In-System Transfers	Out-of-System Transfers
1	Georgia State University	3,413	1,914	1,499
2	University of Georgia	2,564	1,396	1,168
3	DeKalb College	2,437	1,005	1,432
4	<i>Kennesaw State College</i>	2,322	961	1,361
5	Clayton State College	921	446	475

HIGHLIGHTS

- Kennesaw State is the fourth largest receiver of transfer students in the University System; it lags behind only Georgia State, the University of Georgia and DeKalb College.
- These top five institutions are located in the Atlanta metropolitan area; transfer activity drops dramatically for institutions outside this area.

READMISSION OF FORMER STUDENTS



READMISSION BY CLASSIFICATION							
	Fall 1989	Fall 1990	Fall 1991	Fall 1992	Fall 1993	5-Year # Change	5-Year % Change
Freshman	214	203	181	162	131	(83)	(39%)
Sophomore	144	153	145	140	149	5	3%
Junior	93	101	88	114	123	30	32%
Senior	58	88	75	84	94	36	62%
Developmental	72	47	45	39	28	(44)	(61%)
Other	56	78	85	73	105	49	88%
TOTAL	637	670	619	612	630	(7)	(1%)
Annual % Change	16%	5%	(8%)	(1%)	3%		
Number of Applications	985	1,097	1,079	1,107	1,084	99	10%
Annual % Change	22%	11%	(2%)	3%	(2%)		

HIGHLIGHT

- The readmission of "stopouts," i.e. students who have not been enrolled for four or more quarters at KSC, accounts for approximately 5% of the total headcount enrollment.

SAT SCORES FOR ENTERING FRESHMEN AND DEVELOPMENTAL STUDIES STUDENTS COMBINED

SAT SCORES					
	Fall 1989	Fall 1990	Fall 1991	Fall 1992	Fall 1993
VERBAL SCORES:					
Kennesaw State College	413	409	408	411	418
State Mean	402	401	400	398	399
National Mean	427	424	422	423	424
KSC (excluding D.S.)	454	445	438	435	447
MATH SCORES:					
Kennesaw State College	443	432	444	446	456
State Mean	445	443	444	444	445
National Mean	476	476	474	476	478
KSC (excluding D.S.)	493	482	475	474	487
COMPOSITE SCORES:					
Kennesaw State College	856	841	852	857	874
State Mean	847	844	844	842	844
National Mean	903	900	896	899	902
KSC (excluding D.S.)	947	927	913	909	934

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 developmental and freshmen students at KSC was slightly higher than the state average. Both were below the national mean; however, fully admitted freshmen scored above the national mean.
- The average composite SAT score (934) for fully admitted freshmen at KSC is roughly 160 points higher than the average (774) for new developmental studies students.

1992-93 DEVELOPMENTAL STUDIES OVERVIEW

- *What percentage of entering freshmen has a developmental studies requirement?*

ENGLISH	READING	MATH	ONE OR MORE
10%	9%	33%	43%

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

	Cumulative % Exiting After		
	1 attempt	2 attempts	3 attempts
English	78%	80%	80%
Reading	75%	76%	76%
Math	72%	73%	73%

- *How successful are former DS students compared to non-DS students in their first core curriculum course?*

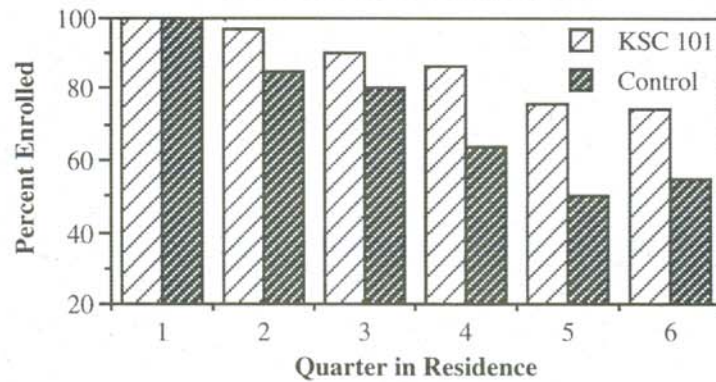
	PERCENT PASSING		
	English %	Math %	Social Studies %
DS	94%	90%	88%
Non-DS	94%	92%	86%

HIGHLIGHTS

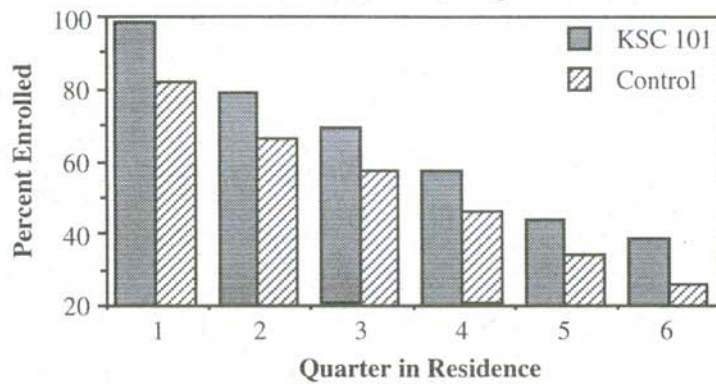
- Over 40% of the new freshmen and developmental studies students entered with at least one developmental deficiency.
- The majority of all developmental studies students exited their DS requirement after one quarter.
- Most of the former DS students were as successful as non-DS students in their first 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**

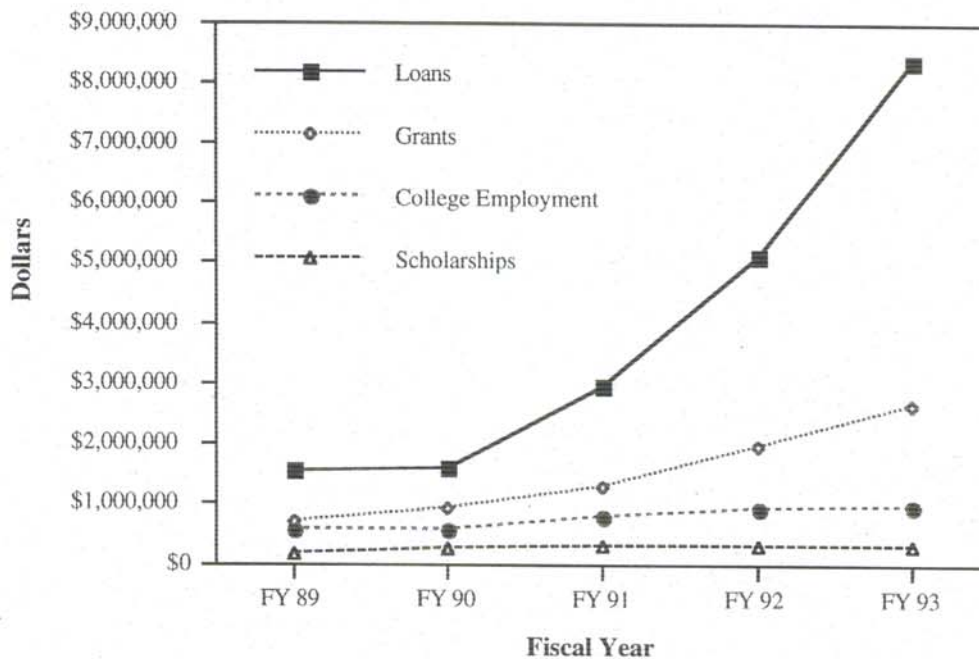


(Source: Bowman Davis, KSC Freshman Orientation Co-director)

HIGHLIGHTS

- Among students at KSC 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 students was retained over the first three quarters.

STUDENT FINANCIAL AID



DOLLARS AWARDED						
Type	FY 89	FY 90	FY91	FY 92	FY93	5-Year % Change
Loans	\$1,572,934	\$1,614,746	\$2,950,364	\$5,111,036	\$8,346,211	431%
Grants	696,719	903,899	1,263,761	1,953,173	2,624,000	277%
College Employment	556,728	571,881	789,547	922,422	945,058	70%
Scholarships	171,391	256,430	272,941	289,697	314,094	83%
TOTAL	\$2,997,772	\$3,346,956	\$5,276,613	\$8,271,328	\$12,229,363	308%

COMPARISON OF AWARDS MADE FY 89 - FY 93					
Year	Loans	Grants	Employment	Scholarships	Total
FY 89	672	738	472	246	2,128
FY 93	3,000	1,580	687	394	5,661

HIGHLIGHTS

- The number of awards made to KSC students increased by 166% over the last five years.
- The amount of money included in financial aid awards quadrupled over the last five years, primarily as a result of huge increases in student loan programs.



KENNESAW
STATE
COLLEGE

ACADEMIC
PROGRAMS

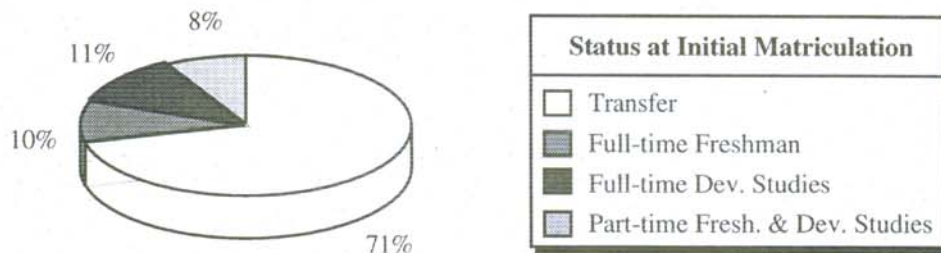
FACT
BOOK

ACADEMIC PROGRAMS

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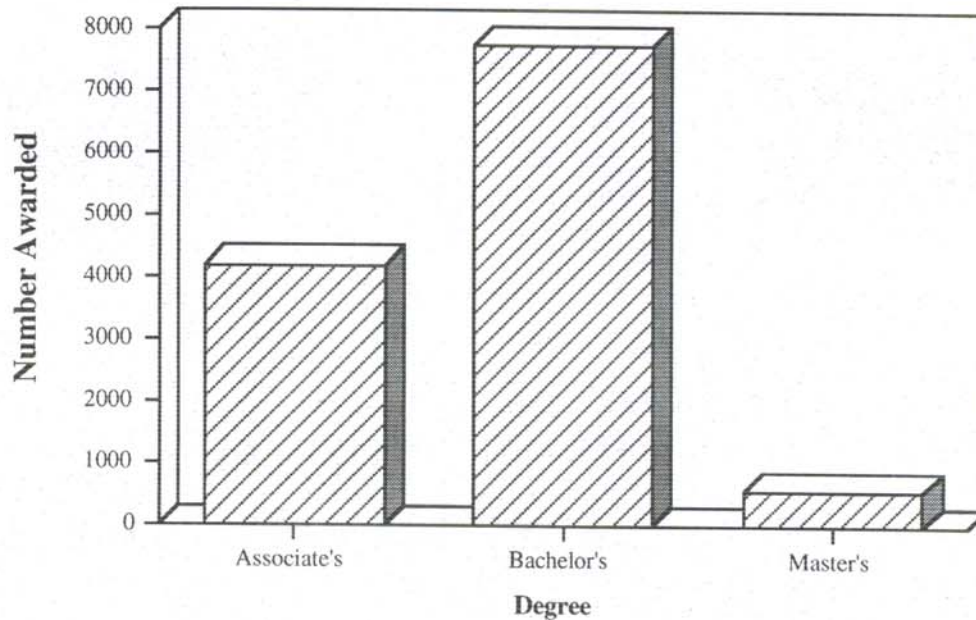
CHARACTERISTICS OF THE 1992-93 BACCALAUREATE GRADUATING CLASS



HIGHLIGHTS

- Only one in five baccalaureate students began at KSC as a full-time beginning freshman or developmental studies student.
- Because of the urban location, it is not surprising that 71% of the baccalaureate graduates transferred to Kennesaw State.
- Of the 1992-93 bachelor's degree graduates who began as freshmen students (154), 53% completed their program in five years or less, 27% took six-nine years and 18% took 10-19 years to graduate. Five students (2%) who began as freshmen took more than 20 years to complete their degrees.
- Many of the transfer graduates completed their degrees within five years; 16% took two years, 62% took three to five years, 16% took six to nine years, 5% took 10-19 years, and only nine students (1%) took 20 or more years to complete their degrees.
- Of the graduates who began as developmental studies students (172), more than half (52%) completed their degree requirements in five or less years. Only nine students took 10 or more years to complete a degree.
- Fifty-five percent of the graduates matriculated at KSC in a fall quarter; 45% began in one of the other three academic quarters of the year. Less than half of the transfers chose fall as the quarter to begin, while the freshmen and developmental studies students were more traditional, with 79% of the freshmen and 69% of the developmental studies students beginning in a fall quarter.
- The average age of the bachelor's degree recipient at KSC in 1992-93 was 29.

