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KENNESAW
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FACT
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1994
1995



KENNESAW
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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 eighth 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.

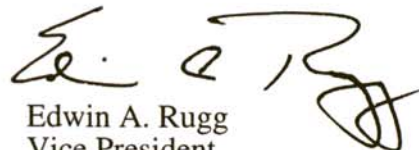
The **Fact Book** is intended to give a comprehensive overview of basic information about most aspects of the college. Where possible, trends over the last five years have been identified. Graphic as well as tabular approaches have been used to capture selected data, and interpretations of the data are 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 Scott Furr and Paula Skinner, student assistants who spent their 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 eighth edition.



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KENNESAW STATE COLLEGE FACT BOOK

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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 perfected 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 School of Nursing 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.
- The Educational Technology Center, established in 1993, houses a \$2 million state-of-the-art laboratory with a distance learning classroom for pre-service and in-service teacher training for instructional improvement.
- The School of Business was named after entrepreneur and philanthropist, Michael J. Coles in 1994 who donated in excess of \$1 million to the KSC Foundation. Additionally, a second endowed chair in the business school was established - the Tony and Jack Dinos Chair of Entrepreneurial Management.
- In July 1994 the School of Nursing was approved by the Board of Regents, becoming the college's fifth school. The School of Science and Allied Health was renamed to the School of Mathematics and Science.
- The Michael J. Coles School of Business was granted full accreditation by the American Assembly of Collegiate Schools of Business in 1994. At the same time, KSC completed a highly successful accreditation visit by the National Council for the Accreditation of Teacher Education (NCATE) meeting all 18 standards and gained accreditation at the advanced and basic levels.
- Another innovative masters program was approved by the Board of Regents. The Master of Arts in Professional Writing will begin accepting students for the fall quarter 1995.

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.

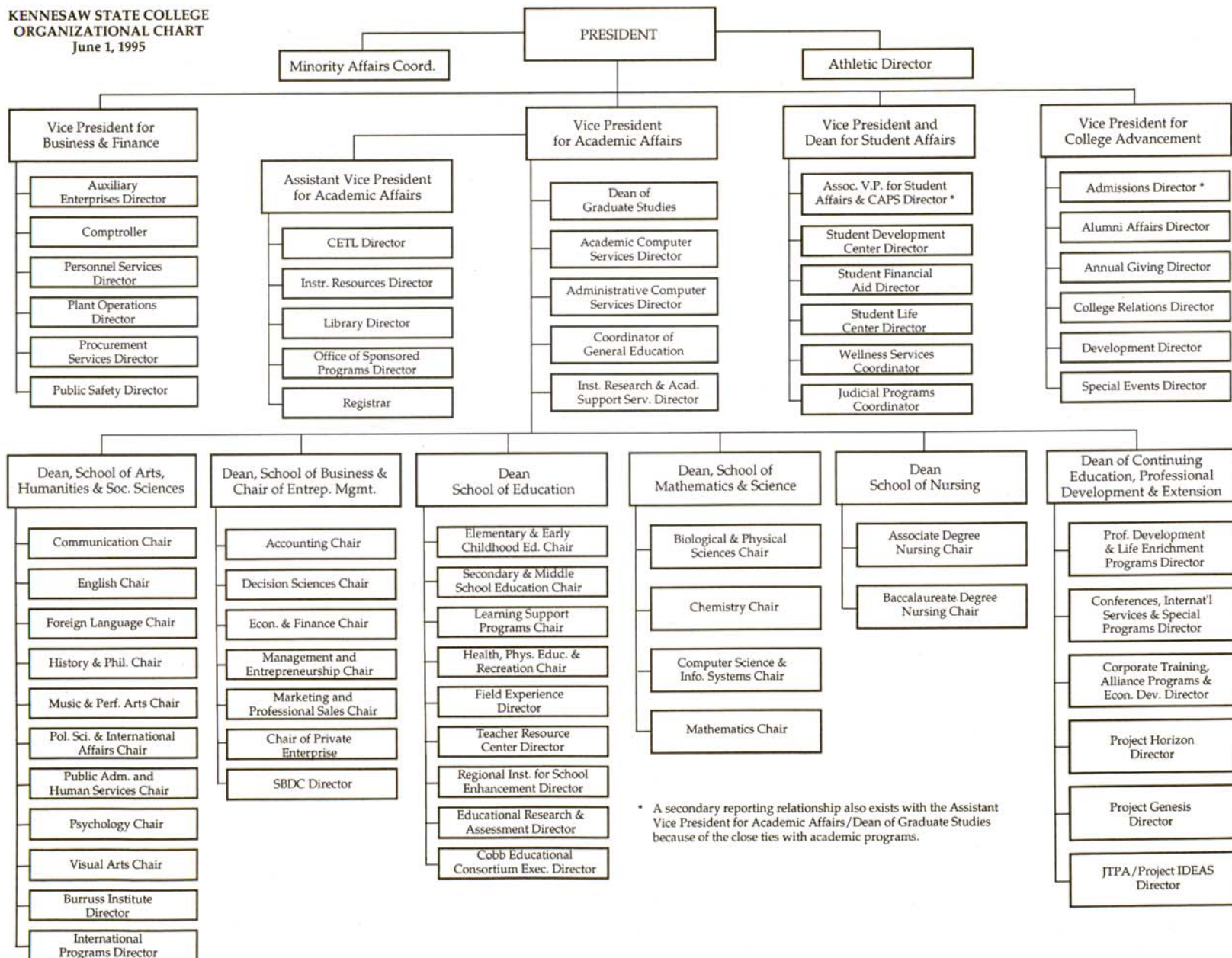
- Be a leader among peer institutions.



ACCREDITATION

Kennesaw State College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate, baccalaureate and master's degrees. The undergraduate and graduate teacher education programs are accredited by the National Council for Accreditation of Teacher Education. The undergraduate music program is accredited by the National Association of Schools of Music. The associate and baccalaureate programs in nursing are approved by the Georgia Board of Nursing and accredited by the National League for Nursing. The undergraduate chemistry program is accredited by the American Chemical Society. The baccalaureate and master's level business degree programs are accredited by the American Assembly of Collegiate Schools of Business.

**KENNESAW STATE COLLEGE
ORGANIZATIONAL CHART
June 1, 1995**





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STUDENT INFORMATION

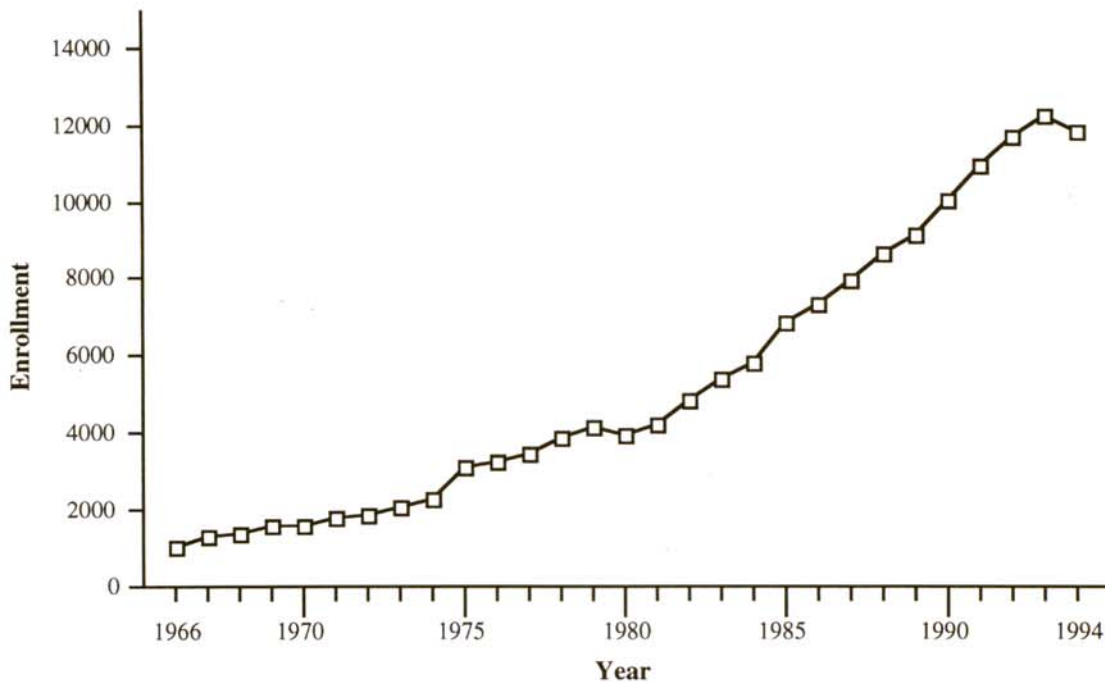
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FALL QUARTER ENROLLMENTS SINCE 1966

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%	
1994	11,915	-3%	

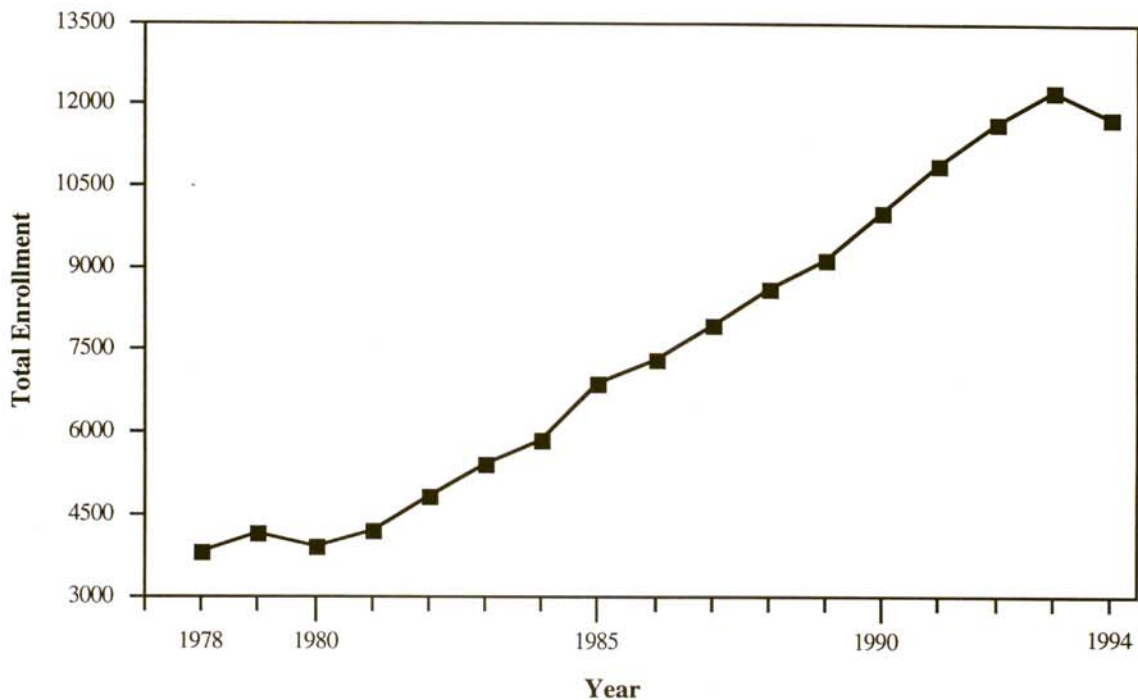
ENROLLMENT TREND FALL 1966 - FALL 1994



HIGHLIGHTS

- With the exception of only two years in the last 28, Kennesaw State College has experienced constant growth in enrollment since its founding in 1966.
- From 1966 to 1994, Kennesaw State College's enrollment grew by over 10,900 students or 1075%.
- Roughly two-thirds of the college's growth since its founding occurred in the 1980s; fall enrollment grew by over 6,000 or 105% from 1984 to 1994.
- 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

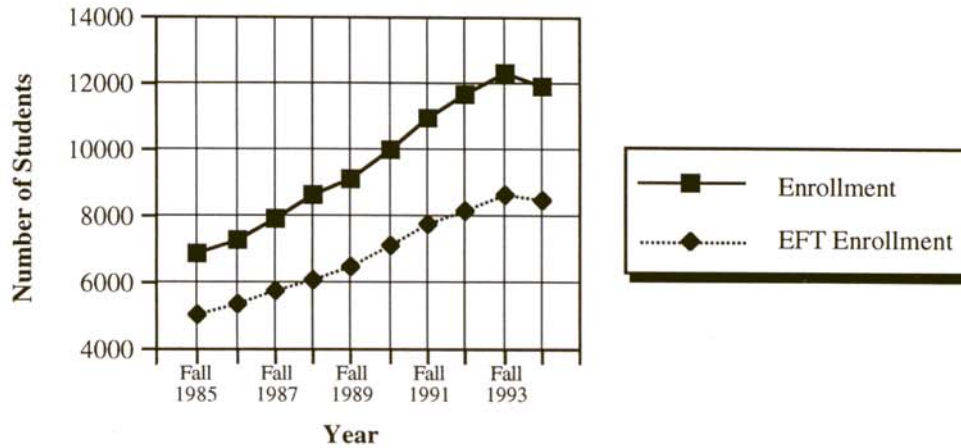


1990 - 1994 FALL QUARTER ENROLLMENT COMPARISONS							
Enrollment	Fall 1990	Fall 1991	Fall 1992	Fall 1993	Fall 1994	5-Year # Change	5-Year % Change
Undergraduate	9,148	9,826	10,471	11,008	10,878	1,730	19%
Graduate	882	1,087	1,199	1,265	1,037	155	18%
TOTAL	10,030	10,913	11,670	12,273	11,915	1,885	19%
Annual % Change	10%	9%	7%	5%	(3%)		

HIGHLIGHTS

- Undergraduate enrollment grew 19% over the last five years with increases each year, until fall 1994 when several factors contributed to an enrollment decline.
- The graduate programs initiated in 1985 continued to grow each fall until 1994, when the post baccalaureate program in education was discontinued, causing a significant decrease.

TEN YEAR ENROLLMENT PROFILE

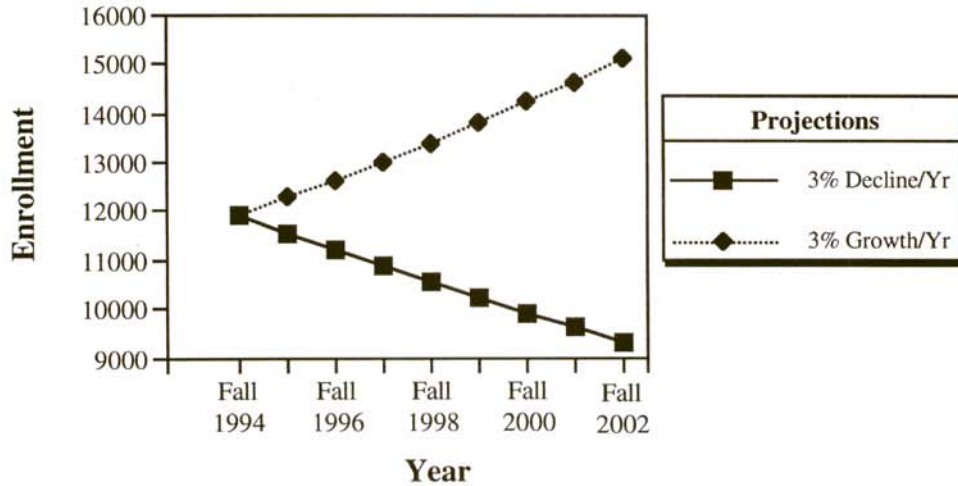


KSC 10-YEAR ENROLLMENT PROFILE 1985-1994												
	Fall 1985	Fall 1986	Fall 1986	Fall 1988	Fall 1989	Fall 1990	Fall 1991	Fall 1992	Fall 1993	Fall 1994	10- YR # CHG	10- YR % CHG
Enrollment	6,866	7,296	7,946	8,614	9,140	10,030	10,913	11,670	12,273	11,915	5,049	74%
EFT Enrollment	5,067	5,361	5,785	6,071	6,474	7,110	7,773	8,200	8,606	8,501	3,434	68%
Credit Hours	76,935	82,125	88,450	93,130	99,245	108,868	119,119	123,024	129,108	127,526	50,591	66%
EFT Students FT Faculty	27/1	26/1	28/1	27/1	25/1	27/1	27/1	26/1	25/1	24/1		(-11%)

HIGHLIGHTS

- Over the last ten years, Kennesaw State's enrollment has shown substantial growth in headcount, equivalent full time and credit hours.
- Despite the growth in the number of students, the faculty to equivalent full-time (EFT) student ratio improved (were reduced) over the last four years.

RANGE OF LIKELY FALL ENROLLMENT PROJECTIONS



	3% Decline/Yr	3% Growth/Yr
Actual Fall 1994	11,915	11,915
Projected Fall 1995	11,558	12,272
Projected Fall 1996	11,211	12,641
Projected Fall 1997	10,874	13,020
Projected Fall 1998	10,548	13,410
Projected Fall 1999	10,232	13,813
Projected Fall 2000	9,925	14,227
Projected Fall 2001	9,627	14,654
Projected Fall 2002	9,338	15,094

HIGHLIGHTS

- In the early 1990s, KSC raised admission standards to slow its rate of growth in a time of restricted and reduced resources.
- New directions established by a new chancellor and the Regents in 1994-95 will lead to a refocused mission and raised admission standards; additional enrollment declines are anticipated.
- Growth of the population in the college's service area and new graduate programs could offset other enrollment declines; the likely projections for future enrollment now appear to be in the +3 to -3% ranges annually.

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

Fall 1994 Student Category	GSO (Traditional Residential)		GSU (Urban Commuter)		KSC (Metro Commuter)	
		% of Total		% of Total		% of Total
Freshmen	4,954	41%	3,266	21%	3,175	30%
Sophomores	2,361	20%	2,433	16%	2,349	22%
Juniors	2,098	17%	3,228	20%	2,130	20%
Seniors	2,603	22%	6,603	43%	2,887	27%
Subtotal	12,016	100%	15,530	100%	10,541	100%
Lower Division	7,411	61%	5,722	37%	5,581	53%
Upper Division	4,701	39%	9,831	63%	5,017	47%
Subtotal	12,112	100%	15,553	100%	10,598	100%
Undergraduates	12,112	86%	15,553	65%	10,598	90%
Graduates	1,893	13%	7,097	30%	1,037	9%
Other/Transients	133	1%	1,126	5%	280	1%
TOTAL	14,138	100%	23,776	100%	11,915	100%

GSO = Georgia Southern University

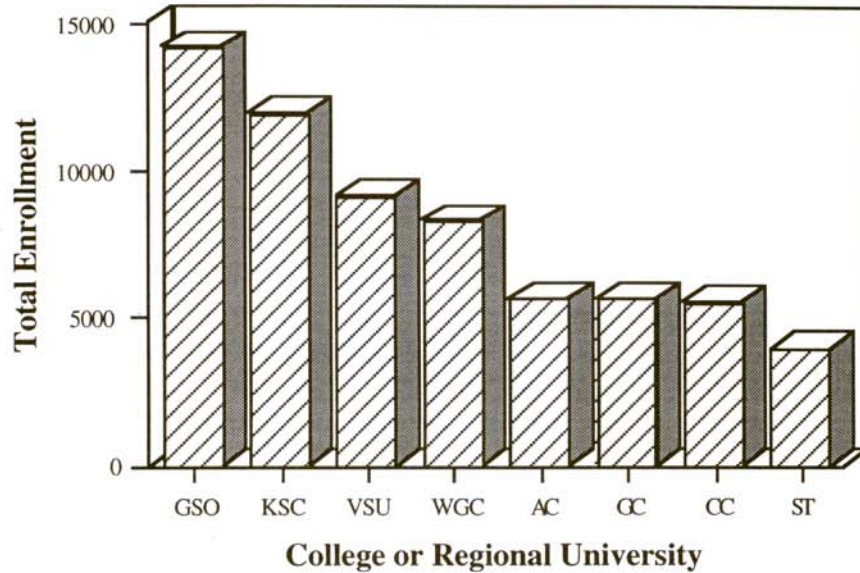
GSU = Georgia State University

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



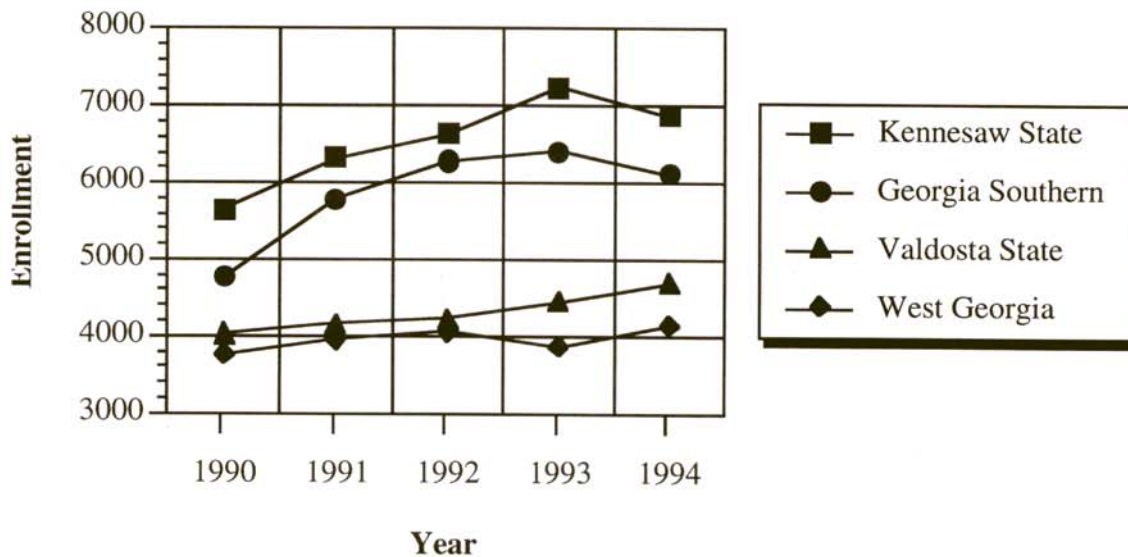
FALL 1994 ENROLLMENT COMPARISONS

	Total Enrollment	EFT	Graduate Enrollment	Upper Division	Total New Students
Georgia Southern University	14,138	12,851	1,893	4,701	3,880
Kennesaw State College	11,915	8,501	1,037	5,017	2,627
Valdosta State University	9,126	7,954	1,416	3,452	2,599
West Georgia College	8,310	6,546	2,320	2,353	2,350
Augusta College	5,673	4,361	865	1,593	1,559
Georgia College	5,655	4,620	1,104	2,251	1,528
Columbus College	5,534	4,494	702	1,980	1,366
Southern Tech	3,962	2,975	488	1,695	866

