

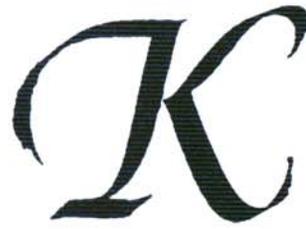


**KENNESAW
STATE
COLLEGE**

**FACT
BOOK**

**FACT
BOOK**

**1992
1993**



KENNESAW
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FACT
BOOK

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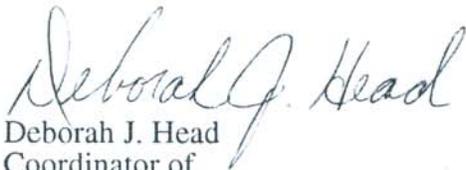
PREFACE AND ACKNOWLEDGEMENTS

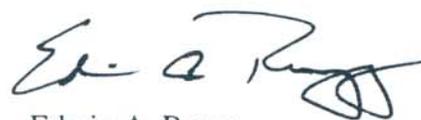
The availability of basic information and trends concerning the operation of the college is vitally important to planning, evaluation, and administration at all levels of the institution. At Kennesaw State, numerous departments and individuals are directly responsible for maintaining data files and conducting 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 sixth 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. Lynch Allison (College Relations) graciously offered graphic design concepts that enhance the document in layout and color scheme. A special thanks to Robert Arnold and Scott Furr, two students 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 sixth edition.


Deborah J. Head
Coordinator of
Institutional Research


Edwin A. Rugg
Vice President
for Academic Affairs

KENNESAW STATE COLLEGE FACT BOOK

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KENNESAW
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GENERAL
INFORMATION

HISTORICAL HIGHLIGHTS OF KENNESAW STATE COLLEGE

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

- Before the college even opened in 1966, community leaders and local residents wanted to know when it would become a four-year institution. Thanks to the strong commitment of community leaders, local government officials, students, faculty, and staff, Kennesaw Junior College was granted senior college status in 1976 and renamed Kennesaw College in September 1977. The junior year was added in the fall of 1978, and the senior year in 1979. In June of 1980, 70 students received the first baccalaureate degrees to be conferred by the college. Later that year, the college became fully accredited as a four-year institution by the Southern Association of Colleges and Schools (SACS).
- Buildings added since 1967 included a new student center in 1973, a new library in 1979, a new plant operations building in 1973, and three new academic buildings (Humanities in 1979, Continuing Education/Performing Arts in 1989 and Business Administration in 1991). The original Student Center later became the Administration Annex, the original Library became the Pilcher Public Service Building, the former Plant Operations facility became the Music Building, and the initial Humanities Building became Business Administration and later became the Education Building.
- In 1981, Dr. Betty L. Siegel became the first female president in the University System of Georgia succeeding the founding president at Kennesaw, Dr. Sturgis and acting president Dr. Eugene Huck.
- Intercollegiate Athletics was originated in 1982.
- In 1983, the college's organizational structure within academic affairs changed from five divisions to four schools and seventeen departments better reflecting the college's four-year status.
- Major advances in minority faculty, staff, and student involvement at Kennesaw were achieved in the 1980's.
- The college's first graduate programs in business and education were initiated in 1985.
- In 1986, Kennesaw became one of the first institutions in our region to be reaccredited by the Southern Association of Colleges and Schools under its new Criteria, emphasizing institutional effectiveness.
- Kennesaw was selected to be spotlighted in *Searching for Academic Excellence* (1986) as one of twenty colleges and universities in the nation as "on the move."
- The Kennesaw College Foundation initiated its first capital campaign in 1987-88 in cooperation with the Foundation for Southern Tech with an initial goal of \$4 million.
- In keeping with its continuing development as a four-year college with graduate programs, the faculty approved a plan to discontinue all associate degrees except the program in nursing in 1988.
- In 1988, Kennesaw College requested a change in name to Kennesaw State College which took effect during the 25th year anniversary of the college.
- Throughout the 1980's, the centrality of effective teaching grew in its importance at Kennesaw State. Graduates of the KSC education programs continued to lead all others in the state with a 98% passing rate on the state's Teacher Certification Test. All (100%) students in the initial graduating class in the BSN program passed their licensing exams. The initial MBA graduates earned perfect GPAs (4.0).