TOTAL DEGREES AWARDED SINCE 1966



NUMBER OF DEGREES AWARDED FROM 1966-93

Associates	Bachelors	Masters	Total
4,199	7,759	565	12,523

HIGHLIGHTS

- Associates' degrees have been awarded since 1966, bachelors have been awarded since 1980, and masters have been awarded since 1986.
- The annual number of bachelors and masters degrees now outnumber associates degrees 9 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 cumulative total of bachelors degrees awarded at KSC surpassed the total number of associates.

DEGREES AWARDED FY 1989 - FY 1993

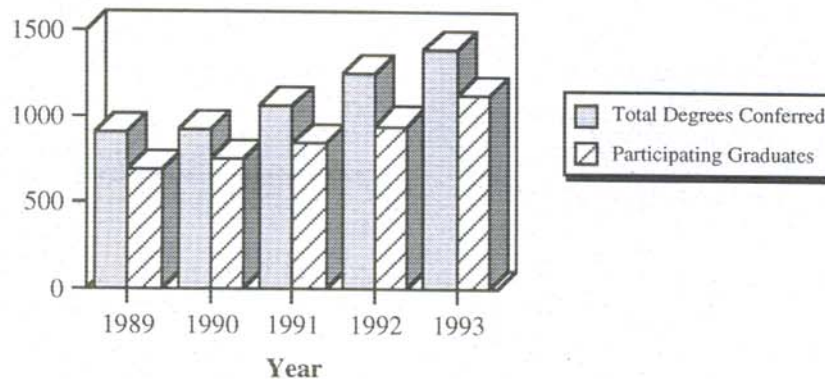


NUMBER OF DEGREES CONFERRED SINCE 1989							
	FY 1989	FY 1990	FY 1991	FY 1992	FY 1993	5-Year # Change	5-Year % Change
Associates							
AS	124	110	126	104	102	(22)	(18%)
Total	124	110	126	104	102	(22)	(18%)
Bachelors							
BA	69	56	53	80	115	46	67%
BBA	359	388	417	485	502	143	40%
BM	3	3	2	4	3	0	0%
BS	236	261	343	414	463	227	96%
BSN	48	41	33	41	44	(4)	(8%)
Total	715	749	848	1,024	1,127	412	58%
Masters							
MBA	58	56	70	94	112	54	93%
M Ed	4	12	18	27	42	38	950%
Total	62	68	88	121	154	92	148%
TOTAL DEGREES	901	927	1,062	1,249	1,383	482	53%
Annual % Change	19%	3%	15%	18%	11%		

HIGHLIGHTS

- Maturation of relatively new programs resulted in a 53% increase in degrees conferred over the last five years.
- The number of masters' degrees is expected to increase dramatically as current students complete program. 1992 was the first year to have a larger number of masters' degrees awarded than associates.

GROWTH OF GRADUATES PARTICIPATING IN COMMENCEMENTS



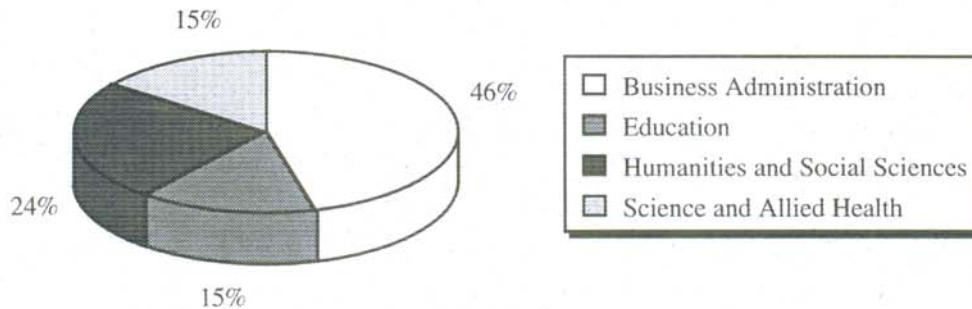
FALL COMMENCEMENTS					
	December 1988	December 1989	December 1990	December 1991*	December 1992*
Total Degrees Conferred	336	340	368	448	518
Participating Graduates	232	246	270	323	401
WINTER COMMENCEMENTS					
	April 1989	April 1990	April 1991	April 1992	April 1993
Total Degrees Conferred	157	144	187	217	230
Participating Graduates	123	110	153	117	185
SPRING COMMENCEMENTS					
	June 1989	June 1990*	June 1991*	June 1992*	June 1993*
Total Degrees Conferred	408	443	507	584	635
Participating Graduates	333	390	423	504	539
Annual Total	901	927	1,062	1,249	1,383
Participating Graduates	688	746	846	944	1,125

*Because of space limitations, two commencements are offered on the same day.

HIGHLIGHTS

- The rapid growth in the number of graduates resulted in five graduation ceremonies by 1992-93; there was only one in 1983-84.
- Both morning and afternoon commencements were initiated in the fall and spring commencements to better accommodate graduates and their families.

DEGREES AWARDED: SUMMARY BY SCHOOLS



DEGREES CONFERRED BY SCHOOL							
SCHOOLS/DEGREES	FY 1989	FY 1990	FY 1991	FY 1992	FY 1993	5-Year # Change	5-Year % Change
Business Administration							
Associates	58	43	34	23	6	(52)	(90%)
Bachelors	377	393	430	507	510	133	35%
Masters	58	56	70	94	112	54	93%
Total	493	492	534	624	628	135	27%
Education							
Associates	0	0	0	0	0	0	0%
Bachelors	95	110	111	154	172	77	81%
Masters	4	12	18	27	42	38	950%
Total	99	122	129	181	214	115	116%
Humanities & Social Sciences							
Associates	13	1	3	1	0	(13)	(100%)
Bachelors	164	156	210	255	332	168	102%
Total	177	157	213	256	332	155	88%
Science & Allied Health							
Associates	53	66	89	80	96	43	81%
Bachelors	79	90	97	108	113	34	43%
Total	132	156	186	188	209	77	58%
COLLEGE TOTAL	901	927	1,062	1,249	1,383	482	53%
Annual % Change	19%	3%	15%	18%	11%		

HIGHLIGHT

- The number of degrees awarded over the last five years increased substantially in all schools; the proportion of degrees in business dropped from 55% to 45% of the total from 1989 to 1993.

DEGREES CONFERRED IN THE SCHOOL OF BUSINESS ADMINISTRATION

DEGREE PROGRAM	FY 1989	FY 1990	FY 1991	FY 1992	FY 1993
Associates' Degrees: ¹					
Accounting	5	5	14	8	2
Business Administration	31	21	12	10	2
Data Processing	13	15	6	5	2
Secretarial Science	9	2	2	0	0
SubTotal	58	43	34	23	6
Bachelors' Degrees:					
Accounting	85	80	95	116	138
Data Processing	10	3	7	16	5
Economics/Finance ²	15	6	3	2	0
Economics ³	1	10	6	11	10
Finance ³	34	59	56	53	49
Management	127	121	123	152	164
Marketing	104	110	130	142	122
Professional Sales ⁴	-	4	10	15	22
Secretarial Science ²	1	0	0	0	0
SubTotal	377	393	430	507	510
Masters' Degrees:					
Business Administration	58	56	70	94	112
Total School Degrees	493	492	534	624	628
Annual % Change	10%	0%	9%	17%	.6%
School % of Total Degrees Awarded	55%	53%	50%	50%	45%

¹ Associate degrees discontinued, fall 1988.

² Discontinued program

³ Split in 1987

⁴ New program in 1990

HIGHLIGHTS

- The slower rate of growth in business degrees in comparison with other degrees at the college is reflected in the declining percent of the total which are in business.
- Despite the decline, 45% of the total number of degrees conferred is still a large proportion.

DEGREES CONFERRED IN THE SCHOOL OF EDUCATION

DEGREE PROGRAM	FY 1989	FY 1990	FY 1991	FY 1992	FY 1993
Bachelors' Degrees:					
Art Education	1	5	1	7	5
Elementary (P-5)	40	51	59	72	73
Middle School (4-8)	18	16	20	27	42
Health & Physical Ed.	14	13	8	10	11
Music Education	0	2	0	3	1
Education, Secondary					
Biology	3	3	3	1	2
Business ¹	2	3	3	2	2
English	3	11	5	12	12
French ²	-	-	-	0	0
History	0	2	0	4	4
Mathematics	3	0	10	0	3
Social Studies	11	4	2	13	12
Spanish ²	-	-	-	3	5
SubTotal	95	110	111	154	172
Masters' Degrees:					
Elementary (P - 5)	3	7	10	14	22
Middle School (4 - 8)	1	5	8	13	20
SubTotal	4	12	18	27	42
Total School Degrees	99	122	129	181	214
Annual % Change	36%	23%	6%	17%	18%
School % of Total Degrees Awarded	11%	13%	12%	14%	15%

¹Discontinued²New program in 1990

HIGHLIGHTS

- The number of education degrees has more than doubled since 1989.
- Growth in middle school graduates is the strongest.

DEGREES CONFERRED IN THE SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEGREE PROGRAM	FY 1989	FY 1990	FY 1991	FY 1992	FY 1993
Associates' Degrees:					
Social Services ¹	13	1	3	1	0
SubTotal	13	1	3	1	0
Bachelors' Degrees:					
Art	8	11	9	8	22
Communication	16	38	49	62	79
English	18	12	13	23	24
French	-	-	1	2	4
History	10	2	7	6	18
International Affairs	10	12	5	14	14
Music	7	3	3	3	3
Political Science	19	14	25	32	50
Psychology	59	40	62	65	78
Public/Social Services	16	22	33	37	35
Spanish	1	2	3	3	5
SubTotal	164	156	210	255	332
Total School Degrees	177	157	213	256	332
Annual % Change	58%	(11%)	36%	20%	30%
School % of Total Degrees Awarded	19%	17%	20%	21%	24%

¹ Discontinued, fall 1988

HIGHLIGHTS

- The total number of degrees awarded in this school have increased 88% over the last five years; this school's annual and cumulative growth in degrees conferred was the highest of all schools.
- Dramatic increases in the number of public & social service and communication degrees (relatively new programs) have occurred and are expected to continue.