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

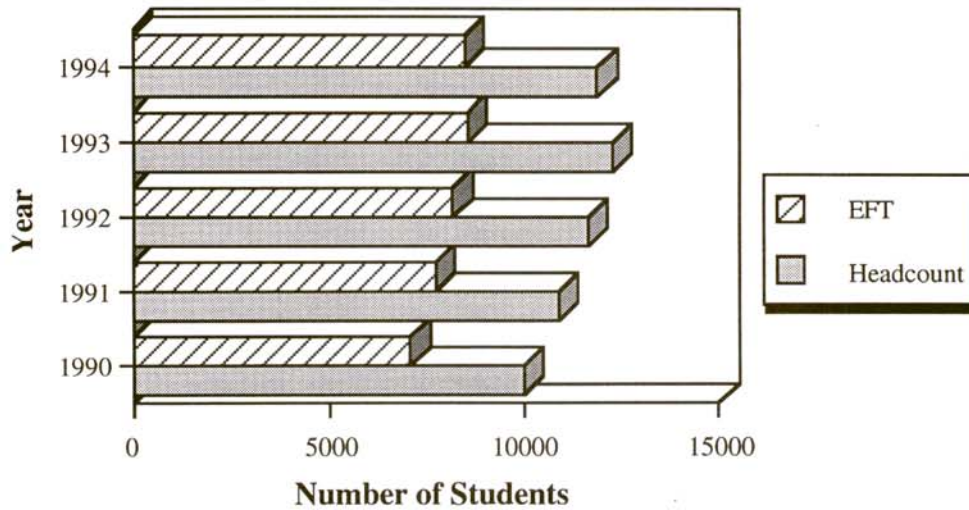


INSTITUTIONS	1990	1991	1992	1993	1994
<i>Kennesaw State</i>	<i>5,640</i>	<i>6,327</i>	<i>6,633</i>	<i>7,240</i>	<i>6,882</i>
Georgia Southern	4,762	5,787	6,283	6,402	6,123
Valdosta State	4,027	4,159	4,223	4,459	4,697
West Georgia	3,767	3,962	4,046	3,867	4,140
Columbus	2,461	2,566	2,846	3,012	3,099
Augusta	2,851	2,932	2,985	2,885	3,031
Georgia College	2,631	2,804	2,768	2,769	2,896
Clayton State	1,978	2,228	2,458	2,471	2,337
Armstrong State	2,210	2,202	2,363	2,430	2,499
Southern Tech	2,035	2,041	2,033	2,097	2,125

HIGHLIGHTS

- Over the past five years, KSC has consistently maintained the largest summer enrollment among senior colleges and regional universities in the state, even with a 5% decline in Summer 1994.
- KSC's metropolitan Atlanta location yields a large summer enrollment, clearly demonstrating that it is a four-quarter institution which attracts students throughout the year.

HEADCOUNT AND EFT ENROLLMENT: FALL QUARTERS 1990 - 1994

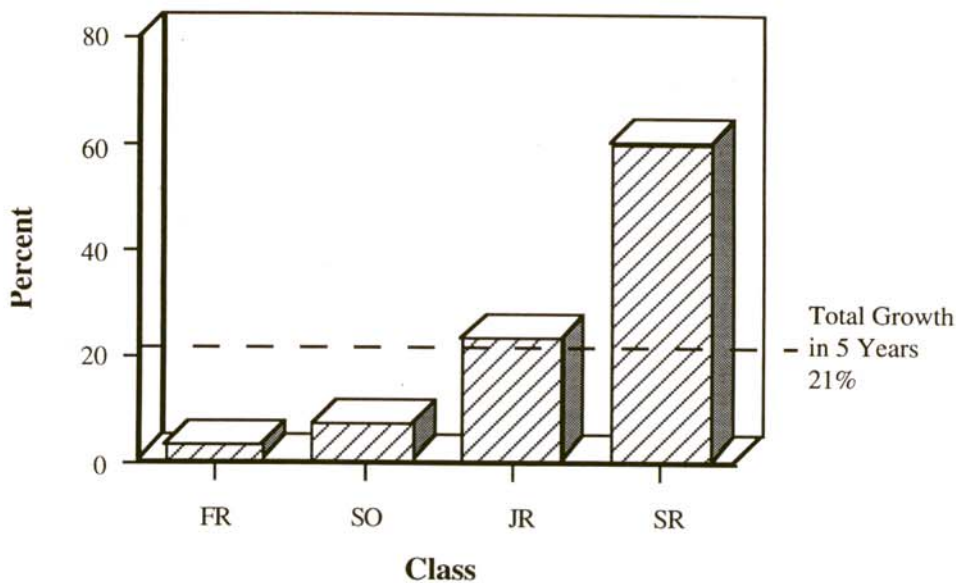


HEADCOUNT AND EFT ENROLLMENT COMPARISONS							
Type	Fall 1990	Fall 1991	Fall 1992	Fall 1993	Fall 1994	5-Year # Change	5-Year % Change
Total Headcount	10,030	10,913	11,670	12,273	11,915	1,885	19%
Headcount(% Change)	10%	9%	7%	5%	(3%)		
Total EFT*	7,110	7,773	8,200	8,606	8,501	1,391	20%
EFT(% Change)	10%	9%	5%	5%	(1%)		
<small>*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.</small>							

HIGHLIGHT

- Equivalent Full-time (EFT) enrollment has grown at basically the same rate as headcount enrollment over the last five years.

ENROLLMENT GROWTH REFLECTS MATURATION OF UPPER DIVISION PROGRAMS



DEGREE-SEEKING STUDENTS: FALL 1990 - FALL 1994

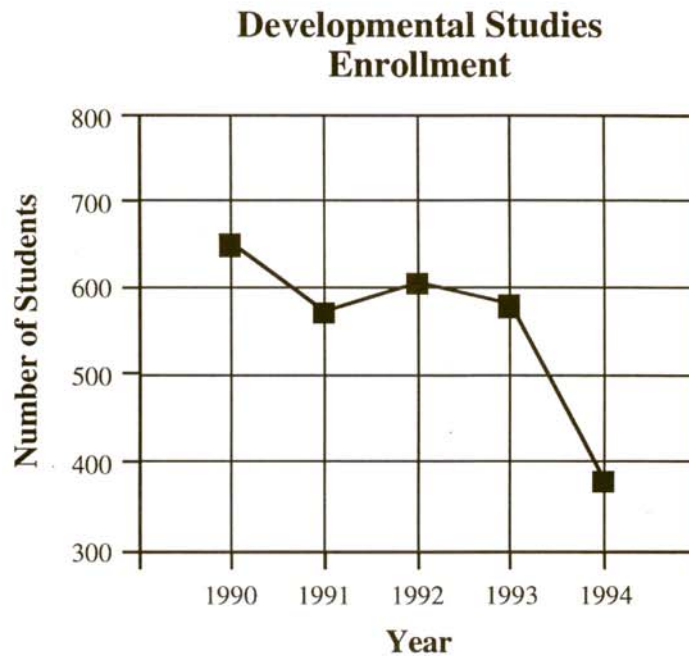
Classification	Fall 1990*	Fall 1991	Fall 1992	Fall 1993	Fall 1994	5-Year # Change	5-Year % Change
Freshmen	2,543	2,743	2,901	2,809	2,622	79	3%
Sophomores	2,189	2,228	2,324	2,411	2,349	160	7%
Juniors	1,725	1,881	1,994	2,136	2,130	405	23%
Seniors	1,799	2,152	2,395	2,705	2,887	1,088	60%
Total Undergraduates	8,256	9,004	9,614	10,061	9,988	1,732	21%
Annual % Change	10%	10%	9%	7%	(1%)		

*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 43%.
- The rate of growth was significantly higher at the 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



NON-DEGREE ENROLLMENT: FALL 1990 - 1994							
Undergraduate Classification	Fall 1990	Fall 1991	Fall 1992	Fall 1993	Fall 1994	5-Year # Change	5-Year % Change
Dev. Studies	648	570	602	578	379	(269)	(42%)
Academic Assistance ¹					174	-	-
JETS ²	11	15	7	39	57	46	418%
Transient	93	86	77	111	82	(11)	(12%)
All Other	140	151	171	219	198	58	41%
TOTAL	892	822	857	947	890	(2)	0%
Annual % Change	.4%	(8%)	4%	11%	(6%)		

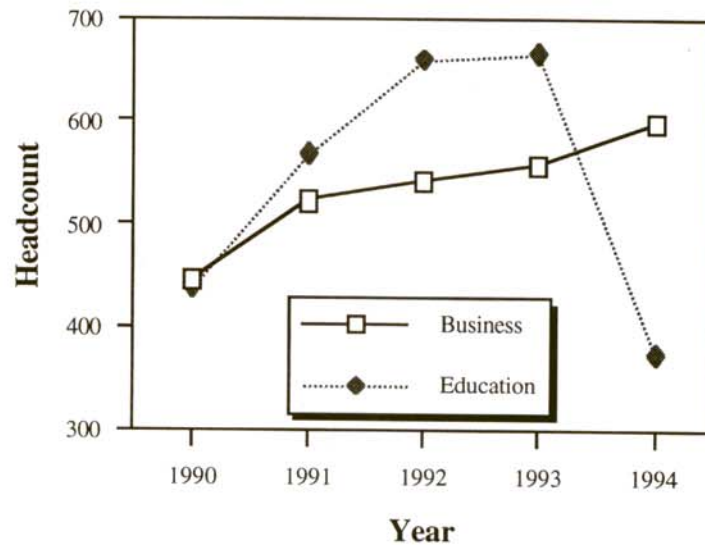
¹Academic Assistance and Developmental Studies students are under the Department of Learning Support Programs. Up until 1994, both types of student were counted under the Developmental Studies category.

²JETS 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. With the classification changes that occurred in 1994, "true" developmental studies enrollment fell to 3% of the student body.
- JETS showed a dramatic increase due largely to the Governor's initiatives supporting post-secondary options for high school students.

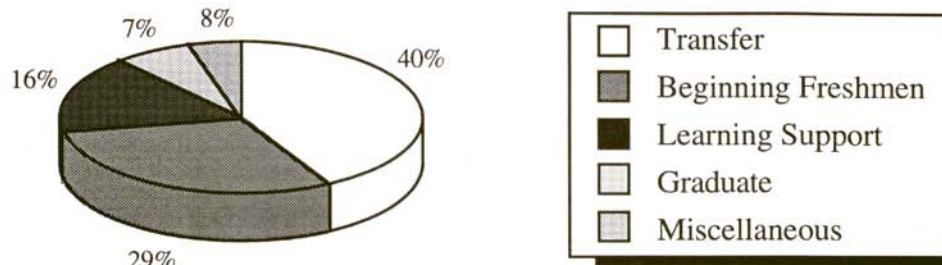
GRADUATE ENROLLMENT DISTRIBUTION



DISTRIBUTION OF GRADUATE ENROLLMENT							
Area	Fall 1990	Fall 1991	Fall 1992	Fall 1993	Fall 1994	5-Year # Change	5-Year % Change
Arts, Humanities & Social Sciences							
Master of Public Administration				38	64	-	-
Non-degree				4	5	-	-
Total AHSS				42	69		
Business							
MBA	419	507	511	481	511	92	22%
MBA for Experienced Professionals				50	58	-	-
Master of Accounting				10	14	-	-
Non-degree	26	15	29	17	14	(12)	(46%)
Total Business	445	522	540	558	597	152	34%
Education							
MED	64	81	87	112	97	33	52%
Non-degree*	373	484	572	553	274	(99)	(27%)
Total Education	437	565	659	665	371	(66)	(15%)
Total Graduate	882	1,087	1,199	1,265	1,037	155	18%
Annual % Change	20%	23%	10%	6%	(18%)		

* A large percentage of education students are post-baccalaureate completing programs that lead to initial teacher certification. As of fall 1993, no new students were accepted into the post-baccalaureate, initial certification program; consequently a decline in education numbers was experienced beginning in the Summer 1994.

NEW STUDENT ENROLLMENT: FALL QUARTERS 1990 - 1994



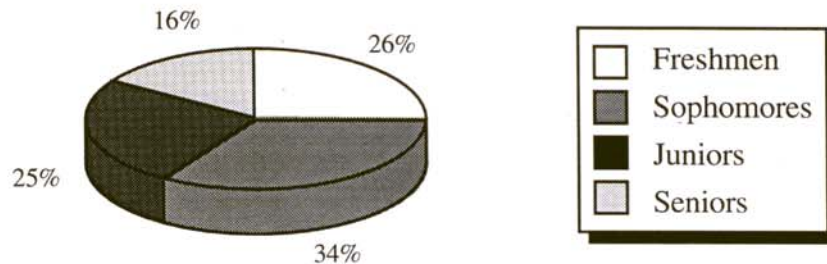
NEW STUDENT ENROLLMENT COMPARISONS							
Classification	Fall 1990	Fall 1991	Fall 1992	Fall 1993	Fall 1994	5-Year # Change	5-Year % Change
Learning Support	457	376	433	412	411	(46)	(10%)
Beginning Freshmen	650	679	719	780	757	107	16%
Transfer Students	981	1,053	1,142	1,071	1,058	77	8%
JETS*	9	10	6	31	53	44	489%
Transients	56	48	48	73	57	1	2%
Other	67	68	80	123	115	48	72%
Graduates	249	293	321	296	176	(73)	(29%)
TOTAL	2,469	2,527	2,749	2,786	2,627	158	6%
Annual % Change	9%	2%	9%	1%	(6%)		

*Joint Enrollment Twelfth Grade Students

HIGHLIGHTS

- The largest group of new students each year is undergraduate transfers. If Learning Support and Beginning Freshmen categories are combined, the beginning student category is the largest group of new students.
- The growth rate of beginning freshmen was nearly double that of the transfers, partly as a result of raised admissions standards for transfer students.
- New students comprised from 22 to 25% of the total fall enrollment during the past five years.

NEW TRANSFER STUDENTS BY ENTERING CLASSIFICATION



Transfers 1994

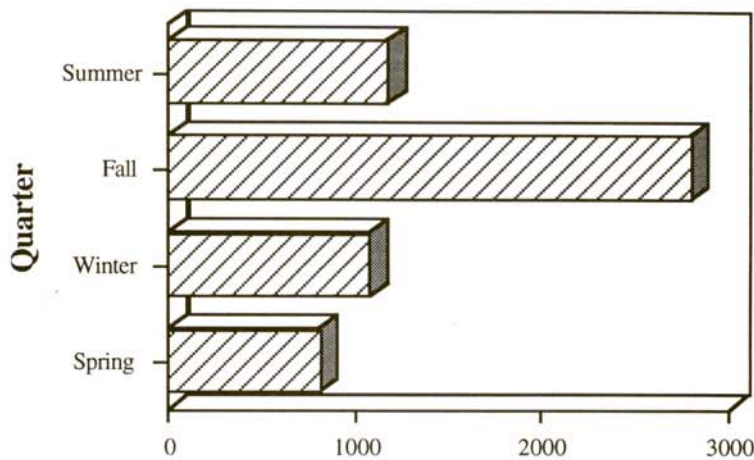
CLASSIFICATION OF NEW TRANSFERS

Classification	Fall 1990	Fall 1991	Fall 1992	Fall 1993	Fall 1994	5-Year # Change	5-Year % Change
Freshmen	391	421	442	334	270	(121)	(31%)
Sophomores	328	335	368	361	357	29	9%
Juniors	196	198	228	240	262	66	34%
Seniors	66	99	104	136	169	103	156%
Total Transfers	981	1,053	1,142	1,071	1,058	77	8%
Annual % Change	17%	7%	8%	(6%)	(1%)		

HIGHLIGHTS

- While admission standards were raised for freshman transfers in recent years resulting in decline, a steady growth of junior and senior transfer students was realized.
- The number of senior transfers more than doubled in the last five years.

QUARTERLY ENROLLMENT OF NEW STUDENTS



Number of New Students in FY 1994

FISCAL YEARS COMPARISONS: TOTAL NEW STUDENTS ENROLLED							
Quarters	FY 1990	FY 1991	FY 1992	FY 1993	FY 1994	5-Year # Change	5-Year % Change
Summer	1,058	1,124	1,096	1,096	1,171	113	11%
Fall	2,262	2,469	2,527	2,749	2,786	524	23%
Winter	1,056	1,139	1,214	1,163	1,080	24	2%
Spring	862	961	953	1,004	805	(57)	(7%)
TOTAL	5,238	5,693	5,790	6,012	5,842	604	12%
Annual % Change	4%	9%	2%	4%	(3%)		

HIGHLIGHTS

- Unlike a traditional residential campus that attracts most of its students in the fall, Kennesaw State attracts more than half of its new students each year in the other three quarters.
- The 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 which historically occurs in times of economic recession. As with most KSC enrollments during the last two quarters of fiscal year 1994, KSC experienced a decline in the total number of new students.

WINTER QUARTER ENROLLMENTS

TOTAL WINTER ENROLLMENT							
	Winter 1991	Winter 1992	Winter 1993	Winter 1994	Winter 1995	5-Year # Change	5-Year % Change
Learning Support	563	496	475	499	464	(99)	(18%)
Freshmen	2,124	2,415	2,351	2,294	2,188	64	3%
Sophomores	2,095	2,161	2,313	2,375	2,327	232	11%
Juniors	1,801	1,947	2,079	2,081	2,069	268	15%
Seniors	1,920	2,279	2,561	2,790	3,032	1,112	58%
Graduates	961	1,108	1,268	1,239	1,069	108	12%
All Other	211	221	228	262	315	104	50%
TOTAL	9,675	10,627	11,275	11,540	11,464	1,789	19%
Annual % Chg	11%	10%	6%	2%	(1%)		

NEW STUDENT ENROLLMENT							
	Winter 1991	Winter 1992	Winter 1993	Winter 1994	Winter 1995	5-Year # Change	5-Year % Change
Learning Support	197	171	149	167	151	(46)	(23%)
Beg. Freshmen	97	147	97	121	118	21	22%
Transfer Fresh.	220	260	217	181	151	(69)	(31%)
Sophomores	135	148	136	145	146	11	8%
Juniors	98	112	110	114	120	22	22%
Seniors	53	68	81	67	80	27	51%
Graduates	228	211	280	202	189	(39)	(17%)
All Other	111	97	93	83	101	(10)	1%
TOTAL	1,139	1,214	1,163	1,080	1,056	(83)	7%
Annual % Chg	8%	7%	(4%)	(7%)	(2%)		

HIGHLIGHTS

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

SPRING QUARTER ENROLLMENTS

TOTAL SPRING ENROLLMENT							
	Spring 1990	Spring 1991	Spring 1992	Spring 1993	Spring 1994	5-Year # Change	5-Year % Change
Learning Support	361	392	344	353	339	(22)	(6%)
Freshmen	2,029	2,053	2,181	2,234	2,046	17	1%
Sophomores	1,843	1,929	2,058	2,188	2,205	362	20%
Juniors	1,568	1,760	1,928	2,067	2,039	471	30%
Seniors	1,759	2,043	2,365	2,712	2,934	1,175	67%
Graduates	788	946	1,057	1,242	1,167	379	48%
All Other	187	181	240	205	269	82	44%
TOTAL	8,535	9,304	10,173	11,001	10,999	2,464	29%
Annual % Chg	11%	9%	9%	8%	0%		

NEW STUDENT ENROLLMENT							
	Spring 1990	Spring 1991	Spring 1992	Spring 1993	Spring 1994	5-Year # Change	5-Year % Change
Learning Support	132	154	126	132	128	(4)	(3)%
Beg. Freshmen	72	73	76	74	73	1	1%
Transfer Fresh.	200	229	211	218	147	53	27%
Sophomores	109	110	140	112	113	4	4%
Juniors	63	81	81	96	95	32	51%
Seniors	38	48	62	78	65	27	71%
Graduates	172	196	159	210	76	(96)	56%
All Other	76	70	98	81	108	32	42%
TOTAL	862	961	953	1,004	805	57	7%
Annual % Chg	12%	11%	(1%)	5%	(20%)		

HIGHLIGHT

- Spring enrollments have generally experienced the largest percentage growth over the last five years and was the first quarter to show no growth as the enrollment has declined slightly.