- The Center for Excellence in Teaching and Learning and its newsletter, *Reaching Through Teaching*, focused faculty attention on the excitement of teaching at Kennesaw State.
- Critical demands for space led to the college's construction of four temporary classroom/faculty office buildings in the 1988 and 1989.
- The Fall of 1988 saw the opening of the A.L. Burruss Institute of Public Service which was the college's first major public service/applied research center.
- The college added a performing arts auditorium to its physical resources in 1989.
- The School of Business Administration established the nation's first degree program in professional sales in 1990.
- In the Spring of 1990 the library was named in honor of Horace W. Sturgis, the founding president.
- Telephone registration was successfully implemented during the Spring Quarter 1990.
- In the Fall of 1990 a campus-wide policy prohibiting smoking in any building in order to promote the healthiest possible environment for the faculty, staff and students was implemented.
- In the Fall of 1989 KSC was one of only five institutions in the South named by the *U.S. News and World Report* as one of the nation's "Top Up-And-Coming Regional Colleges and Universities." In 1990, *U.S. News and World Report* again spotlighted Kennesaw State along with George Mason University as among the "best up and coming colleges" in the South and was again singled out as a "rising star" in 1991.
- The Physical Education Annex was completed and opened for use in the Fall of 1990.
- As a result of raised admission standards and more stringent exiting requirements, Developmental Studies enrollment decreased 28% while the University System's Developmental enrollment grew by 60% from 1986 to 1990.
- The Fall 1990 enrollment surpassed 10,000 students for the first time in the history of the college.
- 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 Burruss Building and 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 1980's and 1990's. 95% and 100% of the nursing graduates passed the licensing exam. KSC teacher education graduates led the state in passing rate on the Teacher Certification Exam. More KSC graduates taking the CPA exam passed initially than any of the universities in the University System.

- A unique and progressive 18-month Master of Business Administration for Experienced Professionals program was initiated with the first 51 students in January, 1993.

- A new Department of Public Administration and Human Services was formed in 1992 and plans were completed to begin offering a Master of Public Administration in the Fall, 1993.

STATEMENT OF PURPOSE

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

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

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

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

- Offer collegiate programs, courses of study and services that are of high quality and that prepare people well for the pursuit of their personal and professional goals.

- Offer a broad educational experience grounded in the liberal arts tradition, in which personal growth occurs outside as well as inside the classroom.

- Maintain a strong record of excellence in teaching and learning.

- Demonstrate genuine concern for all people and for their personal development.

- Be service-oriented and responsive to the needs of the communities served.

- Remain a dynamic organization that continuously evolves and responds to needed change.

- Have an inviting campus environment.