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

DEGREE PROGRAM	FY 1989	FY 1990	FY 1991	FY 1992	FY 1993
Associates' Degrees:					
Computer Programming ¹	0	3	0	3	0
Nursing	53	63	89	77	96
SubTotal	53	66	89	80	96
Bachelors' Degrees:					
Biology	14	15	28	21	30
Chemistry	2	2	7	6	5
Computer Science	8	17	17	16	13
Information Systems	-	8	8	15	16
Mathematics	7	7	4	9	5
Nursing	48	41	33	41	44
SubTotal	79	90	97	108	113
Total School Degrees	132	156	186	188	209
Annual % Change	5%	18%	19%	1%	11%
School % of Total Degrees Awarded	15%	17%	18%	15%	15%

¹ Discontinued, fall 1988

HIGHLIGHTS

- The School of Science and Allied Health experienced a 58% increase in degrees awarded since FY 1989.
- Two-thirds of the degrees awarded within the school were in nursing; growth in associate degree graduates in nursing is the most notable.

DEGREES AND MAJORS AUTHORIZED BY THE BOARD OF REGENTS 1993

ASSOCIATE OF SCIENCE IN NURSING

BACHELOR OF ARTS

Art
English
French
History
International Affairs
Music
Political Science
Psychology
Spanish

BACHELOR OF BUSINESS ADMINISTRATION

Accounting
Economics
Finance
Management
Marketing
Professional Sales

BACHELOR OF MUSIC

Music Education (P-12)
Performance

BACHELOR OF SCIENCE

Art Education (P-12)
Biology
Chemistry
Communication
Computer Science
Elementary Education (P-5)
Middle School Education (4-8)
French Education (P-12)
Health and Physical Education
Information Systems
Mathematics
Political Science
Psychology
Public and Social Services
Spanish Education (P-12)
SECONDARY EDUCATION
TEACHING FIELDS:

Biology
English
History
Mathematics
Social Studies

BACHELOR OF SCIENCE IN NURSING

MASTER OF BUSINESS ADMINISTRATION

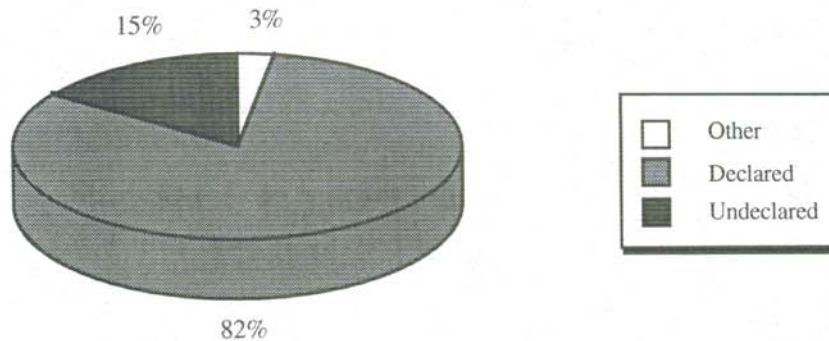
MASTER OF EDUCATION
Early Childhood Education
Middle Grades Education

MASTER OF BUSINESS ADMINISTRATION FOR EXPERIENCED PROFESSIONALS

MASTER OF PUBLIC ADMINISTRATION

MASTER OF ACCOUNTING

DECLARED MAJORS IN ALL SCHOOLS OF THE COLLEGE



Fall 1993 Undergraduate Students

Bachelors' Programs	FALL 1989	FALL 1990	FALL 1991	FALL 1992	FALL 1993
Total Declared Majors	6,536	7,265	8,094	8,551	8,996
Undecided	1,642	1,648	1,483	1,666	1,649
SUBTOTAL	8,178	8,913	9,577	10,217	10,645
Other (JETS, Audits, Provisional)	226	235	249	254	363
Total Undergraduates	8,404	9,148	9,826	10,471	11,008
Graduate Programs	736	882	1,087	1,199	1,265
GRAND TOTAL	9,140	10,030	10,913	11,670	12,273

HIGHLIGHTS

- During the fall of 1993, less than two out of 10 undergraduate students did not have a declared major.
- The percentage of undeclared majors has not changed appreciably over the last five years.

DECLARED MAJORS IN THE SCHOOL OF BUSINESS ADMINISTRATION

ASSOCIATES' PROGRAMS	FALL 1989	FALL 1990	FALL 1991	FALL 1992	FALL 1993
Accounting ¹	23	22	10	4	2
Business Administration ¹	49	24	24	13	2
Data Processing ¹	16	14	5	1	1
Secretarial Science ¹	3	1	1	2	1
SubTotal	91	61	40	20	6
BACHELORS' PROGRAMS					
Accounting	598	634	677	681	658
Data Processing ¹	35	29	25	6	4
Economics & Finance	115	81	42	25	11
Economics	20	27	37	30	36
Finance	115	161	161	161	166
Management	719	674	699	647	688
Marketing	467	472	461	379	327
Professional Sales	-	22	35	29	20
Secretarial Science ¹	1	1	1	2	0
Undecided in Business	656	696	662	646	615
SubTotal	2,726	2,797	2,800	2,606	2,525
GRADUATE PROGRAMS (MBA Concentrations)					
Accounting	42	51	51	50	48
Business Administration	58	63	103	97	91
Business Economics	-	-	-	-	1
Business Information Systems Mgt	44	67	80	79	75
Entrepreneurship	-	-	-	-	12
Finance	72	77	100	99	112
Human Resource Management & Dev	42	62	59	66	62
Marketing	69	99	114	119	80
Non-degree	24	26	15	29	17
SubTotal	351	445	522	540	498
MBA for Experienced Professionals ²	-	-	-	-	50
Master of Accounting ³	-	-	-	-	10
Graduate Sub Total					558
SCHOOL TOTAL	3,168	3,303	3,362	3,145	3,089

¹ Discontinued, fall 1988

² Graduate program began winter 1993

³ Graduate program began fall 1993

DECLARED MAJORS IN THE SCHOOL OF EDUCATION

	FALL 1989	FALL 1990	FALL 1991	FALL 1992	FALL 1993
BACHELORS' PROGRAMS					
Elementary P-5	287	349	429	502	630
Middle School 4-8	75	102	123	151	150
Art P-12	21	26	28	40	42
French P-12	-	4	7	9	4
HPED P-12	75	88	135	172	221
Music P-12	30	21	37	41	43
Spanish P-12	12	13	15	14	10
Secondary Education Programs					
Biology	14	14	15	29	33
Business	24	23	28	33	29
Chemistry	2	1	1	1	0
English	61	68	91	91	86
History	27	24	45	45	40
Math	27	37	36	35	41
Social Studies	28	43	51	58	67
Undecided in Education	250	305	355	366	280
SubTotal	933	1,118	1,396	1,587	1,676
GRADUATE PROGRAMS					
Elementary (P - 5)	27	41	51	51	66
Middle School (4 - 8)	24	23	30	36	46
Non-degree	333	373	484	572	553
SubTotal	384	437	565	659	665
SCHOOL TOTAL	1,317	1,555	1,961	2,246	2,341

HIGHLIGHTS

- Student interest in teaching careers has increased 78% in the last five years.
- Elementary education and health and physical education continue to be the most popular degree programs within the school.

DECLARED MAJORS IN THE SCHOOL OF HUMANITIES & SOCIAL SCIENCES

ASSOCIATES' PROGRAMS	FALL 1989	FALL 1990	FALL 1991	FALL 1992	FALL 1993
Social Services ¹	2	5	2	0	0
BACHELORS' PROGRAMS					
Art	121	147	147	135	124
Communication	269	318	353	355	396
English	106	125	141	146	166
French ²	-	2	9	4	11
History	49	78	86	103	110
International Affairs	51	60	82	100	111
Music	49	49	60	52	73
Political Science	129	154	183	181	195
Psychology	363	449	444	501	531
Public & Social Services	118	148	177	211	275
Pre-Law (undeclared)	58	78	86	93	95
Spanish ²	10	12	12	17	20
Undecided in ABS	18	13	7	12	8
SubTotal	1,341	1,633	1,787	1,910	2,115
GRADUATE PROGRAMS ³					
Master of Public Administration					
Community Service Administration					22
Governmental Administration					16
Non-degree					8
Sub Total					46
SCHOOL TOTAL	1,343	1,638	1,789	1,910	2,161

¹ Discontinued, fall 1988

² New Program

³ Graduate programs began fall 1993

DECLARED MAJORS IN THE SCHOOL OF SCIENCE AND ALLIED HEALTH

ASSOCIATES' PROGRAMS	FALL 1989	FALL 1990	FALL 1991	FALL 1992	FALL 1993
Computer Programming ¹	6	3	2	2	-
Nursing	323	377	465	530	517
SubTotal	329	380	467	532	517
BACHELORS' PROGRAMS					
Biology	137	171	241	277	318
Chemistry	41	58	60	68	92
Computer Science	180	203	249	243	261
Information Systems	159	164	198	232	264
Mathematics	40	45	55	65	57
Nursing	338	375	465	600	653
Pre-Dentistry (undeclared)	19	12	12	19	26
Pre-Engineering (undeclared)	38	43	67	60	68
Pre-Forestry (undeclared)	10	7	7	6	13
Pre-Medicine (undeclared)	74	94	131	169	199
Pre-Pharmacy (undeclared)	33	43	46	71	73
Pre-Veterinary Medicine (undeclared)	33	34	42	52	66
Undecided in SAH	13	22	29	34	67
SubTotal	1,115	1,271	1,602	1,896	2,157
SCHOOL TOTAL	1,444	1,651	2,069	2,428	2,674

¹ Discontinued, Fall 1988.

HIGHLIGHTS

- An 85% increase in student interest in science and health fields over the last five years is notable.
- Growth in student interest in biology, computer science, information systems and nursing programs was substantial.

UPPER DIVISION MAJORS SCHOOL OF BUSINESS ADMINISTRATION

Number of Enrolled Juniors and Seniors					
PROGRAMS	FALL 1989	FALL 1990	FALL 1991	FALL 1992	FALL 1993
Accounting	314	372	412	386	394
Data Processing ²	25	25	21	4	1
Economics & Finance ¹	56	49	32	18	7
Economics	16	17	22	16	22
Finance	72	107	104	114	124
Management	381	406	434	425	433
Marketing	273	289	284	266	214
Professional Sales ³	—	17	28	24	13
Secretarial Science ²	0	0	1	0	0
Undecided in Business Administration	117	153	158	162	179
SCHOOL TOTAL	1,254	1,435	1,496	1,415	1,387

¹ Split in 1987

² Discontinued, fall 1987

³ New program, 1990

HIGHLIGHTS

- The number of declared majors in business fields peaked in 1991 and has declined since.
- The decline in marketing and professional sales majors in 1993 was particularly notable.
- Approximately one-third of the college's declared majors at the upper division level were enrolled in a School of Business program.