SUMMER QUARTER ENROLLMENTS

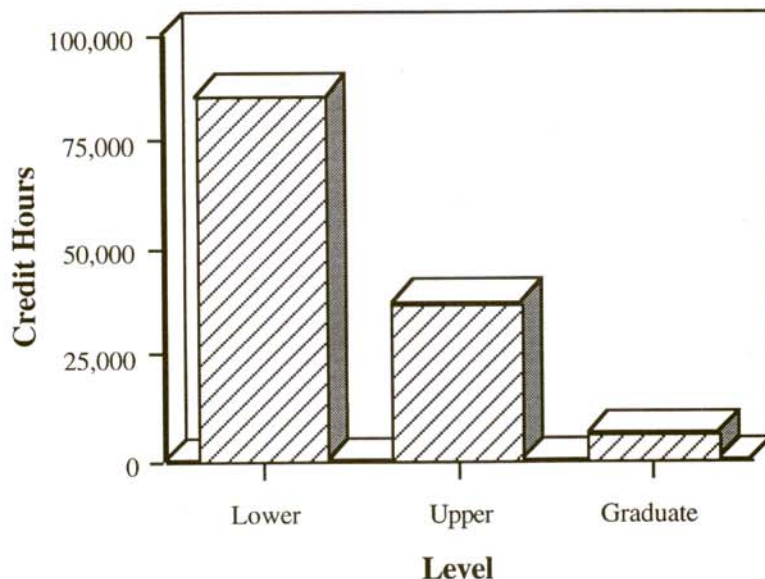
TOTAL SUMMER ENROLLMENT							
	Summer 1990	Summer 1991	Summer 1992	Summer 1993	Summer 1994	5-Year # Change	5-Year % Change
Learning Support	235	212	203	204	151	(84)	(36%)
Freshmen	916	1,102	1,062	1,178	934	18	2%
Sophomores	977	1,056	1,081	1,163	1,111	134	14%
Juniors	972	1,077	1,135	1,168	1,213	241	25%
Seniors	1,237	1,462	1,667	1,891	1,996	759	61%
Graduates	669	820	856	1,028	871	202	30%
All Other	634	598	629	608	574	(60)	(10%)
TOTAL	5,640	6,327	6,633	7,240	6,882	1,242	22%
Annual % Chg	10%	12%	5%	9%	(5%)		

NEW STUDENT ENROLLMENT							
	Summer 1990	Summer 1991	Summer 1992	Summer 1993	Summer 1994	5-Year # Change	5-Year % Change
Learning Support	108	78	80	92	70	(38)	(35%)
Beg. Freshmen	61	64	57	66	63	2	3%
Transfer Fresh.	129	173	138	180	82	(47)	(36%)
Sophomores	98	75	80	89	72	(26)	(27%)
Juniors	41	58	63	67	71	30	73%
Seniors	30	39	47	52	57	27	90%
Graduates	196	200	178	191	93	(103)	(53%)
All Other	461	409	453	434	392	69	(1%)
TOTAL	1,124	1,096	1,096	1,171	900	(224)	(20%)
Annual % Chg	6%	(2%)	0%	7%	(23%)		

HIGHLIGHTS

- The urban location and nontraditional student population of KSC result in summer becoming a significant fourth quarter for year-round educational opportunity.
- The Summer of 1994 showed a significant decline, due to several factors such as the elimination of post-baccalaureate programs and the continued good economy.

FALL CREDIT HOURS GENERATED

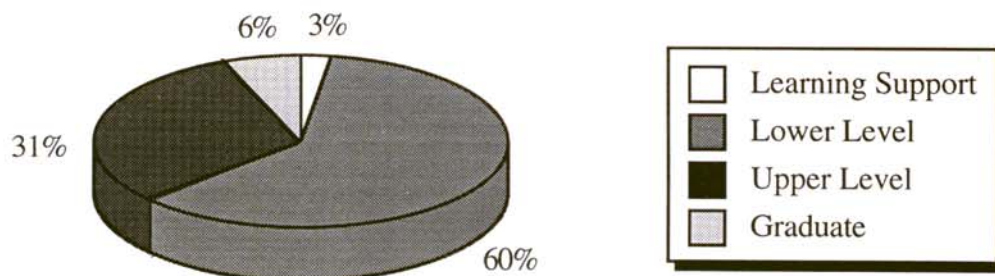


FALL CREDIT HOURS GENERATED 1990-1994							
Level	Fall 1990	Fall 1991	Fall 1992	Fall 1993	Fall 1994	5-Year # Change	5-Year % Change
Lower	71,944	77,722	79,743	85,533	85,104	13,160	18%
Upper	32,404	35,757	37,070	36,940	36,662	4,258	13%
Graduate	4,520	5,640	6,211	6,635	5,760	1,240	27%
TOTAL	108,868	119,119	123,024	129,108	127,756	18,888	17%
Annual % Change	7%	10%	9%	3%	(1%)		

HIGHLIGHTS

- Almost two-thirds of the total credit hours generated continue to be earned at the freshman and sophomore levels.
- Although the attractiveness of completing baccalaureate programs at KSC and enrolling in graduate programs is reflected in the growth in the upper levels, lower division continues to grow at a faster rate.

CREDIT HOURS GENERATED ANNUALLY



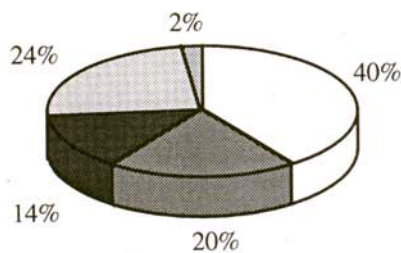
Distribution of Credit Hours Generated - 1994

FISCAL YEAR CREDIT HOURS GENERATED 1990-1994							
Level	FY 1990	FY 1991	FY 1992	FY 1993	FY 1994	5-Year # Change	5-Year % Change
Learning Support	11,375	11,920	11,175	11,545	11,500	125	1%
Lower Level	197,487	211,361	234,695	242,830	257,894	60,407	31%
Upper Level	103,446	118,342	129,541	134,963	132,994	29,548	29%
Graduate	15,133	18,084	21,207	23,295	25,724	10,591	70%
TOTAL	327,441	359,707	396,618	412,633	428,112	100,671	31%
Annual # Chg.	25,021	32,266	36,911	16,015	15,479		
Annual % Chg.	8 %	10%	10%	4%	4%		

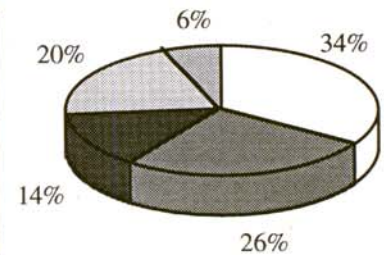
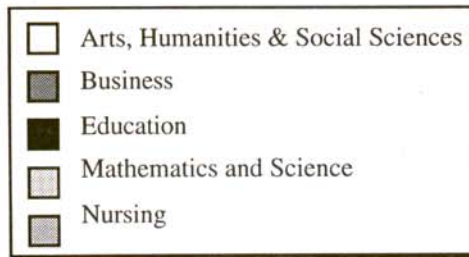
HIGHLIGHTS

- KSC experienced a growth of over 100,000 credit hours of instruction, a 31% increase, over the past five years.
- Learning Support enrollment remained stable and graduate enrollment showed significant gains in the same period.

RELATIONSHIP BETWEEN INSTRUCTIONAL BUDGET EXPENSE AND CREDIT HOUR PRODUCTION BY SCHOOL



Credit Hours



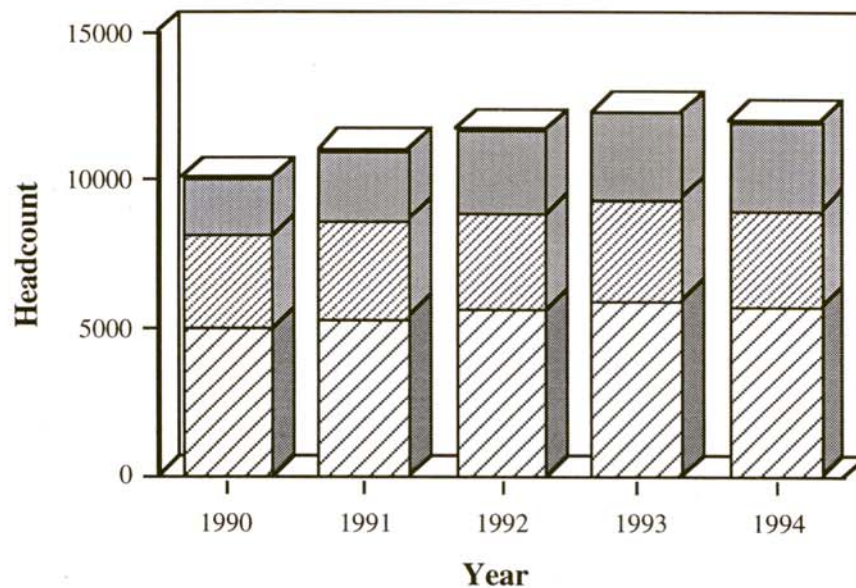
Budget

SCHOOL	% OF INSTRUCTIONAL BUDGET EXPENDED IN FY 1993-94	% OF CREDIT HOURS GENERATED IN FY 1993-94
Arts, Humanities & Social Sciences	34%	40%
Business	26%	20%
Education	14%	14%
Mathematics & Science	20%	24%
Nursing	6%	2%
TOTAL	100%	100%

HIGHLIGHTS

- Each school's percent of the total instructional budget is somewhat similar to the percent of credit hours it generates. However, there appears to be a shift in the schools offering general education courses, as they seem to be generating an increasing number of hours.
- 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



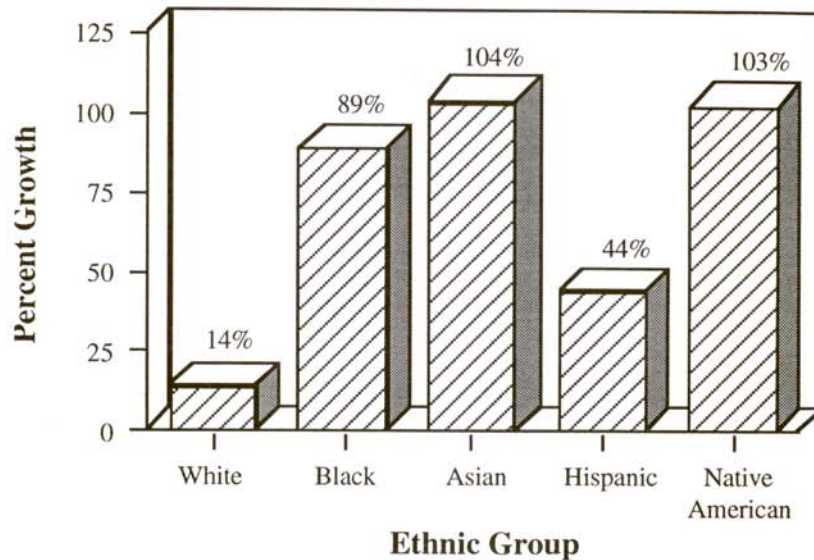
COMPARISON OF DAY-EVENING ENROLLMENTS: FALL 1990-1994

Category	Fall 1990	Fall 1991	Fall 1992	Fall 1993	Fall 1994	5-Year # Change	5-Year % Change
Day Only	4,991	5,363	5,578	5,964	5,707	716	14%
Evening Only	3,105	3,256	3,287	3,335	3,283	178	6%
Both Day & Evening	1,934	2,294	2,805	2,974	2,924	990	51%
TOTAL	10,030	10,913	11,670	12,273	11,915	1,885	19%

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 (52% in the fall of 1994) of all students take at least one evening class.

FIVE-YEAR GROWTH IN MINORITY AND MAJORITY STUDENT ENROLLMENT

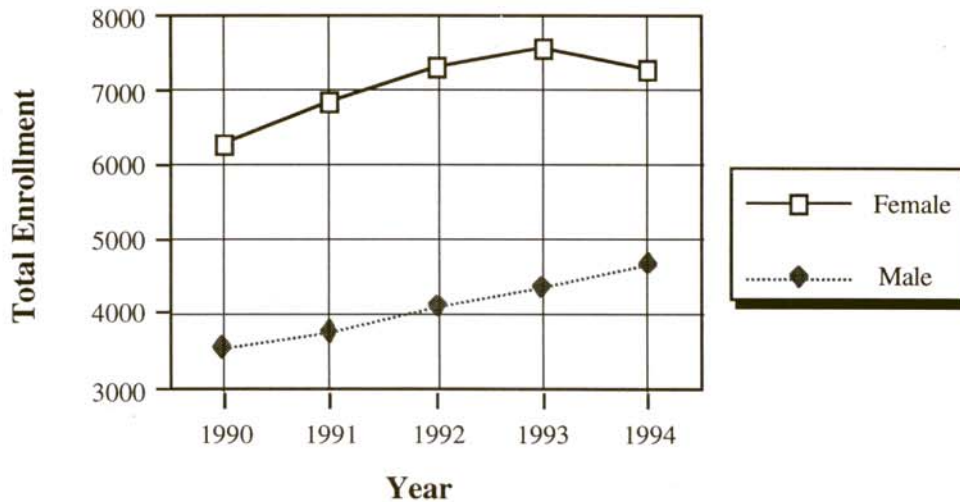


DISTRIBUTION BY RACE/ETHNIC GROUP: FALL 1990- FALL 1994							
Ethnic Group	Fall 1990	Fall 1991	Fall 1992	Fall 1993	Fall 1994	5-Year # Change	5-Year % Change
White	9,319	10,065	10,633	11,058	10,602	1,283	14%
Black	424	507	635	758	802	378	89%
Asian/Pacific Isl.	136	167	214	248	278	142	104%
Hispanic	125	147	157	172	180	55	44%
Native American	26	27	31	37	53	27	103%
TOTAL	10,030	10,913	11,670	12,273	11,915	1,885	19%

HIGHLIGHTS

- Over the last five years, minority student enrollment has grown faster than majority student enrollment for all major ethnic groups.
- Black students comprise 7% and the other minority groups combined comprise 4% of the headcount in fall 1994. In 1990 black students were only 4% of the student population.
- 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 1990- FALL 1994

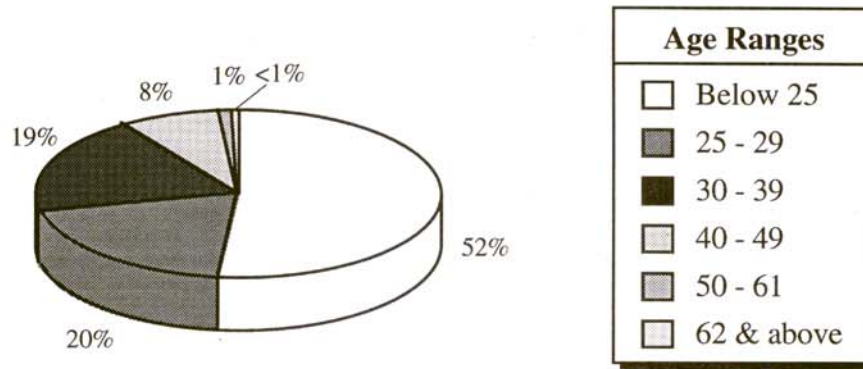
Gender	Fall 1990		Fall 1991		Fall 1992		Fall 1993		Fall 1994	
	#	%	#	%	#	%	#	%	#	%
Female	6,267	61	6,820	62	7,295	63	7,562	62	7,245	61
Male	3,763	39	4,093	39	4,375	38	4,711	37	4,670	39
TOTAL	10,030		10,913		11,670		12,273		11,915	

Gender	5-Year # Change	5-Year % Change
Female	978	16%
Male	907	24%

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 1994

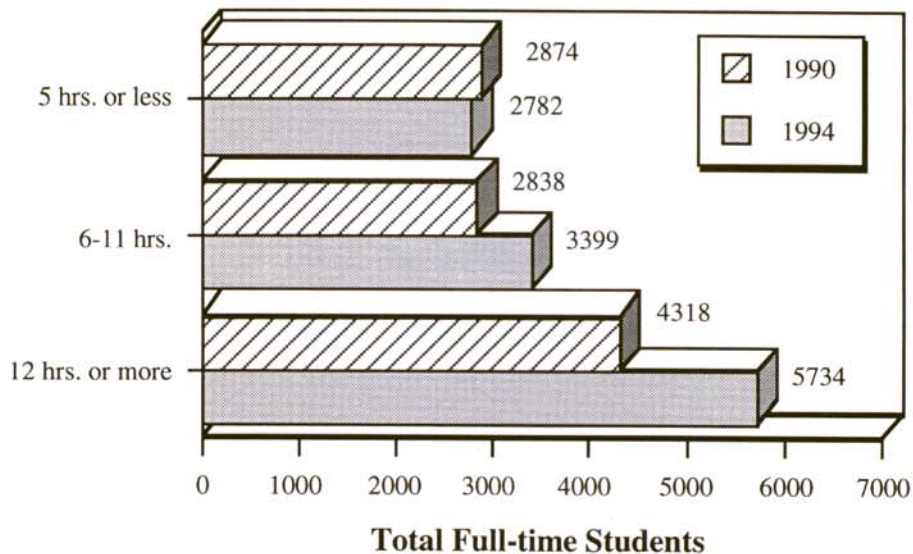


DISTRIBUTION OF STUDENTS BY AGE RANGES						
Age Range	Total Number	% of Total	Under-graduates	% of Under-graduates	Graduates	% of Graduates
Below 25	6,139	52%	6,069	56%	70	7%
25-29	2,398	20%	2,053	19%	345	34%
30-39	2,245	19%	1,860	17%	385	38%
40-49	966	8%	778	8%	188	19%
50-61	142	1%	94	1%	48	5%
62 & above	25	1%	24	-	1	-
TOTAL	11,915		10,878		1,037	
Average Age	27		26		34	
Oldest Age	82		82		66	
Youngest Age	16		16		22	

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

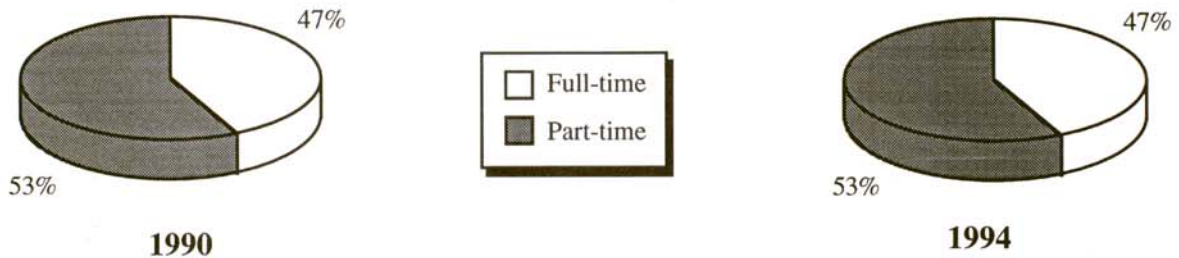
Credit Hours	Fall 1990	Fall 1991	Fall 1992	Fall 1993	Fall 1994	5-Year # Change	5-Year % Change
1-5	2,874	2,914	3,003	3,039	2,782	(92)	(3%)
6-11	2,838	3,098	3,512	3,649	3,399	561	20%
12-15	3,908	4,309	4,462	4,735	4,807	899	23%
16 +	410	592	693	850	927	517	126%
Totals	10,030	10,913	11,670	12,273	11,915	1,885	19%
Total Full-Time*	4,551	5,238	6,096	5,979	5,734	1,183	26%
Total Part-Time**	5,479	5,675	5,574	6,292	6,181	702	13%
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



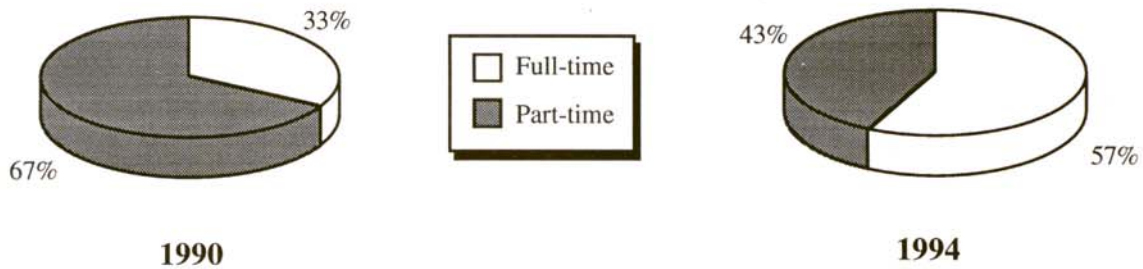
UNDERGRADUATE ENROLLMENT STATUS							
Status	Fall 1990	Fall 1991	Fall 1992	Fall 1993	Fall 1994	5-Year # Change	5-Year % Change
Part-time (11 hrs or less)	4,889	5,000	5,421	5,565	5,737	1,291	27%
Annual % Change	8%	2%	8%	3%	11%		
Full-time (12 hrs or more)	4,259	4,826	5,050	5,443	5,141	1,476	35%
Annual % Change	10%	13%	5%	8%	6%		

(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,
- Over half (53%) of the KSC undergraduates are part-time.