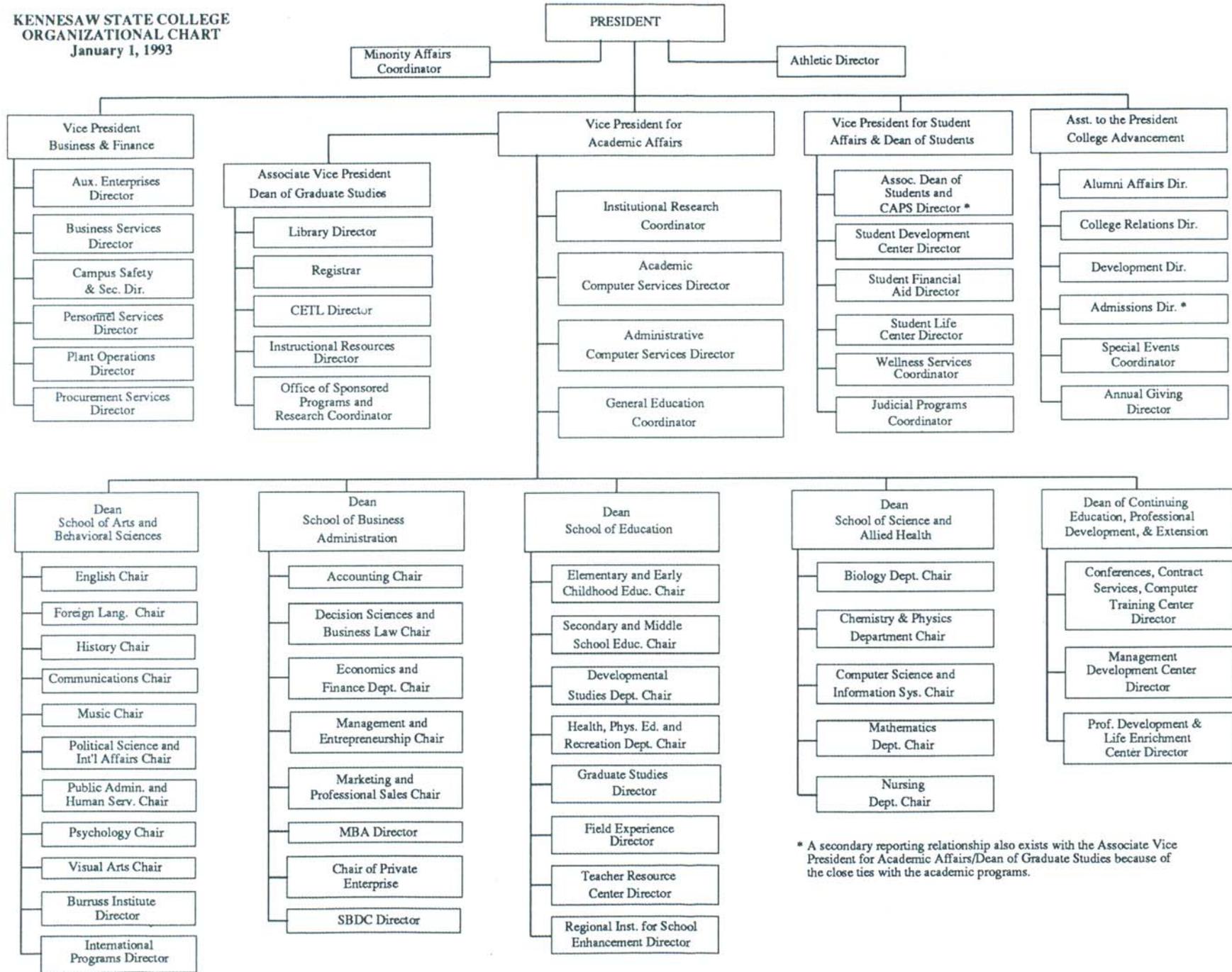
- Be a leader among peer institutions.



ACCREDITATION

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

**KENNESAW STATE COLLEGE
ORGANIZATIONAL CHART
January 1, 1993**



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

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STUDENT
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STUDENT INFORMATION