UPPER DIVISION MAJORS SCHOOL OF EDUCATION

Number of Enrolled Juniors and Seniors					
PROGRAMS	FALL 1989	FALL 1990	FALL 1991	FALL 1992	FALL 1993
Elementary P-5	145	179	233	275	351
Middle School 4-8	44	62	87	111	109
Art P-12 ¹	12	16	18	18	20
French P-12 ¹	-	2	4	7	3
Health & Physical Education P-12	42	44	65	100	134
Music P-12	12	10	18	23	27
Spanish P-12 ¹	5	7	13	11	7
SECONDARY EDUCATION PROGRAMS					
Biology	9	5	8	12	14
Business ²	9	18	17	25	20
Chemistry	0	0	1	1	-
English	29	40	58	54	57
History	11	8	18	31	26
Math	14	18	21	22	20
Social Studies	20	27	37	39	52
Undecided in Education	76	96	83	103	95
SCHOOL TOTAL	428	532	681	832	955

¹ *New program*

² *Discontinued*

HIGHLIGHTS

- The number of upper division students with a declared major in education more than doubled. This increase was at the fastest rate of the four schools over the past five years.
- Most programs grew to some extent, but HPED, elementary and middle school demonstrated the most notable increases in majors.

UPPER DIVISION MAJORS SCHOOL OF HUMANITIES & SOCIAL SCIENCES

Number of Enrolled Juniors and Seniors					
PROGRAMS	FALL 1989	FALL 1990	FALL 1991	FALL 1992	FALL 1993
Art	55	64	77	77	71
Communication	127	168	178	211	242
English	52	64	87	85	104
French	-	1	7	1	3
History	29	45	49	68	70
International Affairs	26	28	42	58	69
Music	20	15	28	17	24
Political Science	51	55	103	112	111
Psychology	167	208	229	251	292
Public & Social Services	75	102	104	130	180
Pre-Law (undeclared)	9	13	18	26	21
Spanish	6	8	7	12	11
Undecided in ABS	3	13	4	4	3
SCHOOL TOTAL	620	784	933	1,052	1,201

HIGHLIGHTS

- The school's increase in the number of majors at the upper division level over the last five years was 94%.
- Many programs posted a steady increase in the number of majors over the last five years.
- Growth in the communication, psychology, and public & social services programs at the upper division has been exceptionally strong.

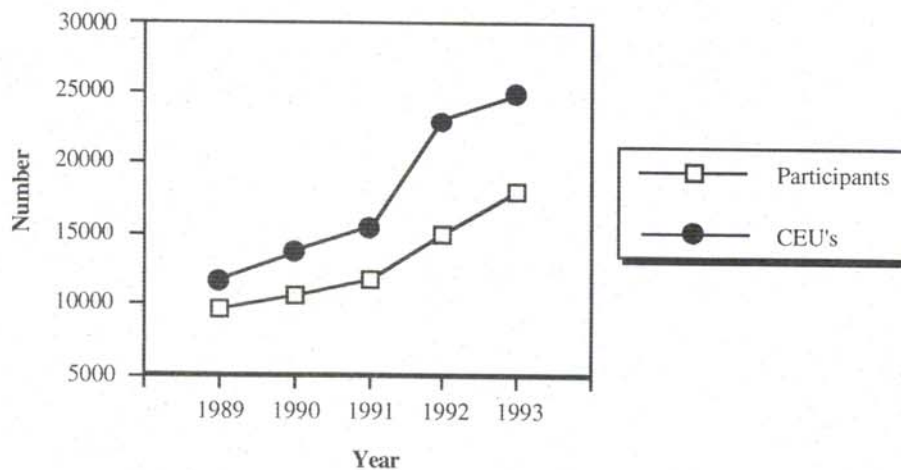
UPPER DIVISION MAJORS SCHOOL OF SCIENCE AND ALLIED HEALTH

Number of Enrolled Juniors and Seniors					
PROGRAMS	FALL 1989	FALL 1990	FALL 1991	FALL 1992	FALL 1993
Biology	65	70	109	128	182
Chemistry	19	27	36	35	47
Computer Science	77	89	111	100	124
Information Systems	75	86	102	128	156
Math	21	30	31	41	38
Nursing	169	173	226	269	347
Pre-Dentistry (undeclared)	3	3	2	5	4
Pre-Engineering (undeclared)	1	7	8	6	9
Pre-Forestry (undeclared)	0	3	0	0	1
Pre-Medicine (undeclared)	14	25	27	41	59
Pre-Pharmacy (undeclared)	9	9	11	22	19
Pre-Veterinary Medicine (undeclared)	9	8	12	13	14
Undecided in SAH	1	6	7	8	9
SCHOOL TOTAL	463	536	682	796	1,009

HIGHLIGHTS

- The number of declared majors at the upper division level in this school more than 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.

DIVISION OF CONTINUING EDUCATION



CONTINUING EDUCATION: 1989-1993

	FY 89	FY 90	FY 91	FY 92	FY 93	5-Year # Change	5-Year % Change
Programs/Courses	599	670	707	1,079	1,291	692	116%
Participants	9,688	10,599	11,721	14,964	18,067	8,379	86%
Participant Hours	116,100	136,661	152,485	228,370	249,084	132,984	115%
CEUs	11,610	13,666	15,249	22,837	24,908	13,298	115%
Revenues	\$739,843	\$866,181	\$1,183,412	\$1,626,775	\$2,181,167	\$554,392	75%

HIGHLIGHTS

- Over 18,000 registrations were recorded in approximately 1,300 continuing education courses and programs in 1992-93, an increase of 86% over the last five years.
- Continuing education registrants earned almost 25,000 CEU's (continuing education units) in non-degree credit programs in 1992-93.
- Revenue for continuing education courses and contracts nearly tripled in the last five years and broke the \$2.1 million mark in 1992-93.

LIBRARY INFORMATION

LIBRARY ACTIVITY: FY 89 - FY 93							
	FY 89	FY 90	FY 91	FY 92	FY 93	5-Year # Change	5-Year % Change
Acquisitions							
Volumes	330,237	369,369	405,011	426,345	448,736	118,499	36%
Titles	169,251	196,253	239,703	259,598	273,300	104,049	61%
Periodicals	2,110	3,020	3,144	3,147	3,192	1,082	34%
Government							
Documents	159,869	170,389	195,558	215,797	225,687	65,818	29%
Microforms	509,138	643,237	700,427	748,312	806,812	297,674	58%
Circulation							
Books	93,869	97,894	104,390	129,334	138,762	44,893	48%
Reserves	17,921	18,513	21,508	27,114	32,198	14,277	80%
Interlibrary Loans							
Borrowed	2,790	2,773	2,959	3,420	3,911	1,121	402%
Loaned	1,023	1,032	1,285	2,781	2,948	1,925	188%

HIGHLIGHTS

- The library is completely automated and networks the catalog, reserves, selected periodical database and union catalog holdings.
- The library subscribes to more than 125 CD database services and is among the most automated and technically advanced of the libraries in the state.
- The DiFazio 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 Horace W. Sturgis Library and School of Education presented a Children's Literature Conference for regional educators and produced a children's literature book review periodical, *When Children Write*.
- The Bentley Rare Book Room and Collection houses 14,000 First Edition volumes and 250 museum/world class quality medieval and renaissance manuscript books, manuscripts and leaves.



KENNESAW
STATE
COLLEGE

FACULTY
AND STAFF
INFORMATION

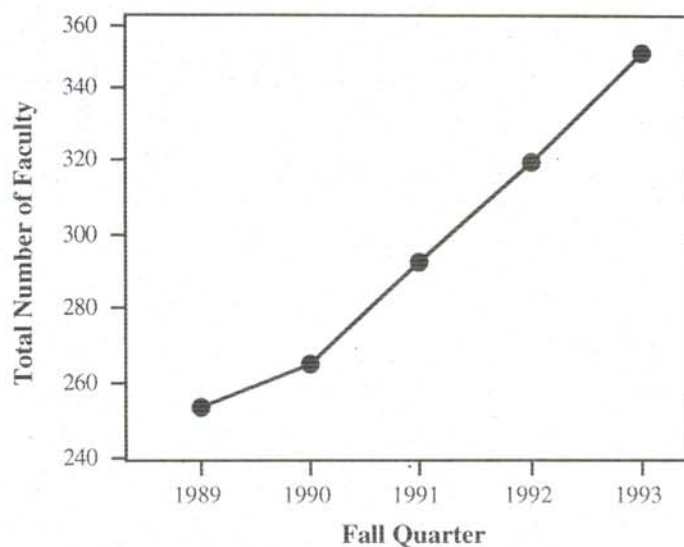
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BOOK

FACULTY AND STAFF INFORMATION

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TOTAL FULL-TIME INSTRUCTIONAL FACULTY



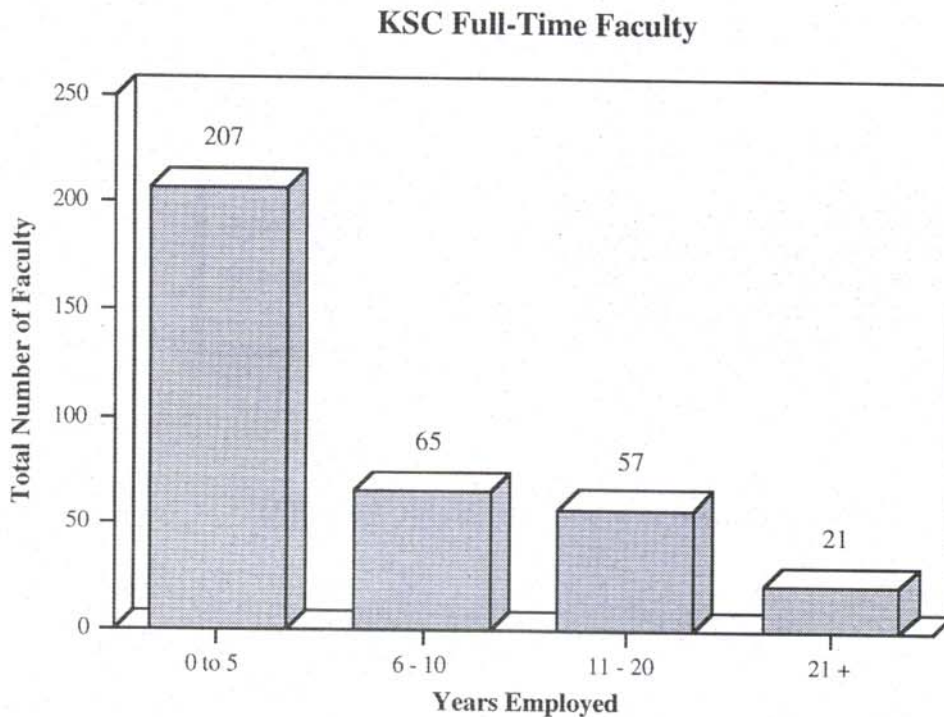
NUMBER OF FULL-TIME FACULTY Fall 1989 - Fall 1993

Schools	Fall 89	Fall 90	Fall 91	Fall 92	Fall 93	5-Year # Change	5-Year % Change
Business Administration	58	61	68	70	75	17	29%
Education	35	37	37	43	47	12	34%
Humanities & Social Sciences	90	91	103	114	126	36	40%
Science & Allied Health	71	77	85	93	102	31	44%
TOTALS	254	266	293	320	350	96	38%
Number Change	+27	+12	+27	+27	+30		
Annual % Change	12%	5%	+10%	+9%	+9%		

HIGHLIGHTS

- The five-year rate of growth of the faculty basically matched the growth of the overall enrollment, with enrollment increasing 34% and faculty numbers increasing 38%.
- All schools experienced a substantial increase in full-time faculty over the last five years; the new general education requirements and rapid growth in the arts and sciences contributed to the greater growth in two schools.