GRADUATE ENROLLMENT BY FULL-TIME/PART-TIME STATUS



GRADUATE ENROLLMENT STATUS							
Status	Fall 1990	Fall 1991	Fall 1992	Fall 1993	Fall 1994	5-Year # Change	5-Year % Change
Part-time							
Less than 10 hours	590	675	675	729	443	(147)	(25%)
Annual % Change	20%	14%	0%	8%	(39%)		
Full-time							
10 hours or more	292	412	524	536	594	302	103%
Annual % Change	19%	41%	27%	2%	11%		

HIGHLIGHTS

- Part-time graduate students no longer outnumber full-time graduate students, partially as a result of the discontinuation of the post-baccalaureate program in education.
- 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 1990	Fall 1991	Fall 1992	Fall 1993	Fall 1994	5-Year # Change	5-Year % Change
PRIMARY SERVICE AREA *							
Cobb	6,710	7,200	7,602	7,820	7,544	834	12%
Cherokee	1,072	1,228	1,279	1,419	1,386	314	29%
Fulton	758	798	915	1,037	1,037	279	37%
Paulding	303	348	341	360	353	50	17%
Bartow	313	344	372	359	376	63	20%
Douglas	137	156	175	190	141	4	3%
Subtotal	9,293	10,074	10,684	11,185	10,837	1,544	17%
SECONDARY SERVICE AREA							
DeKalb	139	165	194	202	222	83	60%
Gwinnett	111	125	139	163	129	18	16%
Pickens	59	83	102	91	95	36	61%
Gordon	57	63	76	78	74	17	30%
Floyd	54	57	55	56	62	8	15%
Gilmer	23	22	26	43	24	1	4%
Polk	29	23	36	33	29	0	-
Subtotal	472	538	628	666	635	163	35%
ALL OTHER COUNTIES							
Other	265	301	358	422	443	178	67%
Grand Totals	10,030	10,913	11,670	12,273	11,915	1,885	19%

* Cobb and contiguous counties.

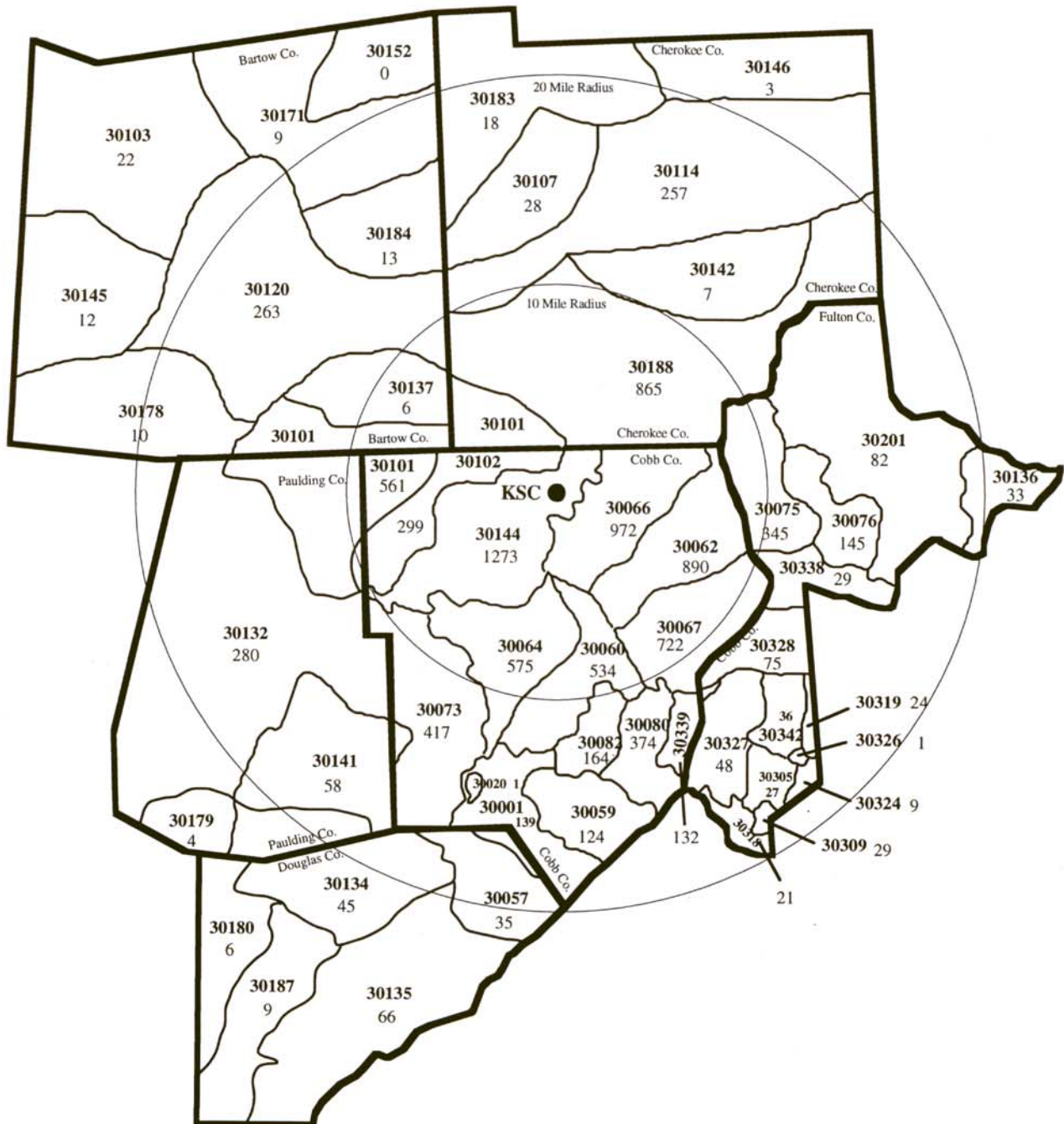
HIGHLIGHTS

- 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 and North Fulton 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 1994

(Zip Code and Number of Students *)



* Approximately 1,852 additional students were enrolled in the fall 1994 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 17,000 students.

ANALYSIS OF ENROLLMENT BY ZIP CODES

- KSC's fall 1994 enrollment included students who reside in 84 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 (63%). The next largest (and fastest growing) feeder county is Cherokee with 12%, followed by Fulton with 9%. Bartow and Paulding each provide only 3% of the student body.
- 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 75% 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 1990	Fall 1991	Fall 1992	Fall 1993	Fall 1994
Nigeria	42	61	51	57	60
Canada	21	29	27	38	43
Kenya	12	15	29	27	36
Japan	13	15	23	22	31
United Kingdom	18	22	33	30	31
Iran	29	24	23	17	18
India	9	11	17	13	14
Cameroon	12	10	11	10	13
Jamaica	7	11	10	16	13
Colombia	3	4	7	7	12
Germany	10	14	11	15	12
Korea	2	5	11	16	12
China	2	5	4	4	10
Other Countries	81	114	135	167	223
Total International Students	301	362	419	480	528
Total Countries Represented	66	69	78	87	85

	5-Year # Change	5-Year % Change
Total International Students	+227	75%
Total Number of Countries	+ 19	29%

HIGHLIGHTS

- The number of international students increased substantially over the last five years and now represents over 4% of the student body.
- Additionally, the number of countries represented (85 in 1994) increased by almost one-third the last five years.

UNDERGRADUATE APPLICATION STATISTICS

	FALL 1990	FALL 1991	FALL 1992	FALL 1993	FALL 1994	5-Year # Change	5-Year % Change
NEW FRESHMEN APPLICANTS							
Applied	1,012	1,062	1,031	1,221	1,059	47	5%
Rejected	41	44	31	68	65	24	59%
Incomplete	250	245	105	115	68	(182)	(73%)
Accepted	721	773	895	1,038	926	205	28%
Enrolled	650	679	719	780	757	107	16%
SAT averages of applicants who enroll							
Verbal	445	438	435	447	430		
Math	482	475	474	487	482		
Composite	927	913	909	934	912		
LEARNING SUPPORT APPLICANTS							
Applied	1,172	1,078	1,222	1,136	837	(335)	(29%)
Rejected	364	340	345	316	204	(160)	(44%)
Incomplete	195	211	106	72	55	(140)	(72%)
Accepted	613	527	771	748	578	(35)	(6%)
Enrolled	457	376	433	412	411	(46)	(10%)
SAT averages of applicants who enroll							
Verbal	365	360	365	370	375		
Math	390	397	392	404	369		
Composite	755	757	757	774	744		
NEW TRANSFER APPLICANTS							
Applied	2,180	2,271	2,560	2,490	2,129	(51)	(2%)
Rejected	46	44	57	132	90	44	96%
Incomplete	338	445	488	461	219	(119)	(35%)
Accepted	1,796	1,782	2,015	1,902	1,820	24	1%
Enrolled	981	1,053	1,142	1,071	1,058	77	8%
SAT averages of applicants who enroll							
Verbal	415	409	419	415	419		
Math	438	433	447	436	447		
Composite	853	842	866	851	866		

HIGHLIGHTS

- The number of transfer students who applied and were accepted leveled off due to the change in admissions standards.
- Learning Support continues to show the decline that was planned for that area.

KSC'S PRINCIPAL FEEDER HIGH SCHOOLS FOR FALL 1994

HIGH SCHOOL (10 or more enrolled students)	NUMBER APPLIED	NUMBER ACCEPTED	NUMBER ENROLLED*
McEachern (Cobb County)	119	103	83
Sprayberry (Cobb County)	121	104	81
North Cobb (Cobb County)	83	68	62
Sequoyah (Cherokee County)	82	74	59
Lassiter (Cobb County)	83	73	57
Pope (Cobb County)	81	70	55
Harrison (Cobb County)	90	75	66
Etowah (Cherokee County)	94	82	64
Campbell (Cobb County)	48	38	33
Wheeler (Cobb County)	64	49	33
Osborne (Cobb County)	51	44	32
Walton (Cobb County)	51	39	26
Cherokee (Cherokee County)	36	33	24
Paulding (Paulding County)	40	35	20
South Cobb (Cobb County)	31	26	18
Cartersville(Bartow)	25	24	17
Marietta (Cobb County)	33	20	14
Pebblebrook (Cobb County)	18	15	12

* These totals include information on learning support 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 1994, almost one-half (49%) of the new freshmen and learning support students came from a Cobb County school.

TRANSFER STUDENTS FROM OTHER COLLEGES AND UNIVERSITIES IN FALL 1994

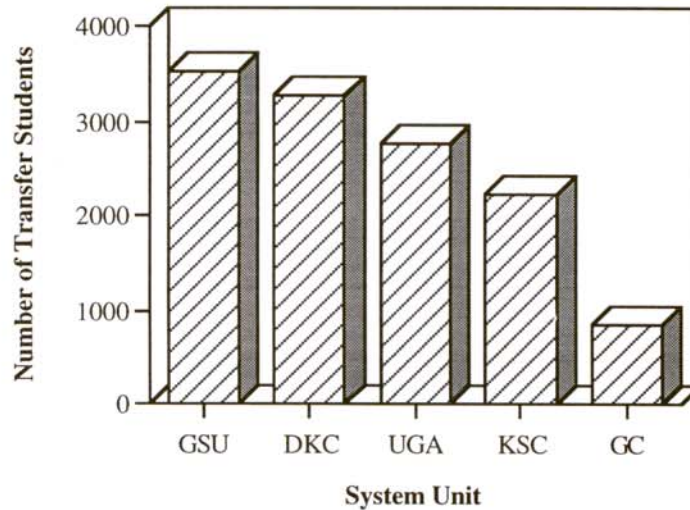
TRANSFER INSTITUTION	NUMBER APPLIED	NUMBER ACCEPTED	NUMBER ENROLLED*
University System of Georgia Institutions (7 or more enrolled):			
DeKalb College	167	130	91
University of Georgia	109	106	72
Georgia State University	112	94	65
Floyd College	59	51	40
Georgia Southern University	56	48	35
Dalton College	40	39	30
West Georgia College	50	39	26
Southern Tech	30	28	20
Georgia Tech	21	21	16
Clayton State College	26	19	13
North Georgia College	15	13	11
Valdosta State College	15	12	10
Georgia College	18	14	7
Other University System Schools	105	84	47
Total University System Transfers	823	697	483
Transfers from Other Colleges in Georgia	246	205	161
Transfers from Out-of-State Colleges	1,060	918	665
Total Transfers	2,129	1,820	1,309

* Includes all transfers, i.e., other, graduate, special, transients and auditors, while other transfer numbers reflect only undergraduates.

HIGHLIGHT

- Only a third of the 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 1994**

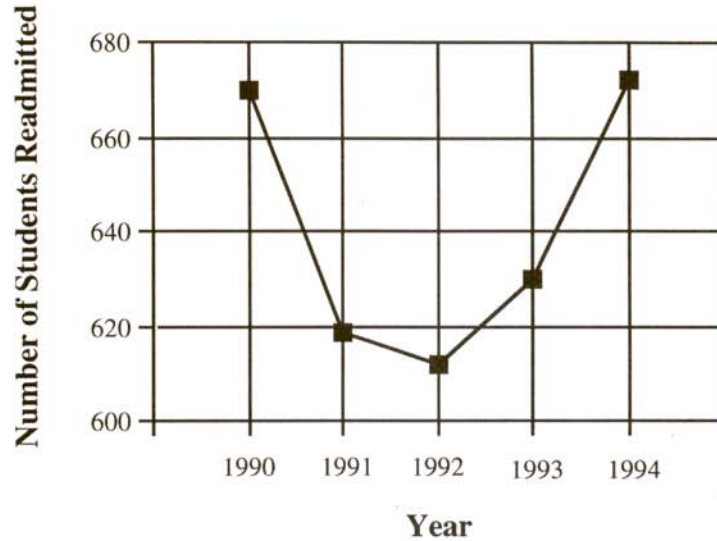


Rank	System Unit	Total # Transfers	In-System Transfers	Out-of-System Transfers
1	Georgia State University	3,529	1,963	1,566
2	DeKalb College	3,281	1,490	1,791
3	University of Georgia	2,768	1,506	1,262
4	<i>Kennesaw State College</i>	<i>2,238</i>	<i>906</i>	<i>1,332</i>
5	Georgia College	847	604	243

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.
- Three of the 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 1990	Fall 1991	Fall 1992	Fall 1993	Fall 1994	5-Year # Change	5-Year % Change
Freshman	203	181	162	131	191	(12)	(6%)
Sophomore	153	145	140	149	170	17	11%
Junior	101	88	114	123	110	9	9%
Senior	88	75	84	94	103	15	17%
Dev. Studies	47	45	39	28	26	(21)	(45%)
Other	78	85	73	105	72	(6)	(1%)
TOTAL	670	619	612	630	672	2	1%
Annual % Change	5%	(8%)	(1%)	3%	7%		
Number of Applications	1,097	1,079	1,107	1,084	1,098	1	0%
Annual % Change	11%	(2%)	3%	(2%)	1%		

HIGHLIGHT

- The re-enrollment of "stopouts," i.e. students who have not been enrolled for four or more quarters at KSC, accounts for approximately 1% of the total headcount enrollment.

SAT SCORES FOR ENTERING FRESHMEN AND DEVELOPMENTAL STUDIES STUDENTS COMBINED

SAT SCORES					
	Fall 1990	Fall 1991	Fall 1992	Fall 1993	Fall 1994
VERBAL SCORES:					
Kennesaw State College	409	408	411	418	420
State Mean	401	400	398	399	398
National Mean	424	422	423	424	423
KSC (excluding D.S.)	445	438	435	447	430
MATH SCORES:					
Kennesaw State College	432	444	446	456	461
State Mean	443	444	444	445	446
National Mean	476	474	476	478	479
KSC (excluding D.S.)	482	475	474	487	482
COMPOSITE SCORES:					
Kennesaw State College	841	852	857	874	881
State Mean	844	844	842	844	844
National Mean	900	896	899	902	902
KSC (excluding D.S.)	927	913	909	934	912

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 drop in the average SAT from Fall 1993 appears to be a result of the HOPE Grant drawing good students to residential universities in Georgia.
- The average composite SAT score (912) for fully admitted freshmen at KSC is roughly 168 points higher than the average (744) 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 % 1 attempt	Exiting After 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 (1993-1994)			
	English %	Math %	Social Studies %
DS	95%	89%	100%
Non-DS	95%	90%	94%

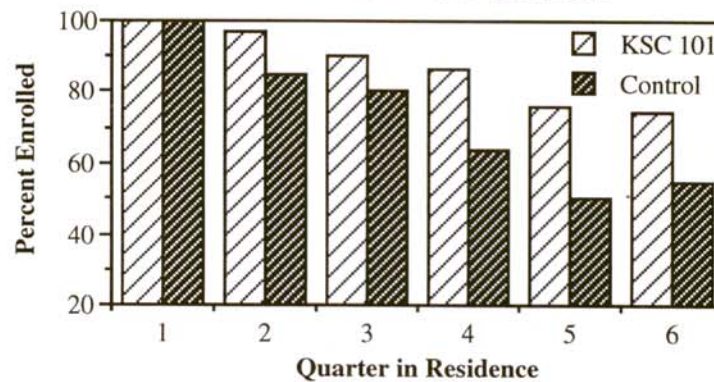
HIGHLIGHTS

- 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.

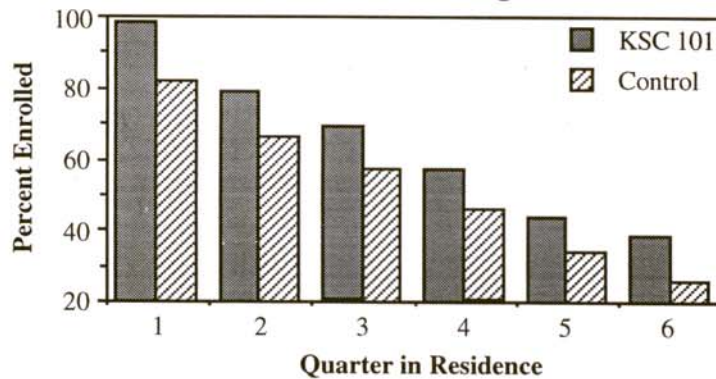
*This page contains data from two years. Changes in University System policies and procedures affecting Developmental Studies and Academic Assistance students precluded the availability of comparable data for 1993-94.

THE KSC 101 EXPERIENCE

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



Developmental Studies Students Retention Over Six Quarters

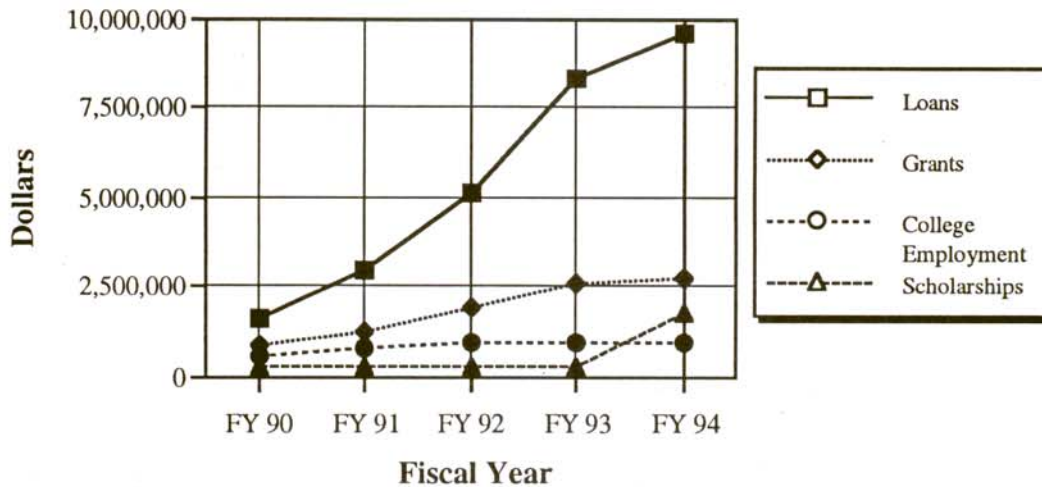


(Source: Bowman Davis, KSC Freshman Orientation Co-director)

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 90	FY 91	FY92	FY 93	FY94	5-Year % Change
Loans	\$1,614,746	\$2,950,364	\$5,111,036	\$8,346,211	\$9,600,000	495%
Grants	903,899	1,263,761	1,953,173	2,624,000	2,765,000	206%
College Employment	571,881	789,547	922,422	945,058	954,022	67%
Scholarships	256,430	272,941	289,697	314,094	1,800,450	602%
TOTAL	\$2,997,772	\$3,346,956	\$5,276,613	\$8,271,328	\$15,119,472	404%

COMPARISON OF AWARDS MADE FY 90 - FY 94					
Year	Loans	Grants	Employment	Scholarships	Total
FY 90	703	725	520	223	2,171
FY 94	3,555	1,711	694	1,654	7,614

HIGHLIGHTS

- The number of students at KSC who received some sort of financial aid in the fall 1994 was 3,135 or 26% of the student body.
- 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 and the state HOPE scholarship program.