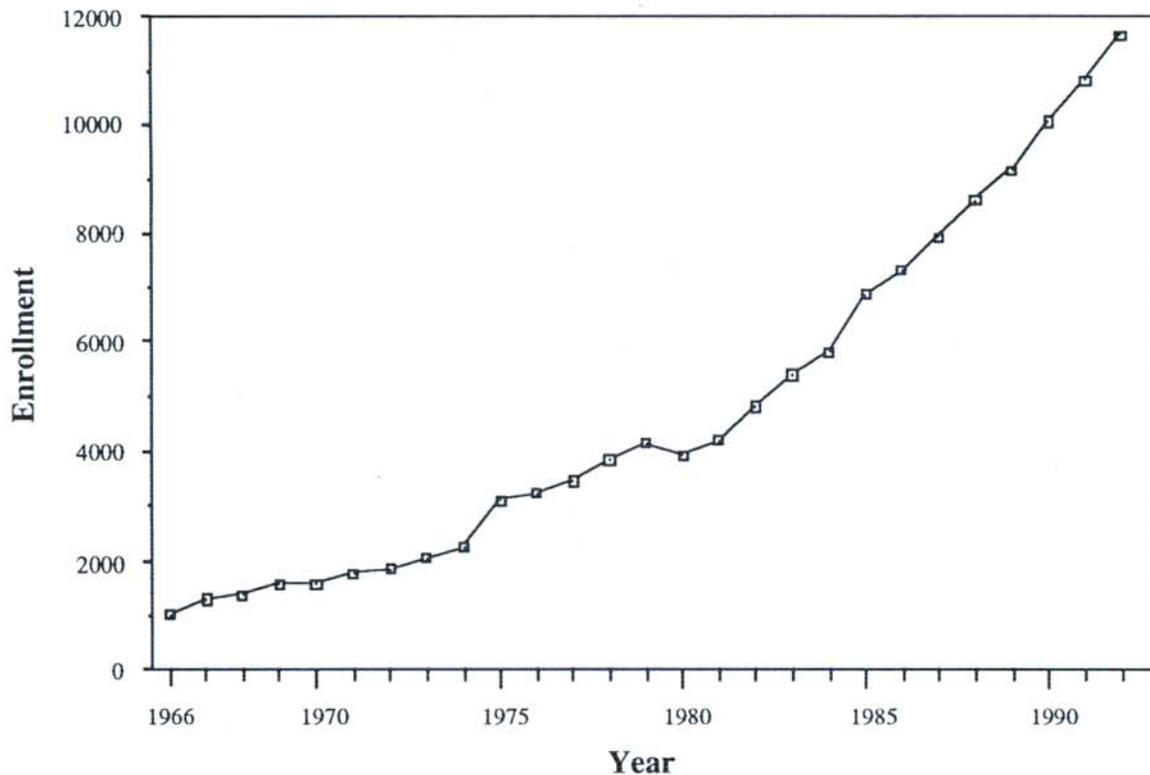
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FALL QUARTER ENROLLMENTS SINCE 1966

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%	

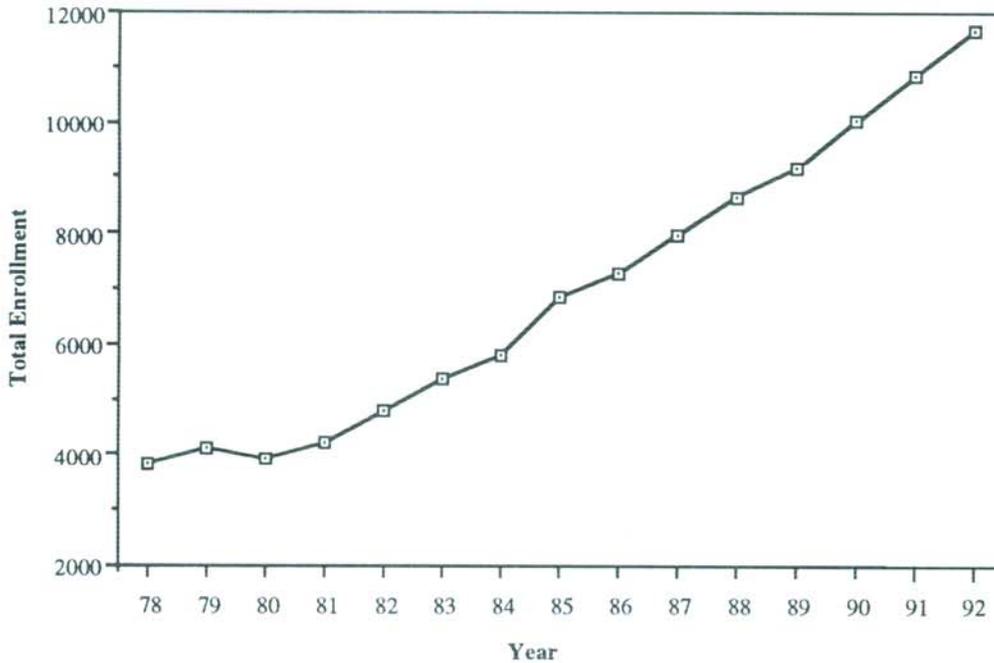
ENROLLMENT TREND FALL 1966 - FALL 1992



HIGHLIGHTS

- With the exception of only one year in the last 25, Kennesaw State College has experienced constant growth in enrollment since its founding in 1966.
- From 1966 to 1992, Kennesaw State College's enrollment grew by over 10,500 students or 1051%.
- Roughly two-thirds of the college's growth since its founding occurred in the 1980's; fall enrollment grew by over 6,800 or 143% from 1982 to 1992.
- The average annual fall enrollment growth in the 1980's was 9.9%.