NEW FULL-TIME INSTRUCTIONAL FACULTY



NEW FULL-TIME FACULTY INSTRUCTIONAL APPOINTMENTS *

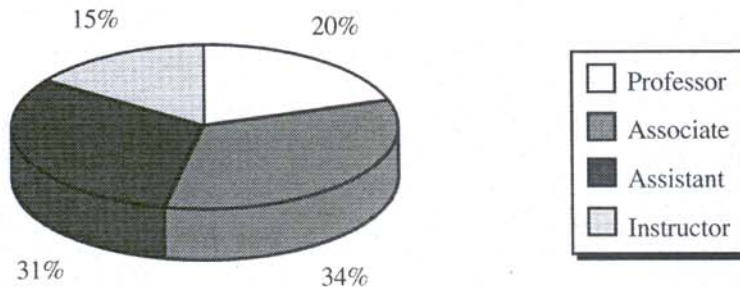
	Fall 1989	Fall 1990	Fall 1991	Fall 1992	Fall 1993	5-Year # Change
Professors	2	0	3	4	2	0
Associate Professors	7	7	11	7	5	(2)
Assistant Professors	16	18	15	15	30	14
Instructors	9	18	17	17	6	(3)
TOTAL	34	43	46	43	43	
Total Full-time Faculty	254	266	293	320	350	96
% New of Total Faculty	13%	16%	16%	13%	12%	

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

HIGHLIGHTS

- As a result of turnovers, new positions and successful recruiting efforts, KSC has employed an average of 42 new full-time instructional faculty per year over the last 5 years.
- Six out of every 10 faculty in fall 1993 had been at the college five years or less because of the large number hired during that time.

FULL-TIME INSTRUCTIONAL FACULTY BY RANK *



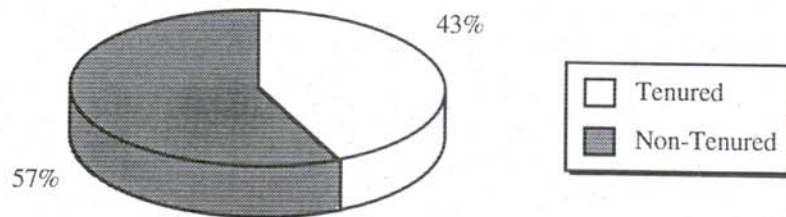
Distribution of Faculty by Rank, Fall 1993

NUMBER OF FACULTY BY RANK												
RANK	Fall 89		Fall 90		Fall 91		Fall 92		Fall 93		5-Year Change	
	#	%	#	%	#	%	#	%	#	%	#	%
Professor	51	20	50	18	58	20	64	20	71	20	20	39
Associate	90	35	91	35	102	35	108	34	115	34	25	27
Assistant	83	33	88	33	92	31	95	29	110	31	27	33
Instructor	30	12	37	14	41	14	53	17	54	15	24	80
Total	254	100	266	100	293	100	320	100	350	100	96	38

HIGHLIGHTS

- Due to the effort to reduce reliance on part-time faculty, the greatest growth in instructional faculty has occurred at the instructor level over the last five years.
- Of the tenure-track ranks, the number of professors is growing the fastest but is still the smallest of the three.

TENURE STATUS OF INSTRUCTIONAL FACULTY



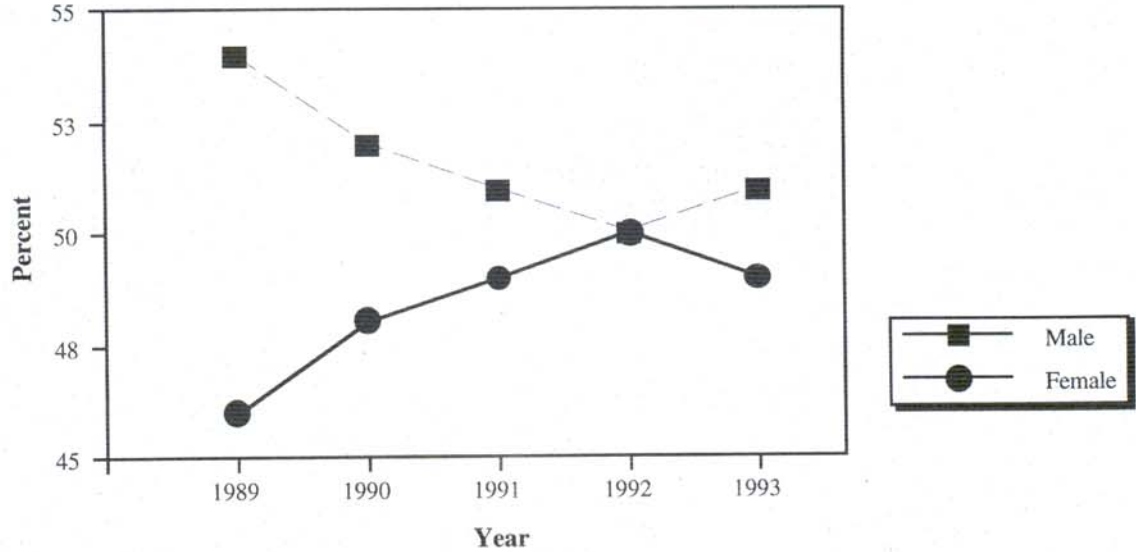
TENURE STATUS BY GENDER						
	Female		Male		Total	
	#	%	#	%	#	%
Tenured	63	40	86	48	149	43
Non-Tenured	109	60	92	52	201	57
Total	172	100	178	100	350	100

TENURE STATUS BY RACE/ ETHNIC GROUP						
	Black	Asian/ Pacific Isl.	Am. Indian/ Alaskan Nat.	Hispanic	White	Total
Tenured	10	2	0	0	137	149
Non-Tenured	18	5	0	1	177	201
Total	28	7	0	1	314	350

HIGHLIGHTS

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

GENDER OF THE INSTRUCTIONAL FACULTY

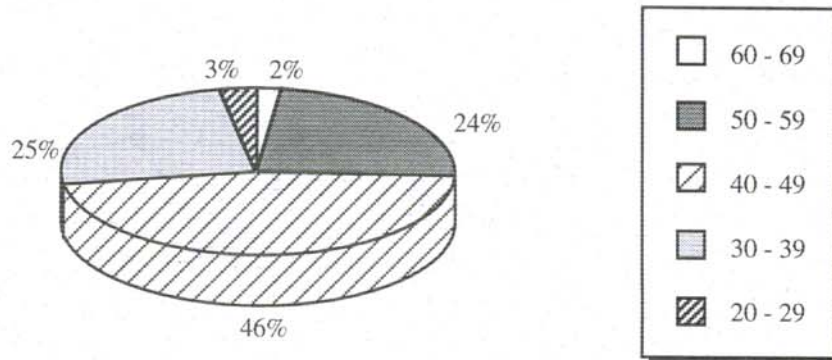


FULL-TIME INSTRUCTIONAL FACULTY BY GENDER												
	Fall 89		Fall 90		Fall 91		Fall 92		Fall 93		5-Year	5-Year
	#	%	#	%	#	%	#	%	#	%	# Change	% Change
Male	137	54	138	52	150	51	161	50	178	51	41	30%
Female	117	46	128	48	143	49	159	50	172	49	55	47%
Totals	254	100	266	100	293	100	320	100	350	100	96	38%

HIGHLIGHTS

- The number of women on KSC's faculty is virtually equal to the number of men and has fluctuated between 50-51% over the last three years.
- The percentage of female faculty members is among the highest for public four-year colleges and universities in the state and probably for the nation as well.
- The percentage of women on the faculty at KSC is approximately double that of the national average.

AGE OF THE INSTRUCTIONAL FACULTY



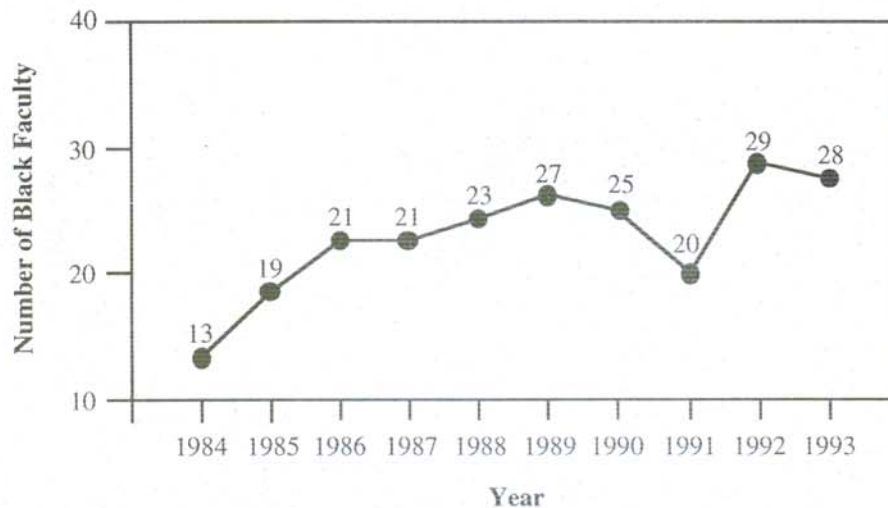
Distribution of Ages, Fall 1993

FACULTY AGE GROUPS: FALL 1993						
	20s	30s	40s	50s	60s	Total
Number	11	88	161	83	7	350
Percent	3%	25%	46%	24%	2%	100%

HIGHLIGHTS

- Kennesaw State has a relatively young faculty; the largest group (almost half) of the instructional faculty is between the ages of 40 and 49.
- A relatively small percentage of the faculty (2%) is presently nearing retirement; although that number will grow, it will remain a relatively small percentage of the total faculty over the next 10 years compared to the more mature faculties on many other college campuses.

BLACK INSTRUCTIONAL FACULTY



FULL-TIME BLACK FACULTY: FALL 1993						
School	Professor	Associate	Assistant	Instructor	Total	% of Total in Schools
Business Administration	0	2	3	1	6	8%
Education	1	1	0	2	4	9%
Humanities and Social Sciences	1	6	2	0	9	7%
Science and Allied Health	1	3	4	1	9	9%
TOTAL	3	12	9	4	28	8%

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.
- Kennesaw State College is a leader in the state public colleges and universities of its type in the employment, promotion and tenure of black faculty.