K

KENNESAW
STATE
COLLEGE

ACADEMIC
PROGRAMS

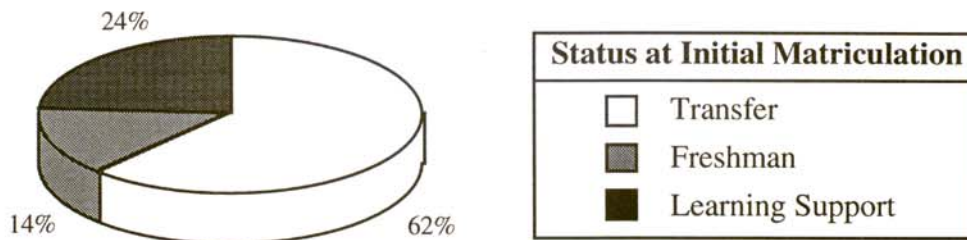
FACT
BOOK

ACADEMIC PROGRAMS

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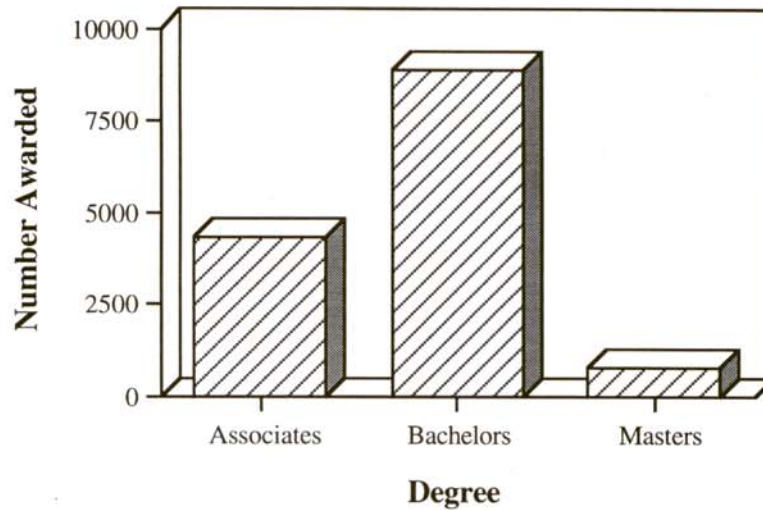
CHARACTERISTICS OF THE 1993-94 BACCALAUREATE GRADUATING CLASS



HIGHLIGHTS

- Only one in four 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 62% of the baccalaureate graduates transferred to Kennesaw State.
- Of the 1993-94 bachelor's degree graduates who began as freshmen students (162), 43% completed their program in five years or less, 35% took six to ten years and 10% took eleven to fifteen years to graduate. Twenty students (12%) who began as freshmen took more than 15 years to complete their degrees. One student who finished this year began at KSC in 1966.
- Many of the transfer graduates completed their degrees within five years; 16% took two years, 62% took three to five years, 17% took six to ten years, 4% took 11-20 years, and only three students (1%) took 20 or more years to complete their degrees.
- Of the graduates who began as developmental studies students (269), more than a third (39%) completed their degree requirements in five or less years. Two students took more than 20 years.
- 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 68% of the freshmen and 70% of the developmental studies students beginning in a fall quarter.
- The average age of the bachelor's degree recipient at KSC in 1993-94 was 29 which is about six years older than the average age at traditional residential campuses, reflecting the nontraditional nature of KSC's student body.

TOTAL DEGREES AWARDED SINCE 1966

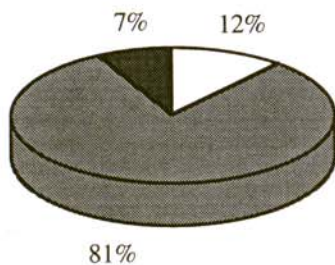


NUMBER OF DEGREES AWARDED FROM 1966-94			
Associates	Bachelors	Masters	Total
4,307	8,898	771	13,976

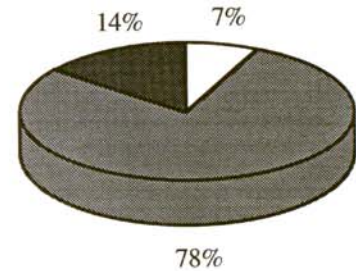
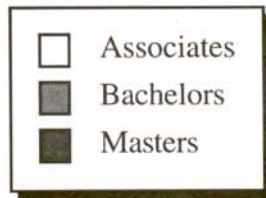
HIGHLIGHTS

- Associate 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 associate 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 1990 - FY 1994



1990



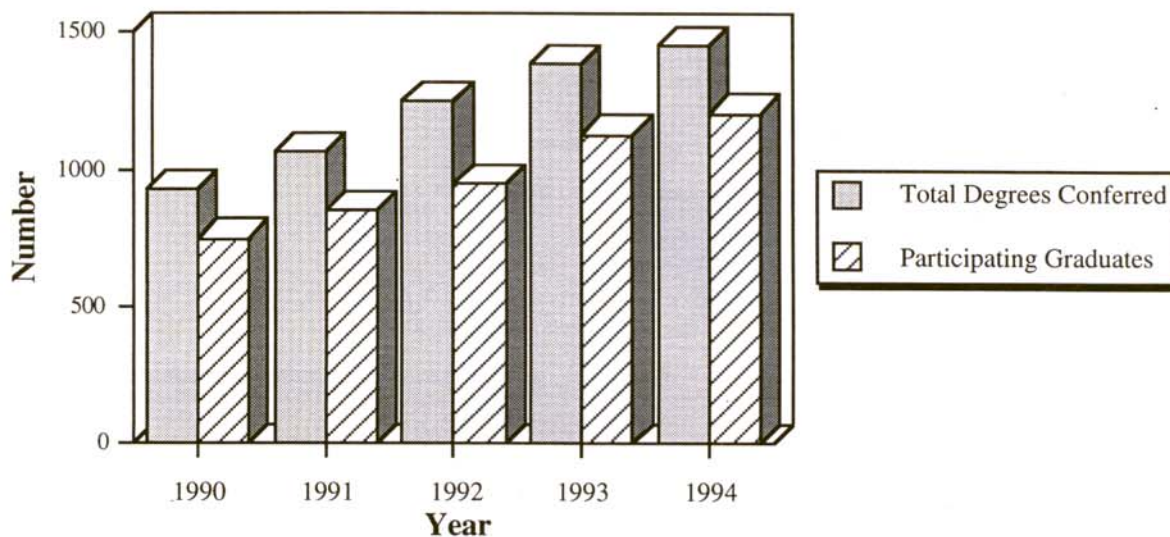
1994

NUMBER OF DEGREES CONFERRED SINCE 1990							
	FY 1990	FY 1991	FY 1992	FY 1993	FY 1994	5-Year # Change	5-Year % Change
Associates							
AS	110	126	104	102	108	(2)	(2%)
Total	110	126	104	102	108	(2)	(2%)
Bachelors							
BA	56	53	80	115	118	62	111%
BBA	388	417	485	502	428	40	10%
BM	3	2	4	3	8	5	166%
BS	261	343	414	463	522	261	100%
BSN	41	33	41	44	63	22	54%
Total	749	848	1,024	1,127	1,139	390	52%
Masters							
MACC					0	-	-
MBA	56	70	94	112	171	115	205%
M Ed	12	18	27	42	35	23	192%
MPA					0	-	-
Total	68	88	121	154	206	138	203%
Total Degrees	927	1,062	1,249	1,383	1,453	526	57%
Annual % Change	3%	15%	18%	11%	5%		

HIGHLIGHTS

- Maturation of relatively new programs resulted in a 52% increase in bachelors degrees conferred over the last five years.
- The number of masters degrees is expected to increase dramatically as current students complete their programs. 1992 was the first year to have a larger number of masters degrees awarded than associates.

GROWTH OF GRADUATES PARTICIPATING IN COMMENCEMENTS



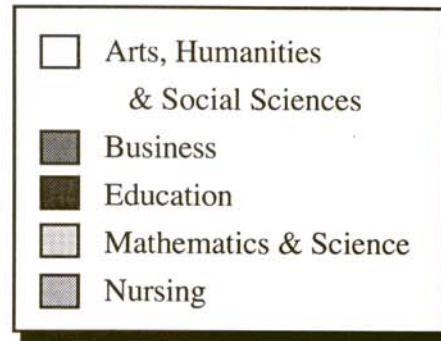
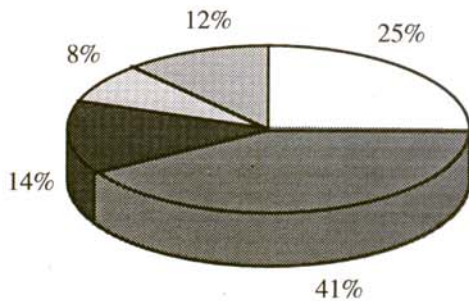
FALL COMMENCEMENTS					
	December 1989	December 1990	December 1991*	December 1992*	December 1993*
Total Degrees Conferred	340	368	448	518	528
Participating Graduates	246	270	323	401	403
WINTER COMMENCEMENTS					
	April 1990	April 1991	April 1992	April 1993	April 1994
Total Degrees Conferred	144	187	217	230	230
Participating Graduates	110	153	117	185	190
SPRING COMMENCEMENTS					
	June 1990*	June 1991*	June 1992*	June 1993*	June 1994*
Total Degrees Conferred	443	507	584	635	695
Participating Graduates	390	423	504	539	610
Annual Total	927	1,062	1,249	1,383	1,453
Participating Graduates	746	846	944	1,125	1,203

*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 since 1991; there was only one in 1983-84. The fall graduation began in December 1984 and the first winter commencement was added in 1989.
- 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 1990	FY 1991	FY 1992	FY 1993	FY 1994	5-Year # Change	5-Year % Change
Arts, Humanities & Social Sciences							
Associates	1	3	1	0	0	(1)	-
Bachelors	156	210	255	332	368	212	136%
Total	157	213	256	332	368	211	134%
Business							
Associates	43	34	23	6	1	(42)	(98%)
Bachelors	393	430	507	510	429	36	9%
Masters	56	70	94	112	171	115	205%
Total	492	534	624	628	601	109	22%
Education							
Bachelors	110	111	154	172	169	59	54%
Masters	12	18	27	42	35	23	192%
Total	122	129	181	214	204	82	67%
Mathematics & Science							
Associates	3	0	3	0	0	(3)	-
Bachelors	49	64	67	69	110	61	124%
Total	52	64	70	69	110	58	112%
Nursing							
Associates	63	89	77	96	107	44	70%
Bachelors	41	33	41	44	63	22	54%
Total	104	122	118	140	170	66	63%
COLLEGE TOTAL	927	1,062	1,249	1,383	1,453	526	57%
Annual % Change	3%	15%	18%	11%	5%		

DEGREES CONFERRED IN THE SCHOOL OF ARTS, HUMANITIES AND SOCIAL SCIENCES

DEGREE PROGRAM	FY 1990	FY 1991	FY 1992	FY 1993	FY 1994	5-Year % Change
Associates Degree:						
Social Services ¹	1	3	1	0	0	—
SubTotal	1	3	1	0	0	—
Bachelors Degrees:						
Art	11	9	8	22	21	91%
Communication	38	49	62	79	85	125%
English	12	13	23	24	28	133%
French	-	1	2	4	0	—
History	2	7	6	18	22	1000%
International Affairs	12	5	14	14	24	100%
Music	3	3	3	3	2	(33%)
Political Science	14	25	32	50	40	186%
Psychology	40	62	65	78	78	95%
Public/Social Services	22	33	37	35	61	177%
Spanish	2	3	3	5	6	200%
Theater ²					1	—
SubTotal	156	210	255	332	368	136%
Total School Degrees	157	213	256	332	368	134%
Annual % Change	(11%)	36%	20%	30%	11%	
School % of Total Degrees Awarded	17%	20%	21%	24%	25%	

¹ Discontinued, fall 1988

² New program in 1994

HIGHLIGHTS

- The total number of degrees awarded in this school has increased 134% over the last five years; this school's overall annual and cumulative growth in degrees conferred was the highest of all schools.
- Dramatic increases in several programs such as public & social services and communication degrees (relatively new programs) have occurred and are expected to continue.

DEGREES CONFERRED IN THE COLES SCHOOL OF BUSINESS

DEGREE PROGRAM	FY 1990	FY 1991	FY 1992	FY 1993	FY 1994	5-Year % Change
Associates Degrees: ¹						
Accounting	5	14	8	2	0	(100%)
Business Administration	21	12	10	2	0	(100%)
Data Processing	15	6	5	2	1	(100%)
Secretarial Science	2	2	0	0	0	(93%)
SubTotal	43	34	23	6	1	(98%)
Bachelors Degrees:						
Accounting	80	95	116	138	103	29%
Data Processing ²	3	7	16	5	0	(100%)
Economics/Finance ³	6	3	2	0	0	(100%)
Economics ³	10	6	11	10	10	-
Finance ³	59	56	53	49	45	(24%)
Management	121	123	152	164	154	27%
Marketing	110	130	142	122	112	2%
Professional Sales ⁴	4	10	15	22	5	25%
SubTotal	393	430	507	510	429	9%
Masters Degrees:						
Accounting ⁵						
Business Administration	56	70	94	112	121	116%
MBA EP					50	-
SubTotal	56	70	94	112	171	205%
Total School Degrees	492	534	624	628	601	22%
Annual % Change	0%	9%	17%	.6%	(.4%)	
School % of Total Degrees Awarded	53%	50%	50%	45%	41%	

¹ Associate degrees discontinued, fall 1988.⁴ New program in 1990² Discontinued program⁵ New program in 1995³ Split in 1987

HIGHLIGHTS

- The increase in the number of graduate degrees awarded over the last five years is among the largest increase of any program within the college.
- Business continues to graduate the largest proportion of students among all five schools within KSC.

DEGREES CONFERRED IN THE SCHOOL OF EDUCATION

DEGREE PROGRAM	FY 1990	FY 1991	FY 1992	FY 1993	FY 1994	5-Year % Change
Bachelors Degrees:						
Elementary (P-5)	51	59	72	73	80	57%
Middle School (4-8)	16	20	27	42	25	56%
All Grades (P-12)						
Art Education	5	1	7	5	2	(60%)
French Education ²	-	-	0	0	0	-
Health & Physical Ed.	13	8	10	11	26	100%
Music Education	2	0	3	1	6	200%
Spanish Education ²	-	-	3	5	2	-
Secondary Education (7-12)						
Business Education ¹	3	3	2	2	6	100%
English Education	11	5	12	12	7	36%
History Education ¹	2	0	4	4	4	100%
Math Education	0	10	0	3	3	-
Science Education	3	3	1	2	0	(100%)
Social Sci. Education	4	2	13	12	8	100%
SubTotal	110	111	154	172	169	54%
Masters Degrees:						
Elementary (P - 5)	7	10	14	22	26	271%
Middle School (4 - 8)	5	8	13	20	9	80%
SubTotal	12	18	27	42	35	192%
Total School Degrees	122	129	181	214	204	67%
Annual % Change	23%	6%	17%	18%	(5%)	
School % of Total Degrees Awarded	13%	12%	14%	15%	14%	

¹Discontinued²New program in 1990

HIGHLIGHTS

- The number of education degrees has grown by two-thirds since 1990.
- Graduates in the elementary and middle grades programs continue to be the majority of the graduates.

**DEGREES CONFERRED
IN THE SCHOOL OF MATHEMATICS
AND SCIENCE**

DEGREE PROGRAM	FY 1990	FY 1991	FY 1992	FY 1993	FY 1994	5-Year % Change
Associates Degree:						
Computer Programming ¹	3	0	3	0	0	-
SubTotal	3	0	3	0	0	-
Bachelors Degrees:						
Biology	15	28	21	30	46	207%
Chemistry	2	7	6	5	8	300%
Computer Science	17	17	16	13	16	(6%)
Information Systems	8	8	15	16	30	275%
Mathematics	7	4	9	5	10	43%
SubTotal	49	64	67	69	110	124%
Total School Degrees	52	64	70	69	110	112%
Annual % Change	68%	23%	9%	(1%)	59%	
School % of Total Degrees Awarded	6%	6%	6%	5%	8%	

¹ Discontinued, fall 1988

HIGHLIGHTS

- The School of Mathematics and Science experienced a 112% increase in degrees awarded since FY 1990.
- Biology and Information Systems account for the majority of the degrees awarded.

DEGREES CONFERRED IN THE SCHOOL OF NURSING*

DEGREE PROGRAM	FY 1990	FY 1991	FY 1992	FY 1993	FY 1994	5-Year % Change
Associate Degree:	63	89	77	96	107	70%
Bachelors Degree:	41	33	41	44	63	54%
TOTAL	104	122	118	140	170	63%
Total School Degrees						
Annual % Change	3%	17%	(3%)	19%	21%	
School % of Total Degrees Awarded	11%	11%	9%	10%	12%	

* The School of Nursing was established in July 1994, so the numbers were pulled from the previous School of Science Allied Health (now Mathematics and Science) for comparison purposes.

HIGHLIGHTS

- Nursing shortages in the early 1990s spawned increased faculty support from local hospitals and the Board of Regents, resulting in increased numbers of Associate Degree graduates.
- Restricted admissions to the ADN program led to increased admissions to the baccalaureate program.
- The changing nature of health care delivery has resulted in greater interest in BSN graduates.