SENIOR COLLEGE ENROLLMENT HISTORY

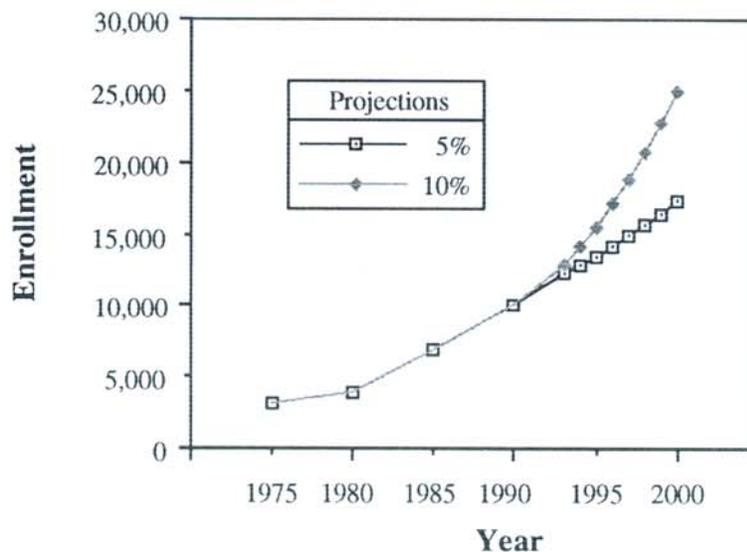


1988 - 1992 FALL QUARTER ENROLLMENT COMPARISONS							
Enrollment	Fall 1988	Fall 1989	Fall 1990	Fall 1991	Fall 1992	5-Year # Change	5-Year % Change
Undergraduate	7,955	8,404	9,148	9,826	10,471	2,516	32%
Graduate	659	736	882	1,087	1,199	540	82%
Total	8,614	9,140	10,030	10,913	11,670	3,056	35%
Annual % Change	8%	6%	10%	9%	7%		

HIGHLIGHTS

- Undergraduate enrollment grew 35% over the last 5 years with impressive increases each year.
- The graduate programs initiated in 1985 have experienced dramatic growth each fall.
- Over the last ten years, total enrollment grew from 4,195 in 1981 to 11,670 in 1992, an impressive increase of 178%.

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



Actual Fall 1992	11,670	
	5% Growth/Yr	10% Growth/Yr
Projected Fall 1993	12,254	12,837
Projected Fall 1994	12,866	14,121
Projected Fall 1995	13,509	15,533
Projected Fall 1996	14,185	17,086
Projected Fall 1997	14,894	18,795
Projected Fall 1998	15,639	20,674
Projected Fall 1999	16,421	22,742
Projected Fall 2000	17,242	25,016

HIGHLIGHTS

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

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

Fall 1992 Student Category	GSO (Traditional Residential)	% of Total	GSU (Urban Commuter)	% of Total	KSC (Metro Commuter)	% of Total
Freshmen	3,628	34%	2,378	16%	2,901	30%
Sophomores	2,402	22%	2,660	18%	2,324	24%
Juniors	2,315	21%	3,808	26%	1,994	21%
Seniors	2,469	23%	5,940	40%	2,395	25%
Subtotal	10,814	100%	14,786	100%	9,614	100%
Lower Division	7,336	61%	5,967	38%	5,834	57%
Upper Division	4,784	39%	9,748	62%	4,389	43%
Subtotal	12,120	100%	15,715	100%	10,223	100%
Undergraduates	12,120	86%	15,715	65%	10,223	88%
Graduates	1,810	13%	6,940	29%	1,199	10%
Other/Transients	100	1%	1,446	6%	248	2%
TOTAL	14,030	100%	24,101	100%	11,670	100%