**RELATIVE STANDING OF KSC INSTRUCTIONAL
FACULTY IN TERMS OF HIGHEST DEGREE
FALL 1993**

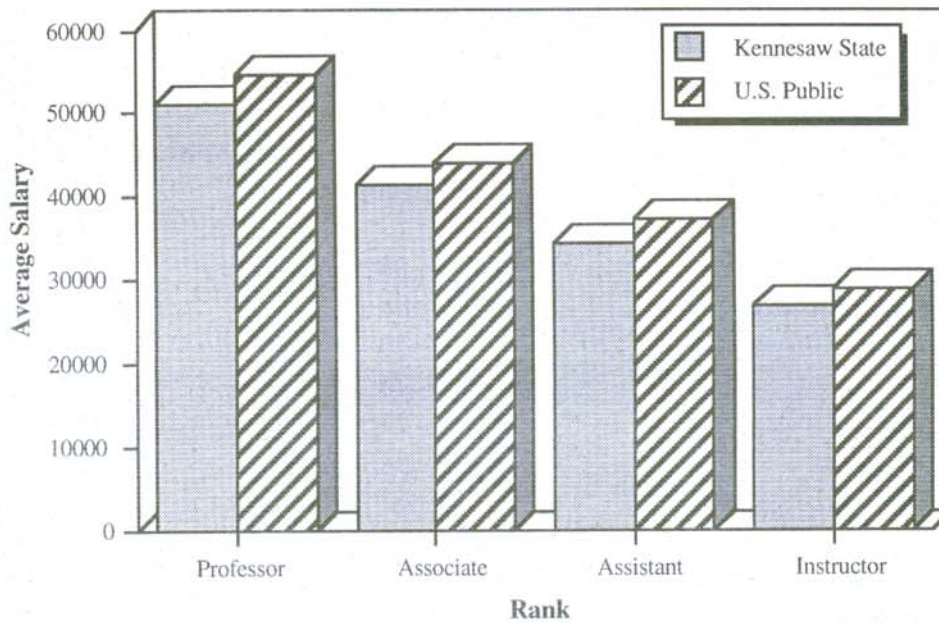
PUBLIC 4-YEAR UNITS IN GEORGIA	% With Terminal Degree *	% Without Terminal Degree
Georgia Tech	88	12
University of Georgia	88	12
Georgia State University	79	21
<i>Kennesaw State College</i>	76	24
West Georgia College	71	29
Augusta College	68	32
Valdosta State University	67	33
North Georgia College	66	34
Georgia Southwestern College	63	37
Georgia College	62	38
Columbus College	61	39
Albany State College	60	40
Georgia Southern University	59	41
Armstrong State College	57	43
Savannah State College	57	43
Fort Valley State College	55	45
Clayton State College	52	48
Southern College of Technology	48	52

* Includes professional degrees such as JD

HIGHLIGHTS

- KSC has a substantially higher percentage of instructional faculty with terminal degrees than those of all other public senior colleges and the regional universities in Georgia.
- KSC's staffing with doctorally prepared faculty is closer to that of Georgia State University than to the typical senior college or regional university, despite the trend in recent years to replace part-time faculty with full-time master's level instructors.

AVERAGE ACADEMIC YEAR SALARIES OF INSTRUCTIONAL FACULTY



AVERAGE SALARIES OF FULL-TIME FACULTY: 1992-93 ¹

	Professor	Associate	Assistant	Instructor
Kennesaw State	51,206	41,482	34,151	26,931
South Atlantic	51,760	41,660	35,410	27,550
National ²	54,670	44,080	37,130	28,850

¹ Annual AAUP Salary Study

² Category IIA - Public Comprehensive

HIGHLIGHTS

- Kennesaw State's average faculty salaries are closer to the averages for the comprehensive institutions in the South Atlantic region than any other category IIA college in Georgia.
- Salaries in the South lag behind the Northeast and West and the nation as a whole.

AVERAGE 1992-93 FACULTY SALARIES AT COMPARABLE AASCU* INSTITUTIONS IN THE SOUTH

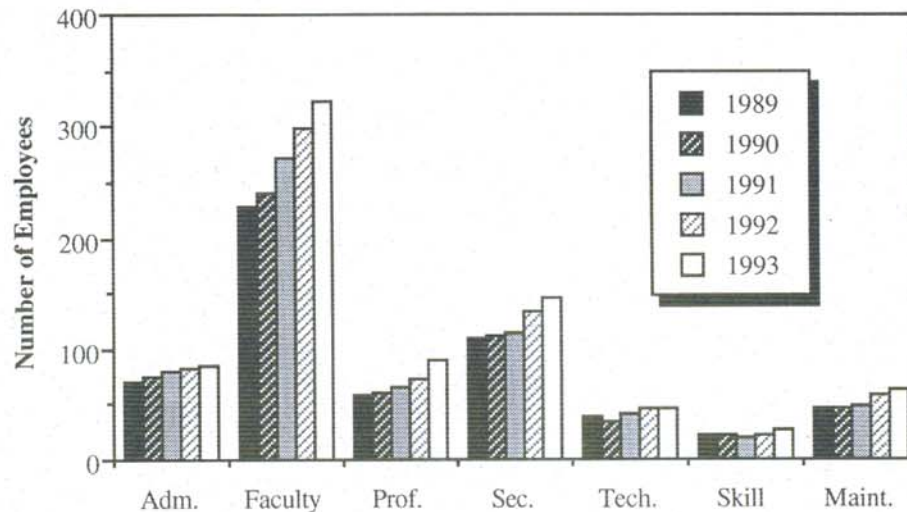
GENERAL FIELDS	Average 9-month Salaries		
	ASSISTANT	ASSOCIATE	PROFESSOR
Accounting	46,700	53,700	62,200
Business (All Others)	45,600	48,000	55,800
Computer & Information Science	42,600	47,400	57,700
Physics	35,700	41,500	49,500
Mathematics	34,000	39,500	48,800
Education	33,000	39,100	48,100
Health & Physical Education	32,900	37,800	46,100
Nursing	32,300	39,700	43,800
Biology	32,200	38,500	46,100
Psychology	32,200	38,400	47,500
Chemistry	32,100	38,300	49,100
Communications	32,000	39,100	47,700
Social Sciences	31,800	37,100	46,800
Music & Theatre	31,700	37,800	45,600
Foreign Languages	31,000	37,200	46,000
Philosophy & Religion	31,000	35,400	49,000
Visual Arts	31,000	37,800	45,300
History	30,400	36,500	47,700
English	30,000	37,100	45,600

* American Association of State Colleges and Universities (AASCU). Comparable institutions included in the study were selected as public institutions offering less than the doctoral degree and with student enrollments from 6,000 to 14,000. A list of the institutions used in the study is provided under Sources, p. 117.

HIGHLIGHTS

- Substantial salary differentials exist among different discipline groups in comparable AASCU institutions as they do at Kennesaw State 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. Nationally, salaries in medicine, law and engineering programs are even higher.

FULL-TIME EMPLOYEES BY EEO CLASSIFICATION



TOTAL EMPLOYEES : 1989- 1993*							
	1989	1990	1991	1992	1993	5-Year # Change	5-Year % Change
Administrative/Managerial	71	74	79	82	84	13	18%
Faculty, Academic	229	241	271	297	322	93	41%
Professional Staff	57	61	65	73	90	33	58%
Clerical/Secretarial	110	112	114	133	146	36	33%
Technical/Paraprofessional	39	35	42	45	46	7	18%
Skilled Crafts	21	21	19	21	27	6	29%
Service/Maintenance	46	47	48	58	63	17	37%
Total	573	591	638	709	778	205	36%

* Based on the federal EEO-6 Reports filed by the Affirmative Action/Minority Affairs Officer. EEO-6 classifications for faculty differ from other analyses. 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 fairly comparable to the growth rate of the enrollment.
- The number of professional staff and academic faculty increased at the greatest rates.

FULL-TIME EMPLOYEES BY GENDER AND RACE FY 1993

FULL-TIME EMPLOYEES BY GENDER				
	Females	Males	Total	% Female
Administrative/ Managerial	30	54	84	36
Faculty, Academic	159	163	322	49
Professional Staff	64	26	90	71
Clerical/Secretarial	143	3	146	98
Technical/Paraprofessional	17	29	46	37
Skilled Crafts	1	26	27	.04
Service/Maintenance	23	40	63	37
Total	437	341	778	56

FULL-TIME EMPLOYEES BY RACE/ ETHNIC GROUP							
	Black	Asian or Pacific Islander	American Indian/ Alaskan Nat.	Hispanic	White	Total	% Minority
Administrative/Managerial	7	0	0	0	77	84	8
Faculty, Academic	24	7	0	1	290	322	10
Professional Staff	9	2	0	1	78	90	13
Clerical/Secretarial	8	0	0	0	138	146	5
Technical/Paraprof.	4	1	0	0	41	46	11
Skilled Crafts	1	1	0	0	25	27	7
Service/Maint.	10	0	0	0	53	63	16
Total	63	11	0	2	702	778	10

HIGHLIGHTS

- Females comprise 56% of the total workforce on campus and 61% of the "staff".
- The analysis of the staff data shows that 8% of the Kennesaw State employees are black; and if all minority groups are considered the percentage rises to 10%.



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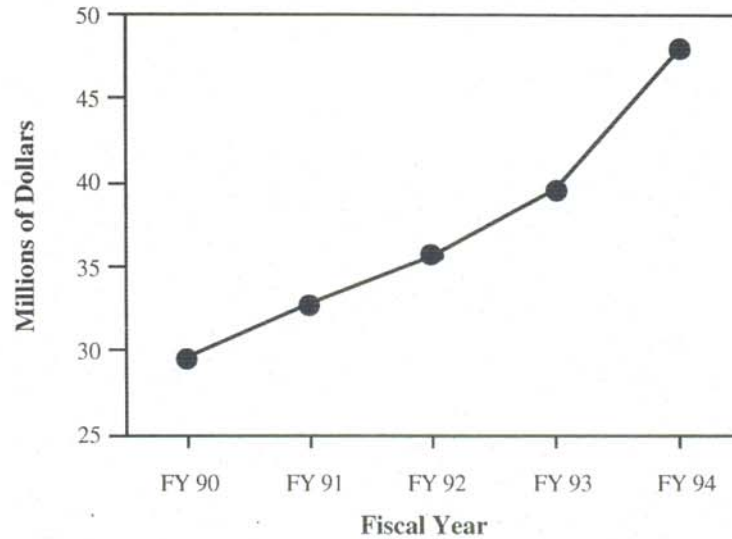
BUDGET AND
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BUDGET AND FINANCIAL INFORMATION

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TOTAL OPERATING BUDGET



EDUCATIONAL & GENERAL (E & G) BUDGET *					
	FY 90	FY 91	FY 92	FY 93	FY94**
TOTAL	\$29,493,307	\$32,600,416	\$35,523,642	\$39,425,320	\$47,786,213**
\$ Change	\$2,921,349	\$3,107,109	\$ 2,923,226	\$3,901,678	\$8,360,893**
Annual % Change	11%	11%	9%	11%	21%**

* Educational and General budget excludes auxiliaries.

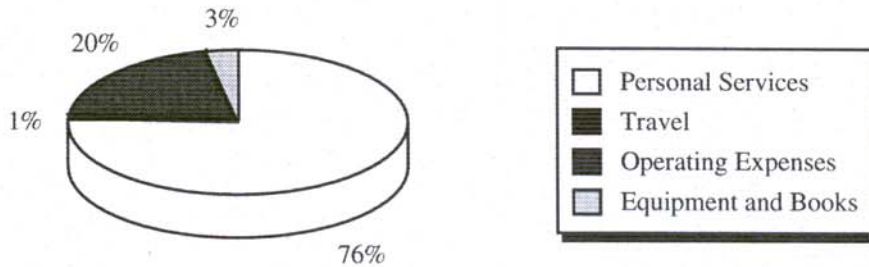
** In FY 94 there was an accounting change in preparing the sponsored operations budget which resulted in a significant increase in this category.

	5-Year \$ Change	5-Year % Change
INCREASE	\$18,292,906	62%

HIGHLIGHT

- Operating budgets grew at a fairly constant rate throughout the early years of the decade and during the recession.