**DEGREES AND MAJORS
AUTHORIZED BY THE
BOARD OF REGENTS 1994**

ASSOCIATE OF SCIENCE IN NURSING

BACHELOR OF ARTS

Art
English
French
History
International Affairs
Music
Political Science
Psychology
Spanish
Theater

BACHELOR OF BUSINESS ADMINISTRATION

Accounting
Economics
Finance
Management
Marketing
Professional Sales

BACHELOR OF MUSIC

Music Education (P-12)
Performance

BACHELOR OF SCIENCE IN NURSING

MASTER OF ACCOUNTING

MASTER OF BUSINESS ADMINISTRATION

MASTER OF BUSINESS ADMINISTRATION FOR EXPERIENCED PROFESSIONALS

MASTER OF EDUCATION

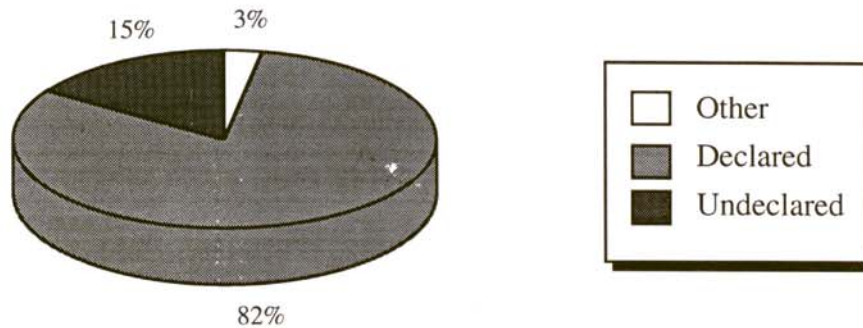
Early Childhood Education
Middle Grades Education

MASTER OF PUBLIC ADMINISTRATION

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
Secondary Education (7-12)
 English Education
 Mathematics Education
 Science Education
 Social Science Education
Spanish Education (P-12)

DECLARED MAJORS IN ALL SCHOOLS OF THE COLLEGE



Fall 1994 Undergraduate Students

Bachelors Programs	FALL 1990	FALL 1991	FALL 1992	FALL 1993	FALL 1994
Total Declared Majors	7,265	8,094	8,551	8,996	8,880
Undeclared	1,648	1,483	1,666	1,649	1,662
SUBTOTAL	8,913	9,577	10,217	10,645	10,542
Other (JETS, Audits, Provisional)	235	249	254	363	336
Total Undergraduates	9,148	9,826	10,471	11,008	10,878
Graduate Programs	882	1,087	1,199	1,265	1,037
GRAND TOTAL	10,030	10,913	11,670	12,273	11,915

HIGHLIGHTS

- During the fall of 1994, 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 ARTS, HUMANITIES AND SOCIAL SCIENCES

	FALL 1990	FALL 1991	FALL 1992	FALL 1993	FALL 1994	5-Year % Change
ASSOCIATE PROGRAMS						
Social Services ¹	5	2	0	0	0	(100%)
BACHELORS PROGRAMS						
Art	147	147	135	124	139	(5%)
Communication	318	353	355	396	409	29%
English	125	141	146	166	192	54%
French ²	2	9	4	11	16	700%
History	78	86	103	110	130	67%
International Affairs	60	82	100	111	120	100%
Music	49	60	52	73	59	20%
Political Science	154	183	181	195	188	22%
Psychology	449	444	501	531	518	15%
Public & Social Services	148	177	211	275	276	86%
Pre-Law (undeclared)	78	86	93	95	92	18%
Spanish ²	12	12	17	20	25	108%
Theater ³					18	-
Undecided in AHSS	13	7	12	8	2	(85%)
SubTotal	1,633	1,787	1,910	2,115	2,184	34%
GRADUATE PROGRAMS ⁴						
Master of Public Administration						
Community Service Administration				22	37	-
Governmental Administration				16	27	-
Non-degree				8	5	-
SubTotal				46	69	-
SCHOOL TOTAL	1,638	1,789	1,910	2,161	2,253	38%

¹ Discontinued, fall 1988

² New Program

³ New Program in 1994

⁴ New Program in 1994

DECLARED MAJORS IN THE COLES SCHOOL OF BUSINESS

	FALL 1990	FALL 1991	FALL 1992	FALL 1993	FALL 1994	5-Year % Change
ASSOCIATES PROGRAMS						
Accounting ¹	22	10	4	2	0	(100%)
Business Administration ¹	24	24	13	2	2	(92%)
Data Processing ¹	14	5	1	1	0	(100%)
Secretarial Science ¹	1	1	2	1	0	(100%)
SubTotal	61	40	20	6	2	(97%)
BACHELORS PROGRAMS						
Accounting	634	677	681	658	605	(5%)
Data Processing ¹	29	25	6	4	3	(90%)
Economics & Finance	81	42	25	11	9	(89%)
Economics	27	37	30	36	40	48%
Finance	161	161	161	166	199	24%
Management	674	699	647	688	628	(7%)
Marketing	472	461	379	327	325	(31%)
Professional Sales	22	35	29	20	21	(5%)
Secretarial Science ¹	1	1	2	0	0	(100%)
Undecided in Business	696	662	646	615	646	(7%)
SubTotal	2,797	2,800	2,606	2,525	2,476	(11%)
GRADUATE PROGRAMS (MBA Concentrations)						
Accounting	51	51	50	48	56	10%
Business Administration	63	103	97	91	88	40%
Business Economics	-	-	-	1	2	-
Business Information Systems Mgt	67	80	79	75	74	10%
Entrepreneurship	-	-	1	12	33	-
Finance	77	100	99	112	120	56%
Human Resource Management & Dev	62	59	66	62	61	(2%)
Marketing	99	114	119	80	77	(22%)
Non-degree	26	15	29	17	14	(46%)
SubTotal	445	522	540	498	525	18%
MBA for Experienced Professionals ²	-	-	-	50	58	-
Master of Accounting ³	-	-	-	10	14	-
Graduate SubTotal	445	522	540	558	597	-
SCHOOL TOTAL	3,303	3,362	3,166	3,089	3,075	(7%)

¹ Discontinued, fall 1988

² Graduate program began winter 1993

³ Graduate program began fall 1993

DECLARED MAJORS IN THE SCHOOL OF EDUCATION & PTEU*

	FALL 1990	FALL 1991	FALL 1992	FALL 1993	FALL 1994	5-Year % Change
BACHELORS PROGRAMS						
Early Childhood P-5	349	429	502	630	552	58%
Middle Grades 4-8	102	123	151	150	155	52%
All Grades (P-12)						
Art Education	26	28	40	42	40	54%
French Education	4	7	9	4	3	(25%)
Health & Physical Education	88	135	172	221	228	159%
Music Education	21	37	41	43	38	81%
Spanish Education	13	15	14	10	10	(23%)
Secondary Education Programs (7-12)						
Business Education ¹	23	28	33	29	11	(52%)
English Education	68	91	91	86	78	15%
History Education ¹	24	45	45	40	40	67%
Math Education	37	36	35	41	30	(19%)
Science Education	15	16	30	33	31	107%
Social Science Education	43	51	58	67	67	56%
Undecided in Education	305	355	366	280	294	(4%)
SubTotal	1,118	1,396	1,587	1,676	1,577	41%
GRADUATE PROGRAMS						
Elementary (P - 5)	41	51	51	66	54	32%
Middle Grades (4 - 8)	23	30	36	46	43	87%
Non-degree	373	484	572	553	274	(27%)
SubTotal	437	565	659	665	371	(15%)
SCHOOL TOTAL	1,555	1,961	2,246	2,341	1,948	25%

¹Discontinued, Fall 1994

HIGHLIGHTS

- Student interest in teaching careers has increased 25% in the last five years.
- Elementary education and health and physical education continue to be the most popular degree programs within the school.

* Professional Teacher Education Unit

DECLARED MAJORS IN THE SCHOOL OF MATHEMATICS AND SCIENCE

	FALL 1990	FALL 1991	FALL 1992	FALL 1993	FALL 1994	5-Year % Change
ASSOCIATE PROGRAMS						
Computer Programming ¹	3	2	2	-	-	(100%)
SubTotal	3	2	2	0	0	(100%)
BACHELORS PROGRAMS						
Biology	171	241	277	318	357	109%
Chemistry	58	60	68	92	87	50%
Computer Science	203	249	243	261	303	49%
Information Systems	164	198	232	264	275	68%
Mathematics	45	55	65	57	78	73%
Pre-Dentistry (undeclared)	12	12	19	26	32	167%
Pre-Engineering (undeclared)	43	67	60	68	58	35%
Pre-Forestry (undeclared)	7	7	6	13	17	143%
Pre-Medicine (undeclared)	94	131	169	199	207	120%
Pre-Pharmacy (undeclared)	43	46	71	73	78	81%
Pre-Veterinary Medicine (undeclared)	34	42	52	66	57	68%
Undecided in MASC	22	29	34	67	87	295%
SubTotal	896	1,137	1,296	1,504	1,636	83%
SCHOOL TOTAL	899	1,139	1,298	1,504	1,636	82%

¹ Discontinued, Fall 1988.

HIGHLIGHTS

- An 82% increase in student interest in science and health fields over the last five years is notable.
- Growth in student interest in biology and the preprofessional programs was substantial.

DECLARED MAJORS IN THE SCHOOL OF NURSING*

	FALL 1990	FALL 1991	FALL 1992	FALL 1993	FALL 1994	5-Year % Change
ASSOCIATE PROGRAM¹						
Nursing	377	465	530	517	414	10%
BACHELORS PROGRAM						
Nursing	375	465	600	653	589	57%
Undecided	–	–	–	–	2	–
SubTotal	375	465	600	653	591	58%
SCHOOL TOTALS	752	930	1,130	1,170	1,005	34%

* The School of Nursing was established in July 1994, so the numbers were pulled from the previous School of Science Allied Health (now Mathematics and Science) for comparison purposes.

¹ To be discontinued Fall 1996

HIGHLIGHTS

- The growth in the number of declared majors has occurred predominantly at the four-year level.
- Although a new school in the college, the School of Nursing accounts for 9% of the undergraduate enrollment.
- These numbers reflect declared interest in a nursing major; not all have been officially admitted into a nursing program.

UPPER DIVISION MAJORS SCHOOL OF ARTS, HUMANITIES & SOCIAL SCIENCES

Number of Enrolled Juniors and Seniors						
PROGRAMS	FALL 1990	FALL 1991	FALL 1992	FALL 1993	FALL 1994	5-Year % Change
Art	64	77	77	71	77	20%
Communication	168	178	211	242	245	46%
English	64	87	85	104	127	98%
French	1	7	1	3	10	900%
History	45	49	68	70	85	88%
International Affairs	28	42	58	69	61	118%
Music	15	28	17	24	31	107%
Political Science	55	103	112	111	102	85%
Psychology	208	229	251	292	296	42%
Public & Social Services	102	104	130	180	195	91%
Pre-Law (undeclared)	13	18	26	21	19	46%
Spanish	8	7	12	11	17	113%
Theater	—	—	—	—	15	—
Undecided in ABS	13	4	4	3	0	—
SCHOOL TOTALS	784	933	1,052	1,201	1,280	63%

HIGHLIGHTS

- The school's increase in the number of majors at the upper division level over the the last five years was 63%.
- 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
COLES SCHOOL OF BUSINESS**

Number of Enrolled Juniors and Seniors						
PROGRAMS	FALL 1990	FALL 1991	FALL 1992	FALL 1993	FALL 1994	5-Year % Change
Accounting	372	412	386	394	394	6%
Data Processing ²	25	21	4	1	1	(96%)
Economics & Finance ¹	49	32	18	7	5	(90%)
Economics	17	22	16	22	28	65%
Finance	107	104	114	124	145	36%
Management	406	434	425	433	389	(4%)
Marketing	289	284	266	214	228	(21%)
Professional Sales ³	17	28	24	13	16	(5%)
Secretarial Science ²	0	1	0	0	0	—
Undecided in Business	153	158	162	179	194	28%
SCHOOL TOTALS	1,435	1,496	1,415	1,387	1,400	(2%)

¹ Split in 1987

² Discontinued, fall 1987

³ New program, 1990

HIGHLIGHTS

- The number of upper division declared majors in business fields peaked in 1991.
- Approximately one-third of the college's declared majors at the upper division level were enrolled in a business program.

UPPER DIVISION MAJORS SCHOOL OF EDUCATION & PTEU*

Number of Enrolled Juniors and Seniors						
PROGRAMS	FALL 1990	FALL 1991	FALL 1992	FALL 1993	FALL 1994	5-Year % Change
Early Childhood P-5	179	233	275	351	333	86%
Middle Grades 4-8	62	87	111	109	115	85%
All Grades (P-12)						
Art Education ¹	16	18	18	20	26	63%
French Education ¹	2	4	7	3	3	50%
Health & Physical Education	44	65	100	134	154	205%
Music Education	10	18	23	27	27	107%
Spanish Education ¹	7	13	11	7	6	(14%)
Secondary Education Programs (7-12)						
Business Education ²	18	17	25	20	8	(11%)
English Education	40	58	54	57	49	69%
History Education ²	8	18	31	26	28	155%
Math Education	18	21	22	20	20	43%
Science Education	5	9	13	14	19	111%
Social Science Education	27	37	39	52	58	190%
Undecided in Education	96	83	103	95	97	28%
SCHOOL TOTALS	532	681	832	935	943	77%

¹ New program

² Discontinued

HIGHLIGHTS

- The number of upper division students with a declared major in education grew by 77%.
- Most programs grew to some extent, but health and physical education, elementary and middle school demonstrated the most notable increases in majors.

* Professional Teacher Education Unit

**UPPER DIVISION MAJORS
SCHOOL OF MATHEMATICS AND SCIENCE**

Number of Enrolled Juniors and Seniors						
PROGRAMS	FALL 1990	FALL 1991	FALL 1992	FALL 1993	FALL 1994	5-Year % Change
Biology	70	109	128	182	205	193%
Chemistry	27	36	35	47	51	88%
Computer Science	89	111	100	124	135	52%
Information Systems	86	102	128	156	183	113%
Math	30	31	41	38	43	43%
Pre-Dentistry (undeclared)	3	2	5	4	11	267%
Pre-Engineering (undeclared)	7	8	6	9	10	3%
Pre-Forestry (undeclared)	3	0	0	1	5	67%
Pre-Medicine (undeclared)	25	27	41	59	73	192%
Pre-Pharmacy (undeclared)	9	11	22	19	22	144%
Pre-Veterinary Medicine (undeclared)	8	12	13	14	17	113%
Undecided in SAH	6	7	8	9	12	100%
SCHOOL TOTALS	190	230	258	315	425	124%

HIGHLIGHTS

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

UPPER DIVISION MAJORS SCHOOL OF NURSING

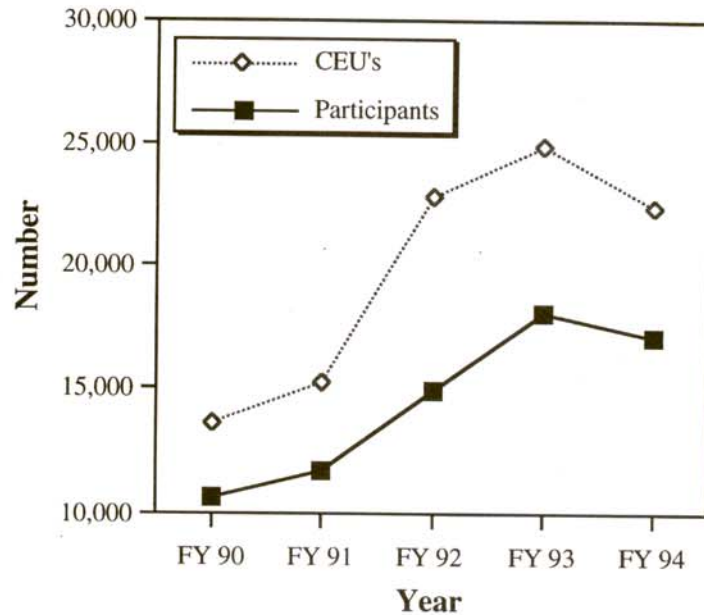
Number of Enrolled Juniors and Seniors						
PROGRAMS	FALL 1990	FALL 1991	FALL 1992	FALL 1993	FALL 1994	5-Year % Change
Bachelors	173	226	269	347	342	98%
SCHOOL TOTALS	173	226	269	347	342	98%

* *The School of Nursing was established in July 1994, so the numbers were pulled from the previous School of Science Allied Health (now Mathematics and Science) for comparison purposes.*

HIGHLIGHTS

- The upper division enrollment in nursing continues to grow, although a slight decline was experienced in fall 1994. A planned phaseout of the ADN program by 1996 will increase these numbers substantially in the future.
- The junior and senior nursing enrollment comprises almost 60% of the total baccalaureate degree nursing enrollment during the fall 1994.

DIVISION OF CONTINUING EDUCATION



CONTINUING EDUCATION: 1990-1994							
	FY 90	FY 91	FY 92	FY 93	FY 94	5-Year # Change	5-Year % Change
Programs/Courses	670	707	1,079	1,291	1,351	681	102%
Participants	10,599	11,721	14,964	18,067	17,146	6,547	62%
Participant Hours	136,661	152,485	228,370	249,084	223,886	87,225	64%
CEUs	13,666	15,249	22,837	24,908	22,389	8,723	64%
Revenues	\$866,181	\$1,183,412	\$1,626,775	\$2,181,167	\$2,575,582	\$1,709,401	197%

HIGHLIGHTS

- Over 17,000 registrations were recorded in approximately 1,300 continuing education courses and programs in 1993-94, an increase of 62% over the last five years.
- Continuing education registrants earned over 22,000 CEU's (continuing education units) in non-degree credit programs in 1993-94.
- Revenue for continuing education courses and contracts nearly tripled in the last five years and broke the \$2.5 million mark in 1993-94.

LIBRARY INFORMATION

LIBRARY ACTIVITY: FY 90 - FY 94							
	FY90	FY 91	FY 92	FY 93	FY 94	5-Year # Change	5-Year % Change
Acquisitions							
Volumes	369,369	405,011	426,345	448,736	467,231	97,862	26%
Titles	196,253	239,703	259,598	273,300	292,722	96,469	49%
Periodicals	3,020	3,144	3,147	3,192	3,378	358	12%
Government							
Documents	170,389	195,558	215,797	225,687	253,498	83,109	49%
Microforms	643,237	700,427	748,312	806,812	891,312	248,075	39%
Circulation							
Books	97,894	104,390	129,334	138,762	150,343	52,449	54%
Reserves	18,513	21,508	27,114	32,198	38,181	19,668	39%
Interlibrary Loans							
Borrowed	2,773	2,959	3,420	3,911	4,755	1,982	71%
Loaned	1,032	1,285	2,781	2,948	3,982	2,950	286%

HIGHLIGHTS

- The library is completely automated and networks the catalog, reserves, selected periodical database and union catalog holdings.
- The library subscribes to more than 150 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 15,000 First Edition volumes and 400 museum/world class quality medieval and renaissance manuscript books, manuscripts and leaves.



KENNESAW
STATE
COLLEGE

FACULTY
AND STAFF
INFORMATION

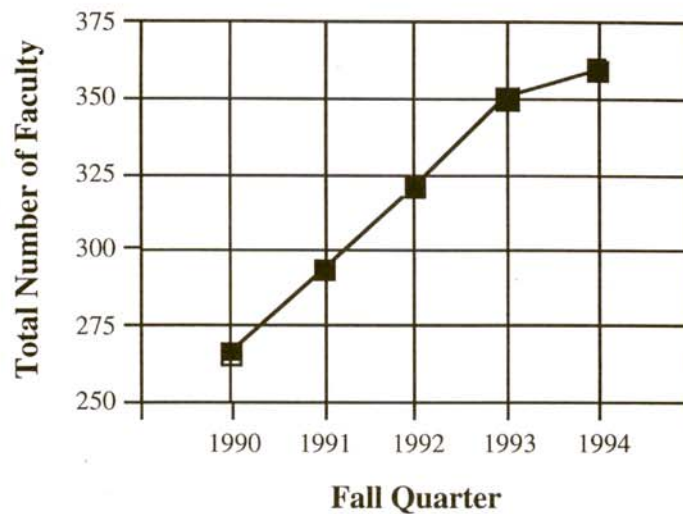
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TOTAL FULL-TIME INSTRUCTIONAL FACULTY



NUMBER OF FULL-TIME FACULTY Fall 1990 - Fall 1994

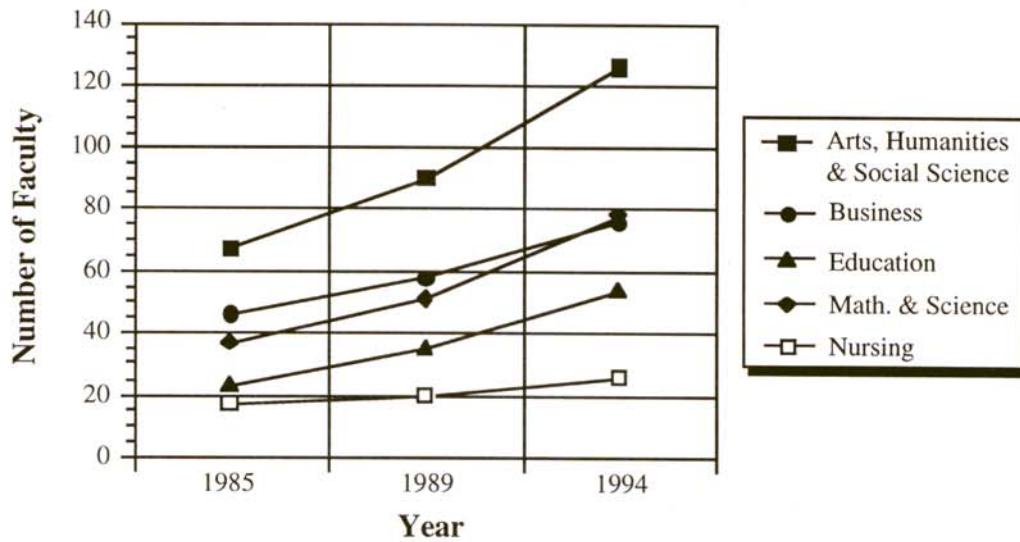
Schools	Fall 90	Fall 91	Fall 92	Fall 93	Fall 94	5-Year # Change	5-Year % Change
Arts, Humanities and Social Sciences	91	103	114	126	126	35	38%
Business	61	68	70	75	76	15	25%
Education	37	37	43	47	54	17	46%
Mathematics and Science	57	64	68	75	78	21	37%
Nursing*	20	21	25	27	26	6	30%
TOTALS	266	293	320	350	360	94	35%
Number Change	+12	+27	+27	+30	+10		
Annual % Change	5%	+10%	+9%	+9%	+3%		

* The Nursing School was not established until July 1994. The previous years show the number of nursing faculty for comparison purposes although prior to 1994 they were part of the School of Science and Allied Health.

HIGHLIGHTS

- The five-year rate of growth of the faculty was larger than the growth of the overall enrollment, with enrollment increasing 19% and faculty numbers increasing 35%.
- 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 those two schools. Education faculty numbers increased more than others in an institutional effort to satisfy the NCATE standards.