GSO = Georgia Southern University

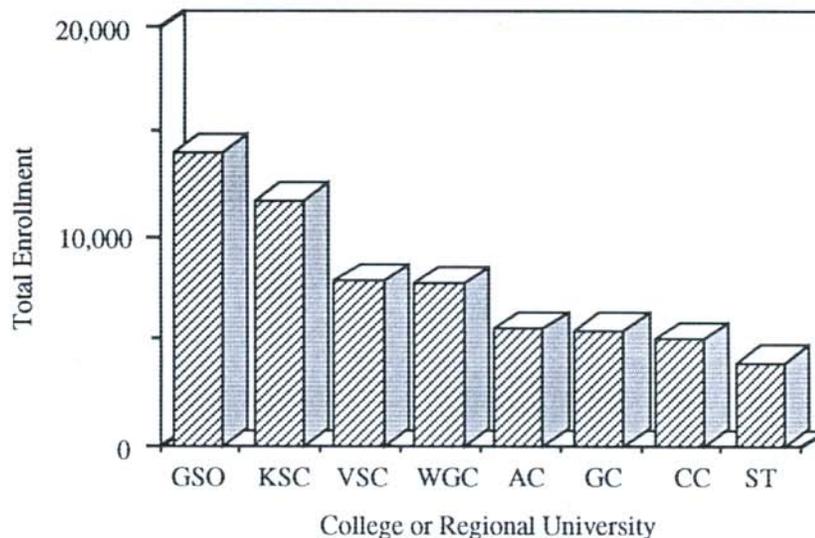
GSU = Georgia State University

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 for the traditional residential institution.