E & G BUDGET BY FUNCTION



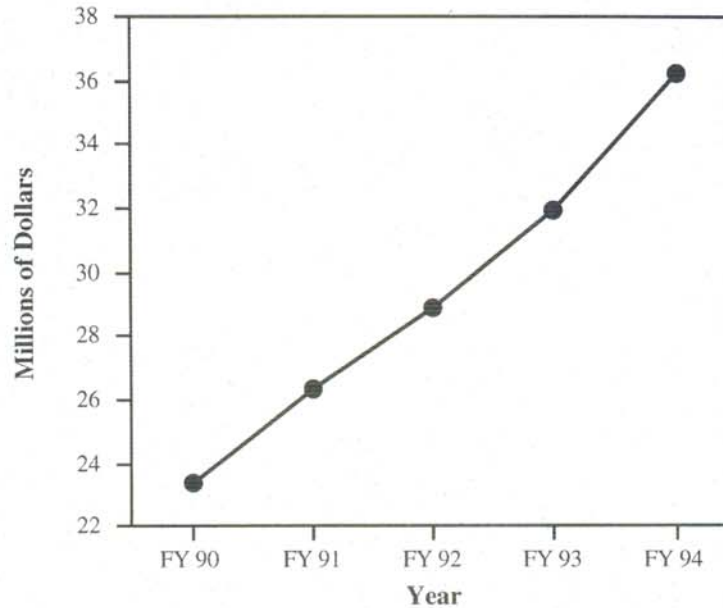
FISCAL YEAR 1993-94 E & G BUDGET ¹						
FY 93	Personal Services	Travel	Operating Supplies & Expenses	Equipment and/or Books	Total Budget	% Total
Instruction	\$23,727,745	\$248,550	\$2,267,582	\$300,400	\$26,594,277	56%
Public Service	554,938	21,450	158,150	15,829	750,367	2%
Academic Support	2,512,936	56,515	706,700	964,800	4,240,951	9%
Student Services	2,280,613	43,400	248,600	4,600	2,577,213	5%
Institutional Support	4,819,458	82,325	1,160,536	139,700	6,202,019	13%
Operation & Maintenance of Physical Plant	2,334,403	11,600	2,501,949	39,000	4,886,952	10%
Scholarships & Fellowships			2,534,434		2,534,434	5%
TOTAL	\$36,230,093	\$513,840	\$9,577,951	\$1,464,329	\$47,786,213	100%

¹ Educational and General budget excludes auxiliaries.

HIGHLIGHTS

- Of the total operating budget, 76 cents of every dollar were allocated for personnel throughout the college.
- About two-thirds of the E&G budget is devoted to the instructional function (including academic support.)

PERSONAL SERVICES BUDGET



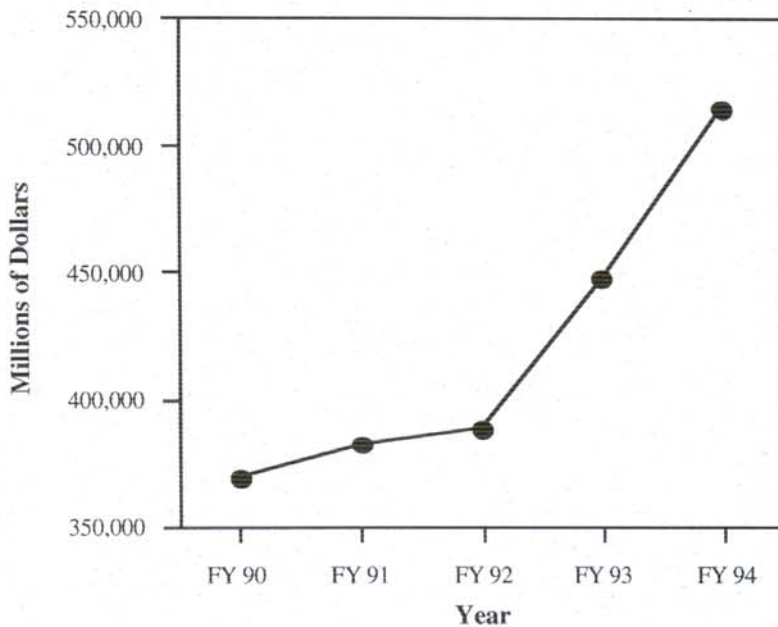
KSC's PERSONAL SERVICES BUDGET					
	FY90	FY 91	FY 92	FY 93	FY 94
Personal Services	\$23,345,388	\$26,333,164	\$28,841,838	\$31,951,079	\$36,230,093
Annual % Change	11%	13%	10%	11%	13%

	5-Year \$ Change	5-Year % Change
Increase	\$12,884,705	55%

HIGHLIGHTS

- Personal Services grew 55% (over \$12 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 BUDGET



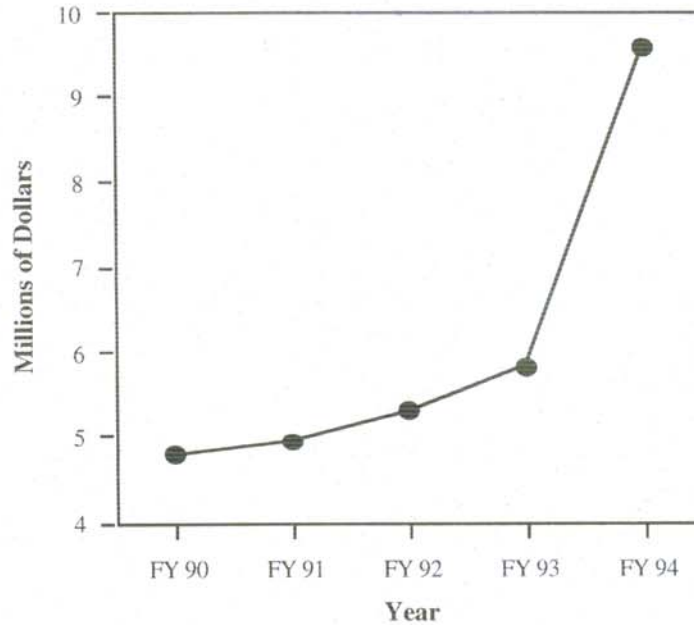
KSC's TRAVEL BUDGET					
	FY 90	FY 91	FY 92	FY 93	FY 94
Travel	\$368,016	\$381,600	\$387,550	\$446,150	\$513,840
Annual % Change	14%	4%	2%	15%	15%

	5-Year \$ Change	5-Year % Change
Increase	\$145,824	40%

HIGHLIGHTS

- Travel money increased by \$145,824, a 40% growth rate over five years.
- Annual percentage increases were significant except during the recession. Faculty involvement in professional associations has mushroomed in recent years. Unfortunately, budget cuts significantly impacted travel allocations until FY 93 and FY 94, when some funds were restored.

OPERATING EXPENSES & SUPPLIES BUDGET



KSC's OPERATING EXPENSES BUDGET					
	FY 90	FY 91	FY 92	FY 93	FY 94
Operating Expenses	\$4,791,755	\$4,941,084	\$5,291,288*	\$5,801,871	\$9,577,951
Annual % Change	12%	3%	7%	10%	65%

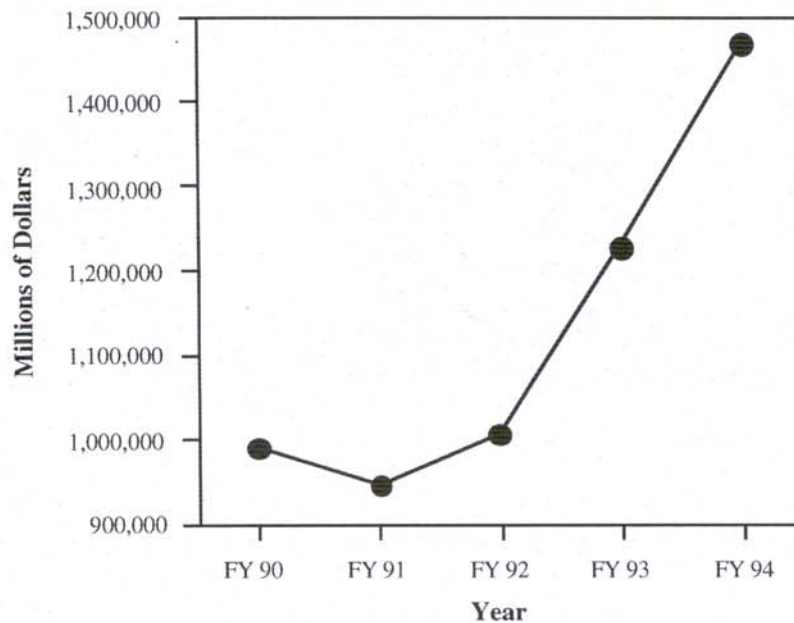
	5-Year \$ Change	5-Year % Change
Increase	\$4,786,196	100%

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

HIGHLIGHTS

- Operating expenses doubled in the last five years.
- The large increase from FY93 to FY94 is a result of budgeting financial aid grants differently than in past years.

EQUIPMENT AND/OR BOOKS BUDGET



KSC's EQUIPMENT/BOOKS BUDGET					
	FY 90	FY 91	FY 92	FY 93	FY 94
Equipment	\$988,148	\$944,568	\$1,002,966	\$1,226,220	\$1,464,329
Annual % Change	2%	(4%)	6%	22%	19%

	5-Year \$ Change	5-Year % Change
Increase	\$476,181	48%

HIGHLIGHTS

- During the recession and budget cutbacks in the early 1990s, equipment and book acquisitions were reduced.
- Whereas other categories of the budget grew substantially in the last five years, the budget for equipment and library books increased most significantly within the last two years.

REVENUE SOURCES



- State Appropriations 57 ¢
- Other 5 ¢
- Sponsored Operations 7 ¢
- Student Tuition and Fees 31 ¢

PERCENT OF TOTAL BUDGETED REVENUE

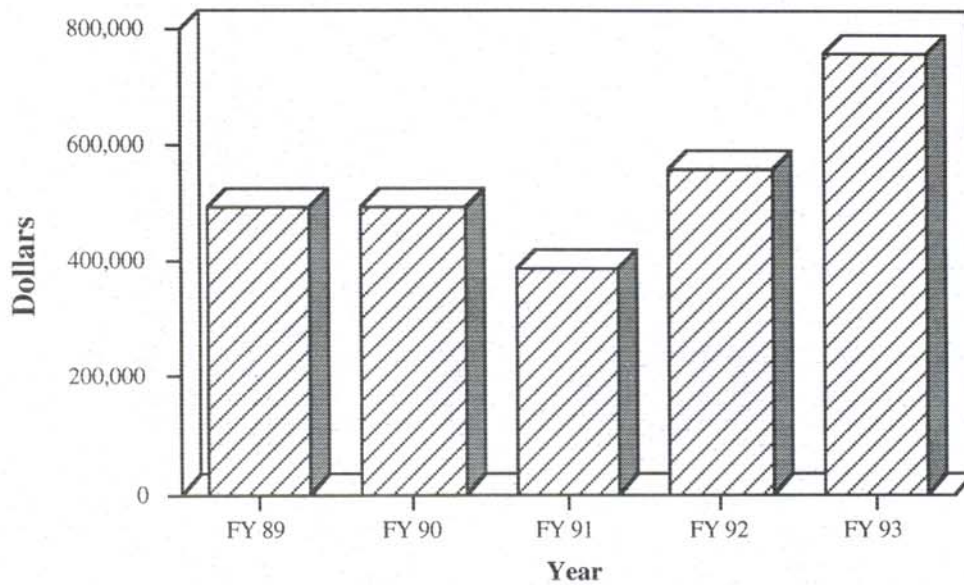
Sources of Revenue	FY 90	FY 91	FY 92	FY 93	FY 94
State Appropriations	63.2%	63.5%	62.1%	60%	56.7%
Student Tuition & Fees	30.1%	29.9%	32.0%	33.5%	31.2%
Sponsored Operations*	3.6%	3.4%	3.1%	2.8%	7.0%
Other Sources	3.1%	3.2%	2.8%	3.7%	5.1%
Total	100%	100%	100%	100%	100%

*Includes all sponsored programs, such as Pell, SEOG and CWS programs as well as other grants & contracts

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 94, the student fees remained over 30% of the revenues.
- State appropriations to Kennesaw State as a percent of total support have declined steadily in recent years.