GROWTH IN FULL-TIME FACULTY OVER 10 YEARS



GROWTH OF FULL-TIME FACULTY Fall 1985 - Fall 1994

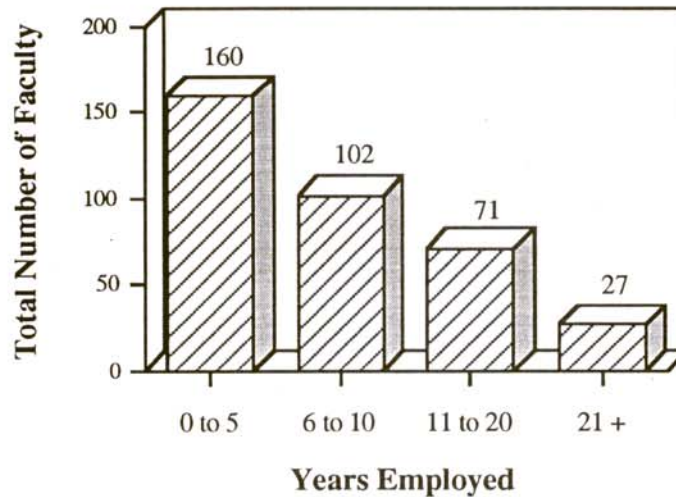
Schools	Fall 1985	Fall 1989	Fall 1994	10-Year # Change	10-Year % Change
Arts, Humanities and Social Sciences	67	90	126	59	88%
Business	46	58	76	30	65%
Education	23	35	54	31	135%
Mathematics and Science	37	51	78	41	111%
Nursing	17	20	26	9	53%
TOTALS	190	254	360	170	89%

HIGHLIGHTS

- Enrollments in arts and sciences majors have nearly doubled in the last five years, which explains why faculty growth was so great in those two schools.
- Accreditation and a growing shift toward graduate studies fueled faculty increases in business and education.
- The nursing shortages of the early 1990s brought substantial increases in sponsored hospitals and special funding initiative.

NEW FULL-TIME INSTRUCTIONAL FACULTY

Fall 1994



NEW FULL-TIME FACULTY INSTRUCTIONAL APPOINTMENTS*

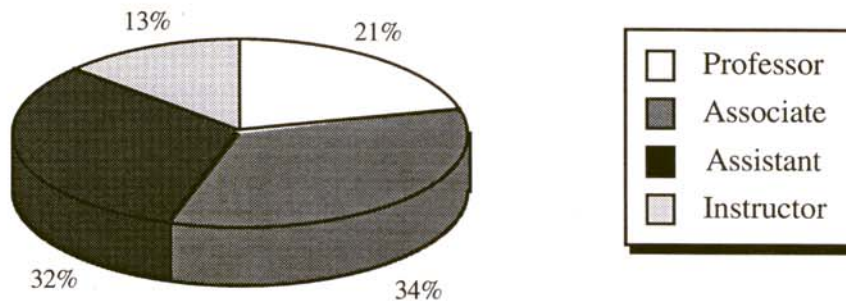
	Fall 1990	Fall 1991	Fall 1992	Fall 1993	Fall 1994
Professors	0	3	4	2	3
Associate Professors	7	11	7	5	7
Assistant Professors	18	15	15	30	18
Instructors	18	17	17	6	7
TOTALS	43	46	43	43	35
Total Full-time Faculty	266	293	320	350	360
% New of Total Faculty	16%	16%	13%	12%	10%

* The new faculty numbers reflect actual people, not new budget positions, and exclude 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.
- Four out of every 10 faculty in fall 1994 had been at the college five years or less because of the large number hired during that time.
- The lack of enrollment growth coupled with constrained budgets in recent years has contributed to a declining trend of new faculty (in terms of percentage who are new each year).

FULL-TIME INSTRUCTIONAL FACULTY BY RANK *



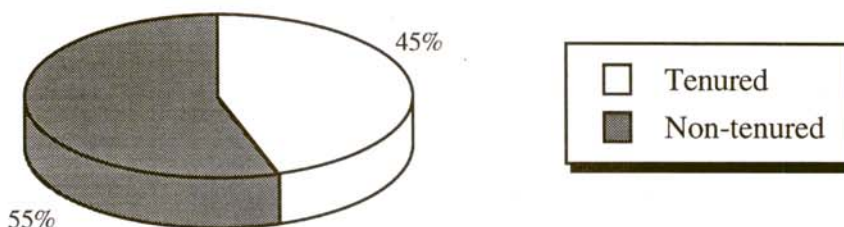
Distribution of Faculty by Rank, Fall 1994

NUMBER OF FACULTY BY RANK												
RANK	Fall 90		Fall 91		Fall 92		Fall 93		Fall 94		5-Year Change	
	#	%	#	%	#	%	#	%	#	%	#	%
Professor	50	18	58	20	64	20	71	20	76	21	26	52
Associate	91	35	102	35	108	34	115	34	123	34	32	35
Assistant	88	33	92	31	95	29	110	31	116	32	28	32
Instructor	37	14	41	14	53	17	54	15	45	13	8	27
TOTALS	266	100	293	100	320	100	350	100	360	100	94	35

HIGHLIGHTS

- The instructor rank grew over the last several years, but began a decline this year as the faculty has grown and the reliance on part-time has decreased.
- 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



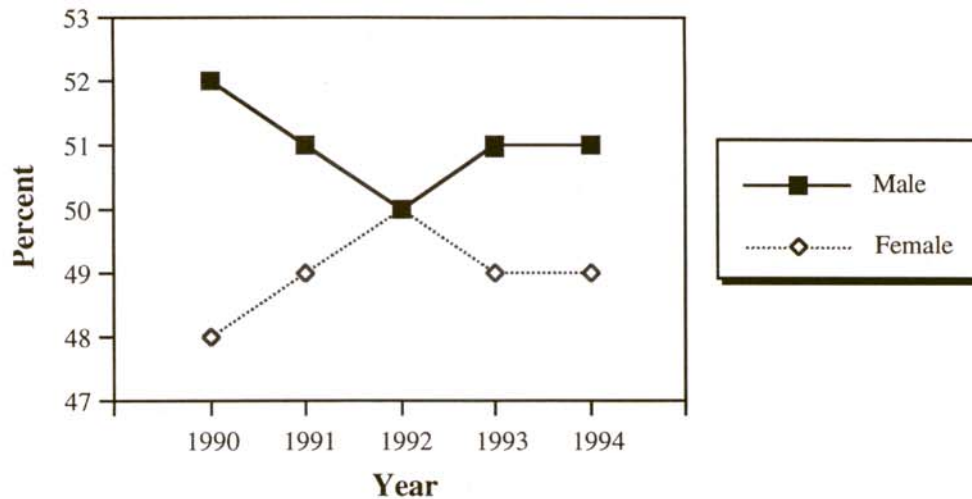
TENURE STATUS BY GENDER						
	Female		Male		Total	
	#	%	#	%	#	%
Tenured	71	41	91	49	162	45
Non-Tenured	104	59	94	57	198	55
TOTALS	175	100	185	100	360	100

TENURE STATUS BY RACE/ ETHNIC GROUP										
	Black		Asian/ Pacific Isl.		Am. Indian/ Alaskan Nat.		Hispanic		White	
	#	%	#	%	#	%	#	%	#	%
Tenured	12	37	3	27	0	0	0	0	147	47
Non-Tenured	20	63	8	73	0	0	2	100	168	53
TOTALS	32	100	11	100	0	0	2	100	315	100

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.
- The percentages of women and minorities who are tenured are high relative to other colleges.

GENDER OF THE INSTRUCTIONAL FACULTY



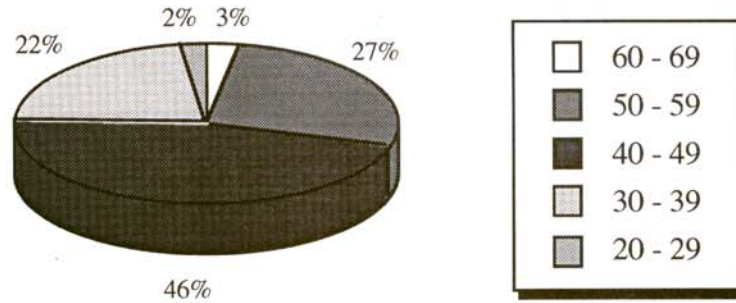
FULL-TIME INSTRUCTIONAL FACULTY BY GENDER

	Fall 90		Fall 91		Fall 92		Fall 93		Fall 94		5-Year	
	#	%	#	%	#	%	#	%	#	%	# Change	% Change
Male	138	52	150	51	161	50	178	51	185	51	47	34%
Female	128	48	143	49	159	50	172	49	175	49	47	37%
TOTALS	266	100	293	100	320	100	350	100	360	100	94	35%

HIGHLIGHTS

- The number of women on KSC's faculty is virtually equal to the number of men and has fluctuated between 48-52% 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.
- The percentage of women on the faculty at KSC is approximately double that of the national average.

AGE OF THE INSTRUCTIONAL FACULTY



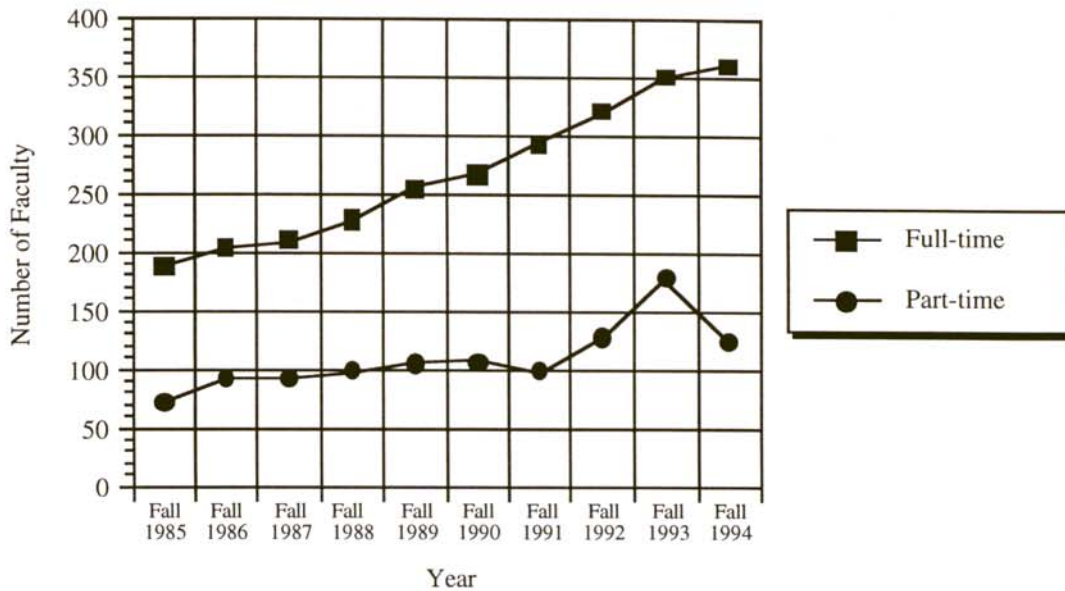
Distribution of Ages, Fall 1994

FACULTY AGE GROUPS: FALL 1994						
	20s	30s	40s	50s	60s	Total
Number	9	78	165	96	12	360
Percent	2%	22%	46%	27%	3%	100%

HIGHLIGHTS

- Kennesaw State has a relatively young faculty; almost half of the faculty are between the ages of 40 and 49.
- A relatively small percentage of the faculty (3%) 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.

KSC 10-YEAR PROFILE



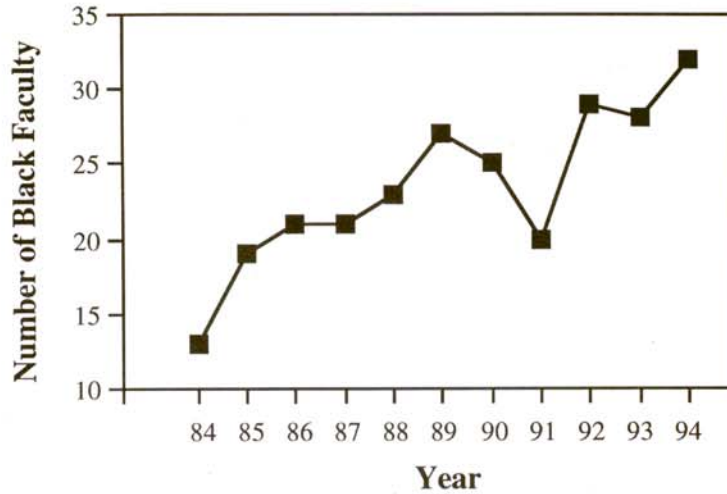
KSC 10-YEAR FACULTY PROFILE 1985-1994

	Fall 1985	Fall 1986	Fall 1986	Fall 1988	Fall 1989	Fall 1990	Fall 1991	Fall 1992	Fall 1993	Fall 1994	10- YR # CHG	10- YR % CHG
Full-time Faculty	190	203	209	227	254	266	293	320	350	360	170	89%
Part-time Faculty	71	92	92	98	105	106	98	127	178	124	53	75%
EFT Students/ FT Faculty	27/1	26/1	28/1	27/1	25/1	27/1	27/1	26/1	25/1	24/1		(11%)

HIGHLIGHTS

- Full-time faculty positions have grown steadily every year over the last 10 years.
- A correction in the rapid rise in part-time faculty was made in 1994-95 due to budget constraints.
- Despite tight budgets in the 1990s, student/faculty ratios improved (were reduced) over the last four consecutive years.

BLACK INSTRUCTIONAL FACULTY



FULL-TIME BLACK FACULTY: FALL 1994						
School	Professor	Associate	Assistant	Instructor	Total	% of Total in Schools
Arts, Humanities and Social Sciences	1	7	3	1	12	10%
Business	0	3	2	1	6	8%
Education	1	1	3	2	7	13%
Mathematics and Science	1	4	0	1	6	8%
Nursing	0	0	1	0	1	4%
TOTALS	3	15	9	5	32	9%

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 1994**

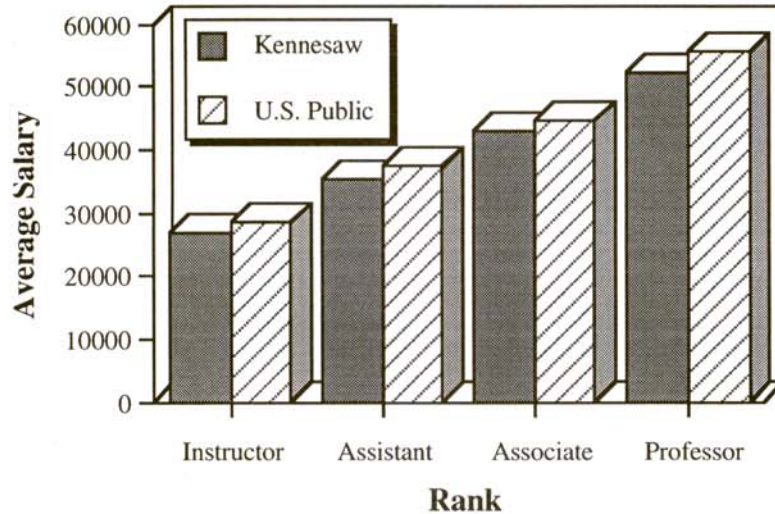
PUBLIC 4-YEAR UNITS IN GEORGIA	% With Terminal Degree *	% Without Terminal Degree
University of Georgia	92	8
Georgia Tech	91	9
Georgia State University	84	16
<i>Kennesaw State College</i>	<i>79</i>	<i>21</i>
West Georgia College	75	25
Columbus College	70	30
North Georgia College	69	31
Georgia College	67	33
Augusta College	68	32
Valdosta State University	66	34
Albany State College	63	37
Clayton State College	63	37
Georgia Southwestern College	61	39
Georgia Southern University	60	40
Fort Valley State College	59	41
Armstrong State College	57	43
Southern College of Technology	57	43
Savannah State College	52	48

* 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 masters level instructors.

AVERAGE ACADEMIC YEAR SALARIES OF INSTRUCTIONAL FACULTY



AVERAGE SALARIES OF FULL-TIME FACULTY: 1993-94 ¹				
	Professor	Associate	Assistant	Instructor
Kennesaw State	52,300	42,800	35,300	26,800
South Atlantic	53,190	42,370	36,480	28,380
National ²	55,690	44,660	37,220	28,440

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 public institution in Georgia.
- Salaries in the South lag behind the Northeast and West and the nation as a whole.

AVERAGE 1993-94 FACULTY SALARIES AT COMPARABLE AASCU* INSTITUTIONS IN THE SOUTH

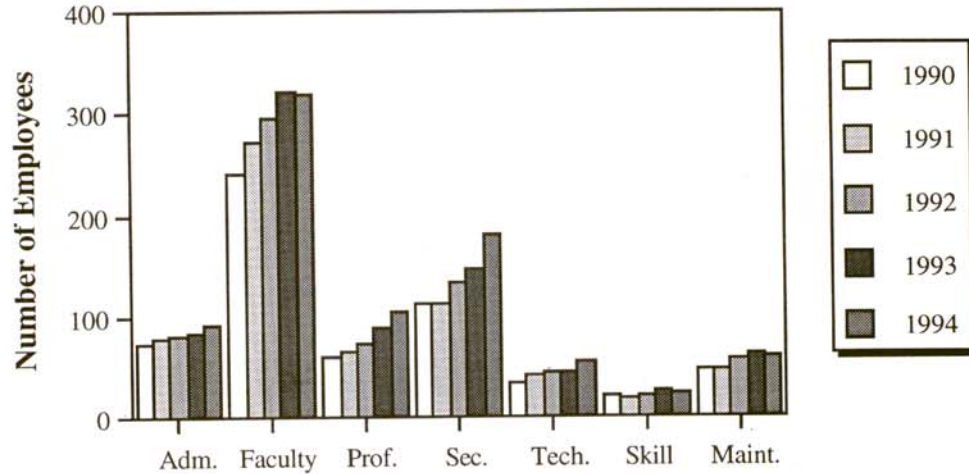
GENERAL FIELDS	Average 9-month Salaries		
	ASSISTANT	ASSOCIATE	PROFESSOR
Accounting	48,400	54,800	62,700
Business (All Others)	46,700	50,200	57,800
Computer & Information Science	43,400	49,400	59,100
Physics	35,900	42,100	50,700
Education	35,000	38,900	49,100
Mathematics	35,000	40,800	51,000
Nursing	33,900	41,400	48,200
Communications	33,300	39,400	48,800
Health & Physical Education	33,300	38,500	47,500
Biology	32,600	38,500	47,900
Psychology	32,600	39,000	48,800
Chemistry	32,000	39,100	50,900
Music & Theatre	32,000	38,500	46,800
Philosophy & Religion	31,600	38,700	49,400
Foreign Languages	31,400	38,700	49,000
History	31,400	38,300	48,600
Visual Arts	31,100	37,700	50,200
English	31,000	37,600	46,700
Social Sciences	31,000	38,000	48,700

* 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. 123.

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 : 1990- 1994*							
	1990	1991	1992	1993	1994	5-Year # Change	5-Year % Change
Administrative/Managerial	74	79	82	84	92	18	24%
Faculty, Academic	241	271	297	322	320	79	33%
Professional Staff	61	65	73	90	106	45	74%
Clerical/Secretarial	112	114	133	146	181	69	62%
Technical/Paraprofessional	35	42	45	46	55	20	57%
Skilled Crafts	21	19	21	27	25	4	19%
Service/Maintenance	47	48	58	63	60	13	28%
TOTALS	591	638	709	778	839	248	42%

* 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 to keep pace with the growth in size of the college.
- The number of professional staff and support staff increased at the greatest rates.

FULL-TIME EMPLOYEES BY GENDER AND RACE FY 1994

FULL-TIME EMPLOYEES BY GENDER				
	Females	Males	Total	% Female
Administrative/ Managerial	37	55	92	40
Faculty, Academic	155	165	320	48
Professional Staff	75	31	106	71
Clerical/Secretarial	173	8	181	96
Technical/Paraprofessional	21	34	55	38
Skilled Crafts	0	25	25	<1
Service/Maintenance	23	37	60	38
TOTALS	484	355	839	58

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	85	92	8
Faculty, Academic	29	11	0	2	278	320	13
Professional Staff	12	2	0	1	91	106	14
Clerical/Secretarial	13	0	0	1	167	181	8
Technical/Paraprof.	5	0	0	0	50	55	9
Skilled Crafts	0	0	1	0	24	25	<1
Service/Maint.	8	0	0	0	52	60	13
TOTALS	74	13	1	4	747	839	11

HIGHLIGHTS

- Females comprise 58% of the total workforce on campus and 63% of the "staff".
- The analysis of the staff data shows that 9% of the Kennesaw State employees are black; and if all minority groups are considered the percentage rises to 11%.