GRANTS AND CONTRACTS



ACTUAL GRANTS & CONTRACTS FUNDS*: FY 89 - FY 93							
	FY 89	FY90	FY 91	FY 92	FY 93	5-Year \$ Change	5-Year % Change
Total Grants & Contracts Funding	\$494,449	\$495,584	\$385,614	\$559,968	\$759,760	264,176	53%
Annual % Change	34%	.2%	(22%)	45%	36%		
% of Total E&G Budget	2%	2%	2%	2%	2%		

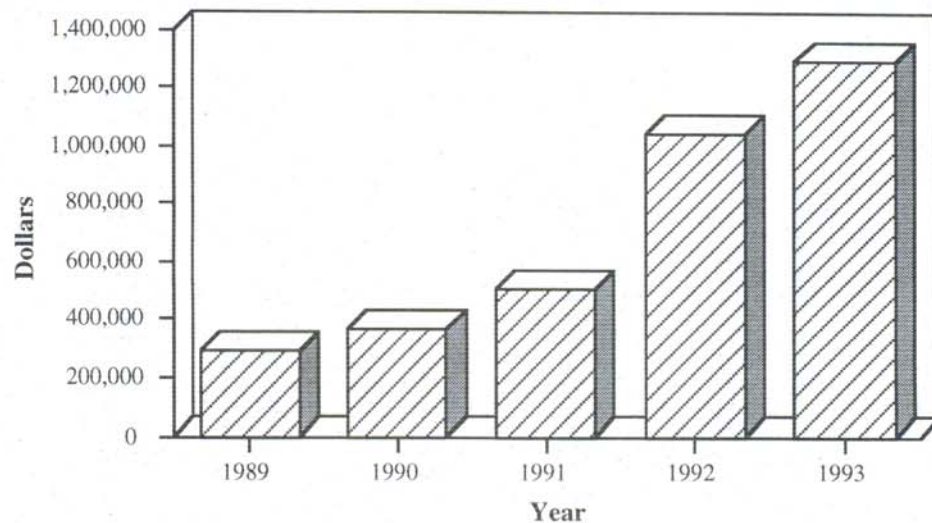
*Excludes continuing education contracts, see page 75 for continuing education revenue information

GRANTS & CONTRACTS FUNDING SOURCES IN FY 93				
	Federal	State	Other	Total
Sponsored Funds	\$430,560	\$11,000	\$318,200	\$759,760
% of Total	57%	1%	42%	100%

HIGHLIGHT

- The dollar value of grants and contracts has increased significantly in recent years but remains relatively low at KSC.

KENNESAW STATE COLLEGE FOUNDATION, INC. VOLUNTARY SUPPORT



SOURCES OF GIFTS BY FISCAL YEARS *							
Source	1988-89	1989-90	1990-91	1991-92	1992-93	5-Year # Change	5-Year % Change
Friends, Found., and Corps.	\$269,734	\$341,216	\$478,261	\$ 989,887	\$1,214,226	\$ 944,492	350%
Alumni	13,175	16,274	10,634	31,260	65,557	52,382	398%
KSC Faculty/ Staff	9,833	9,417	17,065	20,839	20,277	10,444	106%
Total	\$292,742	\$366,907	\$505,960	\$1,041,986	\$1,300,060	\$1,007,318	344%

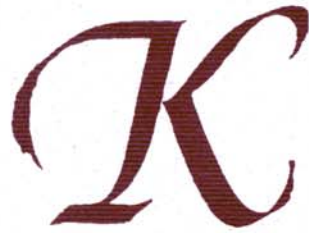
* The foundation's fiscal year was changed to July 1-June 30 beginning in FY 92. FY 92 numbers reflect 15 months of activity.

Endowment Portfolio		1-Year # Change	1-Year % Change
1992	1993**		
\$1,912,072	\$1,848,785	(\$63,287)	(3%)

** The portfolio decreased in 1993 due to capital campaign funds expended for the LeoDelle and Lex Jolley Lodge construction project.

HIGHLIGHTS

- The LeoDelle and Lex Jolley Lodge, a \$670,000 capital construction project, was completed in May, 1993.
- Gifts to the KSC Foundation including endowed funds have increased notably over the last five years. In recent years KSC has begun to receive major gifts of over \$100,000 each.



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ACCUMULATED INVESTMENT IN PLANT

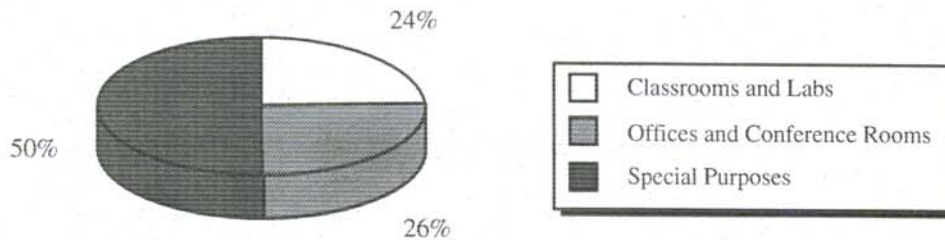
Year Ended June 30, 1993

	YEAR ACQUIRED	ADJUSTED INVESTMENT AS OF JUNE 30, 1993
LAND		
Main Campus		\$127,477.00
TOTAL LAND		127,477.00
BUILDINGS		
Administration Building	1967	331,724.01
Administration Annex	1967	610,430.95
Education Building	1967	404,416.41
Continuing Education & Performing Arts	1989	4,142,629.19
Humanities Building	1979	1,857,717.51
W. Wyman Pilcher Public Service Building	1986	1,021,839.96
Horace W. Sturgis Library	1981	3,898,879.96
Music Building	1978	531,692.56
Natural Sci & Mathematics Building	1967	646,835.54
Physical Education Building	1967	1,931,036.43
Social Science Building	1967	471,049.71
James W. Carmichael Student Center	1973	2,634,853.54
Warehouse and Shops	1973	791,138.49
A.L. Burruss Building	1989	8,005,244.18
Art Welding Studio	1990	22,421.00
Bookstore	1993	796,586.69
LeoDelle and Lex Jolley Lodge	1993	550,000.00
Allied Health	1993	435.87
TOTAL BUILDINGS		28,648,932.00
TOTAL IMPROVEMENTS OTHER THAN BUILDINGS		1,516,348.45
TOTAL LIBRARY COLLECTIONS		6,563,113.04
TOTAL EQUIPMENT		8,154,002.13
TOTAL INVESTMENT IN PLANT		\$ 45,009,872.62

HIGHLIGHT

- The total accumulated original investment in KSC's land, buildings, improvements and equipment is over \$45 million.

ANALYSIS OF SPACE USE



Space Allocations

SPACE ASSIGNMENTS: FALL 1993			
SPACE	# ROOMS	SQ FT	% OF SUBTOTAL
Classrooms & Labs	192	111,651	22%
Service Area	45	7,591	2%
Offices & Conference Rooms	770	113,270	23%
Service Area	120	14,788	3%
Special Purpose Space			
Library	21	44,525	9%
PE/Athletic Arenas	16	25,730	5%
Assembly/Gallery Rooms	14	11,407	2%
Auxiliary Services	28	16,345	3%
Student Rec. & Meeting Rms	23	14,058	3%
Storage	17	13,102	3%
Circulation Areas	321	93,362	19%
Other (mechanical,etc)	187	31,655	6%
Subtotal	1,754	497,484	100%
Non-assignable		105,050	
TOTAL SPACE		602,534	

Percentages may not total 100 due to rounding.

HIGHLIGHTS

- Academic classrooms and labs comprise a significant 24% 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

Fall 1993

Building	Teaching Faculty Offices	General Classrooms	Instructional Laboratories*	Square Feet (Gross)
Administration	0	0	0	9,365
Administration Annex	0	0	2	12,756
PE Building	8	2	0	40,010
PE Annex	3	2	2	5,760
Education	18	16	1	21,014
Burruss	113	26	11	105,385
Humanities	32	15	3	35,091
Performing Arts	8	14	1	37,949
Pilcher	0	2	0	21,014
Library	50	5	4	100,039
Music	9	2	1	8,570
Plant Operations	0	0	0	27,435
Natural Science	7	6	17	27,469
Social Science	25	15	1	21,014
Biology Annex	27	0	0	6,480
Student Center	0	0	0	37,626
Public and Int'l Affairs	23	1	1	7,840
Computer Science Annex	17	0	3	7,840
Charmichael Bookstore	0	0	0	12,896
Chastain Center	29	10	5	50,110
Jolley Lodge	0	0	0	6,871
TOTAL	369	116	52	602,534

* Music practice rooms (21) not included.

HIGHLIGHT

- Office, classroom and lab space utilization at Kennesaw State is the highest in the University System.

DISTRIBUTION OF CLASSES ACROSS THE DAY FALL 1993

Class Times	Percent of Total Classes Offered			
	MWF		TT*	
	#	%	#	%
Morning				
Early	56	11%	64	14%
Mid	82	16%	NA	NA
Late	87	17%	101	23%
Morning Sub-total	225	44%	165	37%
Afternoon				
Early	93	18%	92	20%
Mid	23	4%	NA	NA
Late	35	7%	55	12%
Afternoon Sub-total	151	29%	147	32%
Evening				
Early	88	17%	83	18%
Late	52	10%	55	13%
Evening Sub-total	140	27%	138	31%
TOTAL	516	100%	450	100%

* TT class periods are longer because they meet only 2 days per week; thus, there are two fewer class time blocks available on TT than on MWF.

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.
- The number of classes offered at KSC increased by 100, which is a 12% increase over fall quarter 1992.

K

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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, International 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

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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

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Faculty and Staff Information

Pages	Sources
80-86	Office of Institutional Research and Office of Academic Affairs, Faculty Databases
87	University System, <i>Information Digest</i>
88	AAUP, <i>ACADEME</i> , March-April 1993 Business Services
89	American Association of State Colleges and Universities/ College and University Personnel Association, Salary Study <i>(Institutions included in study:</i> <i>Appalachian State University, Georgia Southern University,</i> <i>James Madison University, Kennesaw State College, Marshall</i> <i>University, Morehead State University, Murray State University,</i> <i>Radford University, Southeastern Louisiana University, University</i> <i>of North Carolina-Charlotte, Towson State University, University of</i> <i>Central Oklahoma, University of Houston-Downtown, University of</i> <i>North Carolina-Wilmington, University of North Florida, University</i> <i>of Tennessee at Chattanooga, University of Texas-Pan American,</i> <i>University of Texas-San Antonio, Western Kentucky University)</i>
90-91	Higher Education Staff Information (EEO-6) Equal Employment Opportunity Commission Kennesaw State College Office of Minority Affairs

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Budget and Financial Information

Pages	Sources
96-103	Office of Business Services
104	Office of Development

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Pages	Sources
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109-110	Plant Operations and Academic Affairs (Facilities)
111	Computer Services, Analysis of Classes