KENNESAW
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FACT
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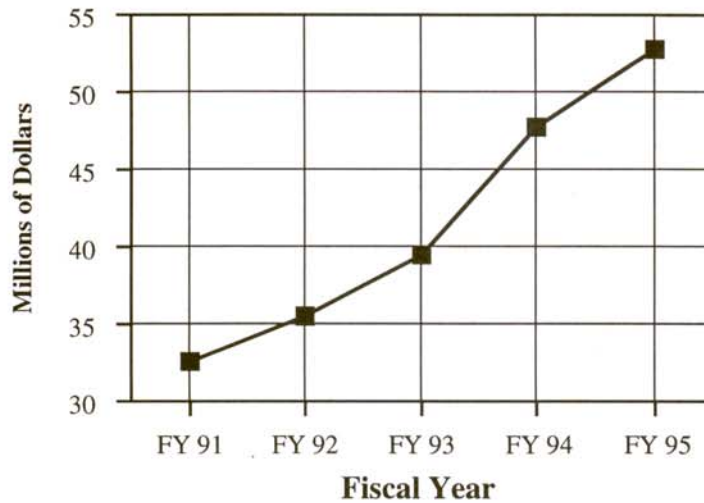
BUDGET AND
FINANCIAL
INFORMATION

BUDGET AND FINANCIAL INFORMATION

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TOTAL OPERATING BUDGET



EDUCATIONAL & GENERAL (E & G) BUDGET *					
	FY 91	FY 92	FY 93	FY 94	FY 95
TOTAL	\$32,600,416	\$35,523,642	\$39,425,320	\$47,786,213	\$52,750,746
\$ Change	\$3,107,109	\$2,923,226	\$3,901,678	\$8,360,893	\$4,964,533
Annual % Change	11%	9%	11%	21%	10%

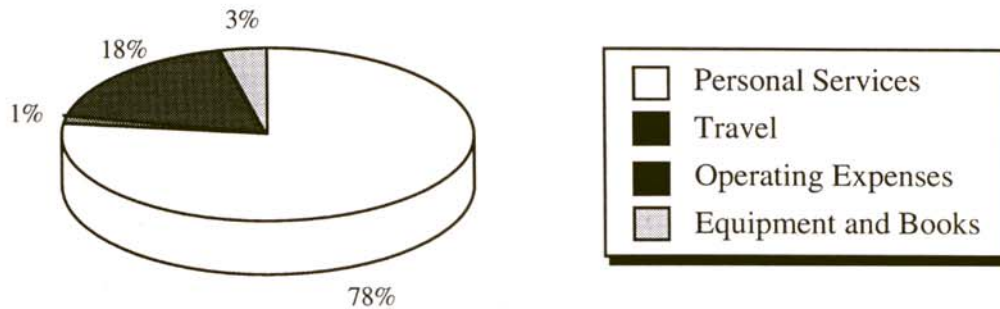
* Educational and General budget excludes auxiliaries.

	5-Year \$ Change	5-Year % Change
INCREASE	\$20,150,330	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



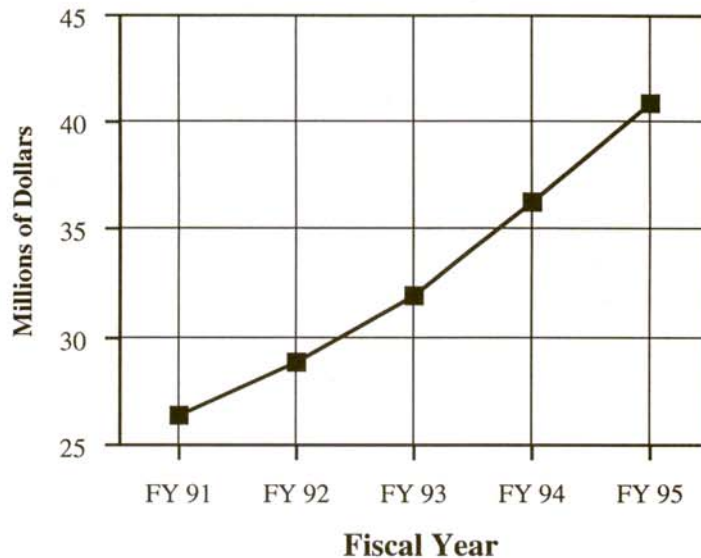
FISCAL YEAR 1994-95 E & G BUDGET ¹						
FY 95	Personal Services	Travel	Operating Supplies & Expenses	Equipment and/or Books	Total Budget	% Total
Instruction	\$26,337,259	\$308,627	\$2,071,042	\$355,571	\$28,910,499	55%
Public Service	924,037	41,900	348,967	132,200	1,447,104	3%
Academic Support	3,049,218	56,315	756,600	1,069,300	4,931,433	9%
Student Services	2,496,121	43,400	248,600	4,600	2,792,721	5%
Institutional Support	5,262,266	82,325	1,482,152	189,700	7,016,443	13%
Operation & Maintenance of Physical Plant	2,745,739	6,100	2,839,136	39,000	5,629,975	11%
Scholarships & Fellowships			1,860,571		1,860,571	4%
TOTAL	\$40,814,640	\$538,667	\$9,607,068	\$1,790,371	\$52,750,746	100%

¹ Educational and General budget excludes auxiliaries.

HIGHLIGHTS

- Of the total operating budget, 77 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



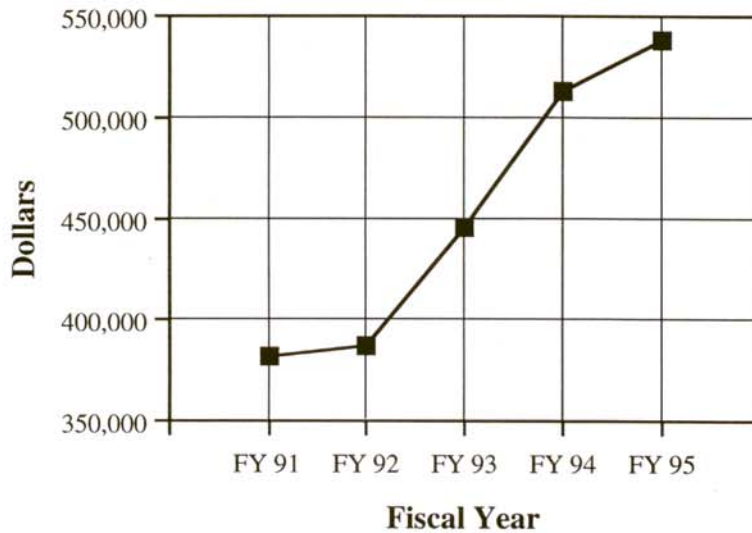
KSC's PERSONAL SERVICES BUDGET					
	FY 91	FY 92	FY 93	FY 94	FY 95
Personal Services	\$26,333,164	\$28,841,838	\$31,951,079	\$36,230,093	\$40,814,640
Annual % Change	13%	10%	11%	13%	13%

	5-Year \$ Change	5-Year % Change
Increase	\$14,481,476	55%

HIGHLIGHTS

- Personal Services grew 55% (over \$14 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



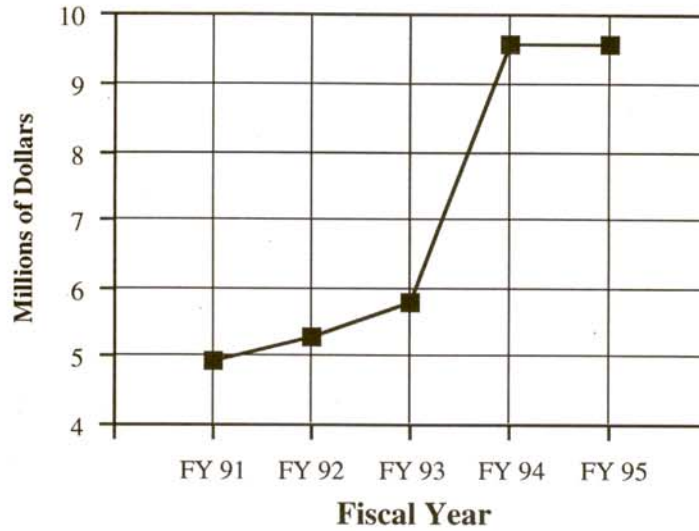
KSC's TRAVEL BUDGET					
	FY 91	FY 92	FY 93	FY 94	FY 95
Travel	\$381,600	\$387,550	\$446,150	\$513,840	\$538,667
Annual % Change	4%	2%	15%	15%	5%

	5-Year \$ Change	5-Year % Change
Increase	\$157,067	41%

HIGHLIGHTS

- Travel money increased by \$157,067, a 41% 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 91	FY 92	FY 93	FY 94	FY 95
Operating Expenses	\$4,941,084	\$5,291,288*	\$5,801,871	\$9,577,951	\$9,607,068
Annual % Change	3%	7%	10%	65%	.3%

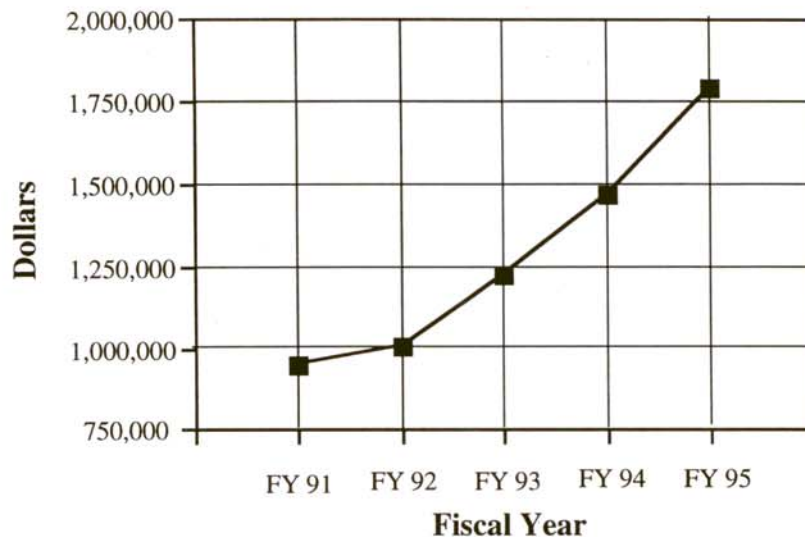
	5-Year \$ Change	5-Year % Change
Increase	\$4,665,984	94%

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

HIGHLIGHTS

- Operating expenses almost 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 91	FY 92	FY 93	FY 94	FY 95
Equipment	\$944,568	\$1,002,966	\$1,226,220	\$1,464,329	\$1,790,371
Annual % Change	(4%)	6%	22%	19%	22%

	5-Year \$ Change	5-Year % Change
Increase	\$845,803	90%

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



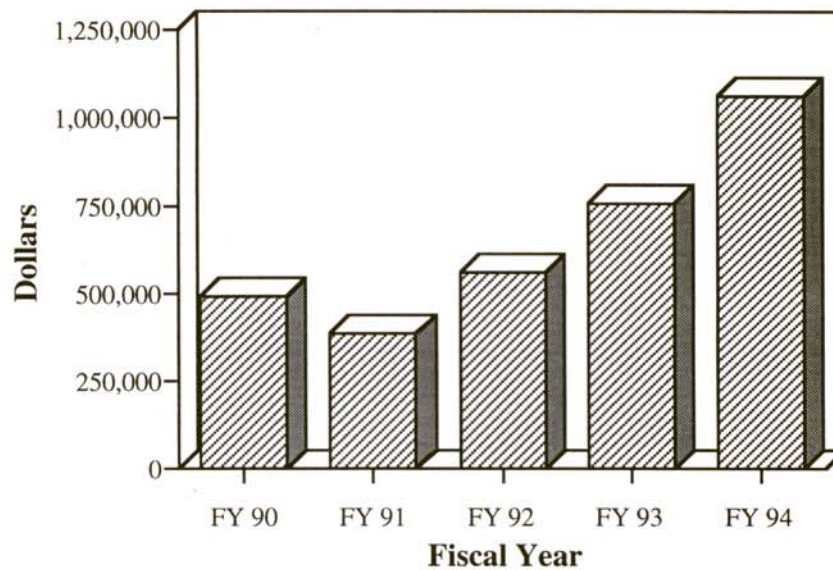
PERCENT OF TOTAL BUDGETED REVENUE					
Sources of Revenue	FY 91	FY 92	FY 93	FY 94	FY 95
State Appropriations	63.5%	62.1%	60%	56.7%	57.1%
Student Tuition & Fees	29.9%	32.0%	33.5%	31.2%	31.2%
Sponsored Operations*	3.4%	3.1%	2.8%	7.0%	6.3%
Other Sources	3.2%	2.8%	3.7%	5.1%	5.4%
Total	100%	100%	100%	100%	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 95, the student fees remained over 30% of the revenues.
- State appropriations to Kennesaw State as a percent of total support had declined steadily in recent years, until FY95 which showed a very slight gain.

GRANTS AND CONTRACTS



ACTUAL GRANTS & CONTRACTS FUNDS*: FY 90 - FY 94							
	FY90	FY 91	FY 92	FY 93	FY 94	5-Year \$ Change	5-Year % Change
Total Grants & Contracts Funding	\$495,584	\$385,614	\$559,968	\$759,760	\$1,063,162	567,578	115%
Annual % Change	.2%	(22%)	45%	36%	40%		
% of Total E&G Budget	2%	2%	2%	2%	2%		

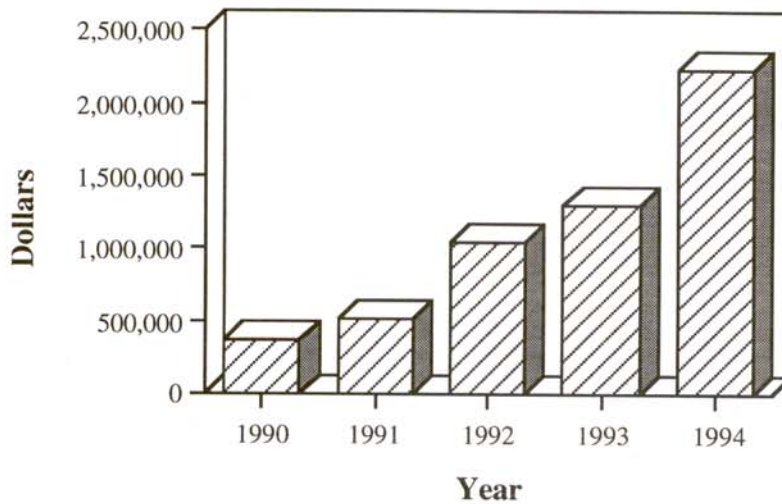
*Excludes continuing education contracts, see page 78 for continuing education revenue information

GRANTS & CONTRACTS FUNDING SOURCES IN FY 94				
	Federal	State	Other	Total
Sponsored Funds	\$453,731	\$146,703	\$462,728	\$1,063,162
% of Total	43%	13%	44%	100%

HIGHLIGHTS

- The dollar value of grants and contracts has increased significantly in recent years but remains relatively low at KSC.
- The significant increase in FY94 is due to the Educational Technology Center grant and the sponsored Carpet History Project.

KENNESAW STATE COLLEGE FOUNDATION, INC. VOLUNTARY SUPPORT



SOURCES OF GIFTS BY FISCAL YEARS *

Source	1989-90	1990-91	1991-92	1992-93	1993-94	5-Year # Change	5-Year % Change
Friends, Founds., and Corps.	\$341,216	\$478,261	\$ 989,887	\$1,214,226	\$2,125,137	\$ 1,783,921	523%
Alumni	16,274	10,634	31,260	65,557	80,634	64,360	395%
KSC Faculty/ Staff	9,417	17,065	20,839	20,277	26,314	16,897	179%
Total	\$366,907	\$505,960	\$1,041,986	\$1,300,060	\$2,232,085	\$ 1,865,178	508%

	1993	1994	1-Year # Change	1-Year % Change
Endowment	\$1,848,785	\$2,358,840	\$510,055	28%
Assets	3,089,955	4,201,465	1,111,510	36%

HIGHLIGHTS

- As the result of a major gift the School of Business was named for Trustee Michael J. Coles.
- The LeoDelle and Lex Jolley Lodge, a \$670,000 capital construction project, was dedicated in May, 1994.
- Gifts to the KSC Foundation including endowed funds have surpassed the \$1 million level for the second consecutive year.

K

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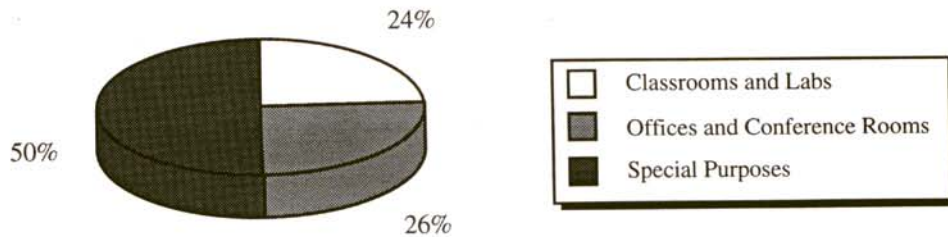
ACCUMULATED INVESTMENT IN PLANT
Year Ended June 30, 1994

	YEAR ACQUIRED	ACCUMULATED INVESTMENT AS OF JUNE 30, 1994
LAND		
Main Campus		\$3,302,820.87
TOTAL LAND		3,302,820.87
BUILDINGS		
Administration Building	1967	331,724.01
Administration Annex	1967	610,430.95
Education Building	1967	404,416.41
Joe Mack Wilson Performing Arts Building	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	885,216.91
A.L. Burruss Building	1989	8,007,324.19
Art Welding Studio	1990	22,421.00
Bookstore	1993	1,395,986.86
LeoDelle and Lex Jolley Lodge	1993	569,929.76
Science	1993	2,364,244.71
TOTAL BUILDINGS		31,728,229.20
TOTAL IMPROVEMENTS OTHER THAN BUILDINGS		1,910,227.63
TOTAL LIBRARY COLLECTIONS		7,429,012.77
TOTAL EQUIPMENT		9,492,383.69
TOTAL INVESTMENT IN PLANT		\$ 53,862,674.16

HIGHLIGHT

- The total accumulated original investment in KSC's land, buildings, improvements and equipment is over \$53 million.

ANALYSIS OF SPACE USE



Space Allocations

SPACE ASSIGNMENTS: FALL 1994			
SPACE	# ROOMS	SQ FT	% OF SUBTOTAL
Classrooms & Labs	187	110,809	22%
Service Area	45	7,591	2%
Offices & Conference Rooms	780	114,112	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	1,759	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 1994

Building	Teaching Faculty Offices	General Classrooms	Instructional Laboratories*	Square Feet (Gross)
Administration	0	0	0	9,365
Administration Annex	0	0	0	12,756
PE Building	10	2	0	40,010
PE Annex	3	2	2	5,760
Education	15	14	1	21,014
Burruss	109	24	9	105,385
Humanities	34	14	3	35,091
Wilson	15	12	1	37,949
Pilcher	0	0	0	21,014
Library	55	3	5	100,039
Music	10	2	1	8,570
Plant Operations	0	0	0	27,435
Natural Science	8	6	12	27,469
Social Science	23	16	1	21,014
Biology Annex	29	0	0	6,480
Student Center	0	0	0	37,626
Public and Int'l Affairs	30	1	1	7,840
Computer Science Annex	11	0	3	7,840
Carmichael Bookstore	0	0	0	12,896
Chastain Center	27	10	5	50,110
Jolley Lodge	0	0	0	6,871
TOTAL	379	106	44	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 1994

Class Times	Percent of Total Classes Offered			
	MWF		TT*	
	#	%	#	%
Morning				
Early	48	9%	60	13%
Mid	82	16%	NA	NA
Late	84	16%	100	22%
Morning Sub-total	214	41%	160	35%
Afternoon				
Early	97	19%	88	19%
Mid	14	3%	NA	NA
Late	50	10%	62	13%
Afternoon Sub-total	161	31%	150	32%
Evening				
Early	90	17%	96	21%
Late	59	11%	55	12%
Evening Sub-total	149	28%	151	33%
TOTAL	524	100%	461	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 only 2% over last fall.

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Student Information

Pages	Sources
12-14	University System, Quarterly Enrollment Reports
15	University System, Quarterly Enrollment Reports Office of Institutional Research
16	Vice President for Academic Affairs
17	University System, Quarterly Enrollment Reports
18	University System, Quarterly Enrollment Reports
19-22	University System, Quarterly Enrollment Reports
23	Computer Services, Analysis of Graduates
24-29	University System, Quarterly Enrollment Reports
30-31	University System, Quarter Credit Hours Production Report
32	Annual Budget and KSC Summary of Credit Hours
33	Computer Services, Day/Night Reports
34-35	University System, Quarterly Enrollment Reports
36	Computer Services, Distribution of Student Age
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40	Computer Services, Analysis by County
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43	Computer Services, International Students by Country
44	Computer Services, Application Statistical Reports
45-46	Computer Services, Application Statistical Reports
47	University System, Transfer Student Report
48	Computer Services, Readmission Reports
49	Office of Admissions, S.A.T. Scores
50	Office of the Registrar, Annual Developmental Studies Report
51	KSC 101 Program Coordinator
52	Office of Student Financial Aid

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56	Computer Services, Graduates Report Institutional Research
57	Office of the Registrar
58	University System, Degrees Conferred Reports
59	Office of the Registrar
60-65	University System, Degrees Conferred Reports
66	University System, Program Inventory
67-77	Computer Services, Analysis of Undergraduates Computer Services, Analysis of Graduates
78	Continuing Education
79	Library Director

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Faculty and Staff Information

Pages	Sources
84-92	Office of Institutional Research and Academic Support Services, Faculty Databases
93	University System, <i>Information Digest</i>
94	AAUP, <i>ACADEME</i> , March-April 1994 Business Services
95	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>
96-97	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

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102-109	Office of Business Services
110	Office of Development

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