ENROLLMENT COMPARISON OF SELECTED SISTER INSTITUTIONS



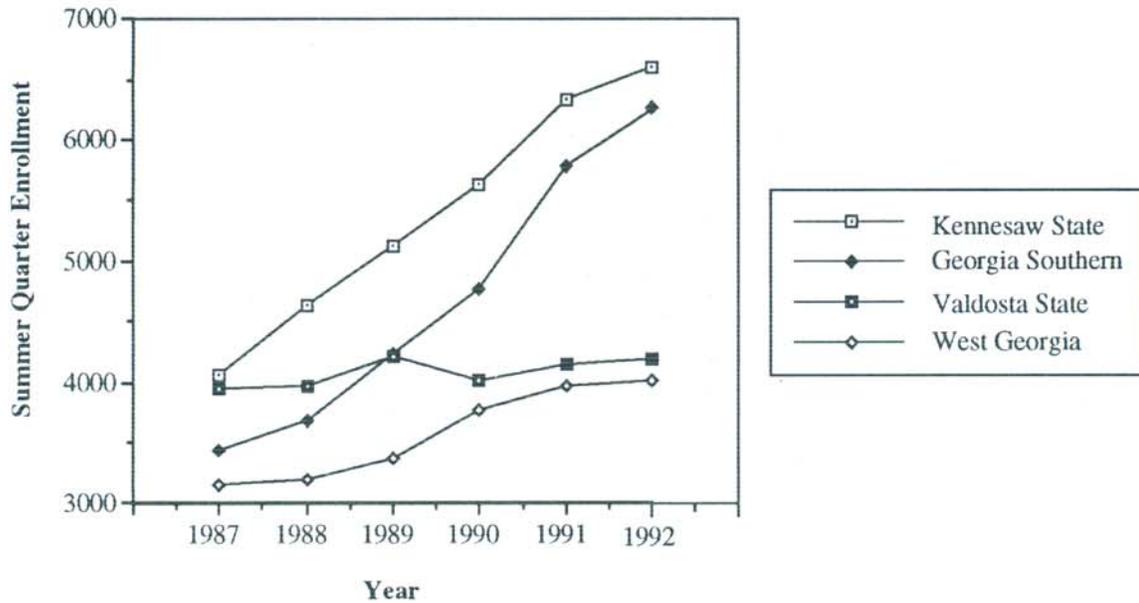
FALL 1992 ENROLLMENT COMPARISONS

	Total Enrollment	EFT	Graduate Enrollment	Upper Divison	Total New Students
Georgia Southern University	14,030	12,933	1,810	4,784	3,820
KENNESAW STATE	11,670	8,200	1,199	4,389	2,749
Valdosta State College	7,861	6,756	1,162	3,052	2,000
West Georgia College	7,717	6,111	2,134	2,159	2,114
Augusta College	5,579	4,252	829	1,471	1,566
Georgia College	5,501	4,533	999	2,015	1,640
Columbus College	5,009	4,051	556	1,719	1,320
Southern Tech	3,922	3,047	319	1,587	885

HIGHLIGHTS

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

SUMMER QUARTER ENROLLMENT COMPARISONS AMONG SELECTED SISTER INSTITUTIONS

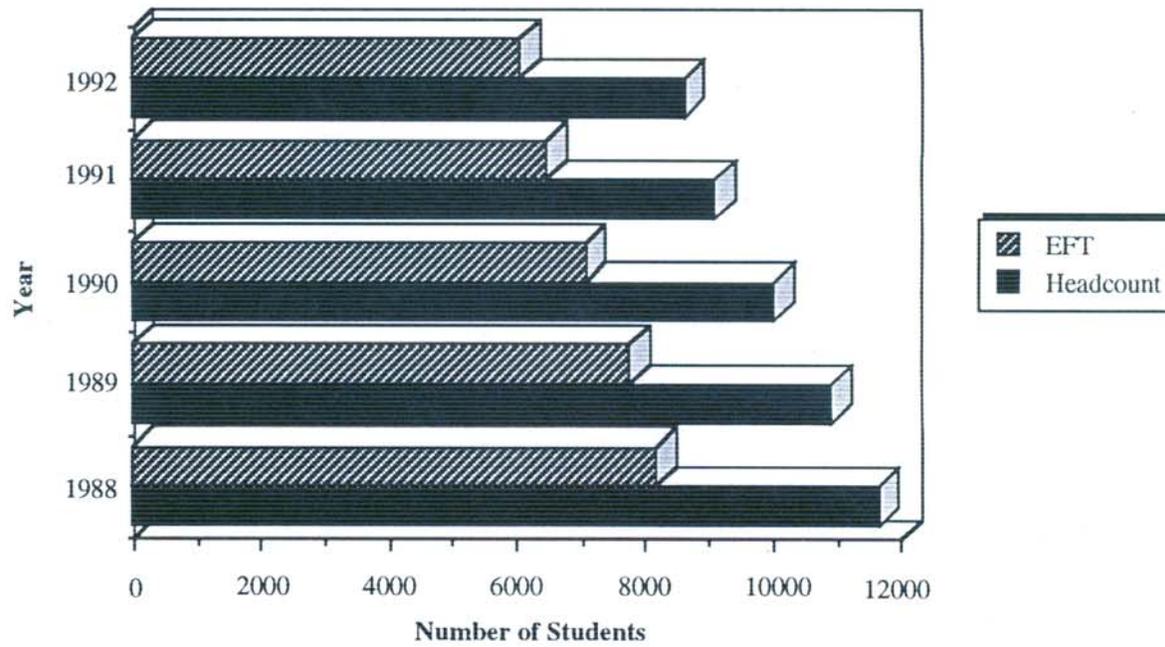


INSTITUTIONS	1988	1989	1990	1991	1992
<i>Kennesaw State</i>	<i>4,630</i>	<i>5,129</i>	<i>5,640</i>	<i>6,327</i>	<i>6,633</i>
Georgia Southern	3,684	4,238	4,762	5,787	6,283
Valdosta State	3,973	4,225	4,027	4,159	4,223
West Georgia	3,202	3,368	3,767	3,962	4,046
Augusta	2,700	2,912	2,851	2,932	2,985
Columbus	2,214	2,312	2,461	2,566	2,846
Georgia College	2,288	2,540	2,631	2,804	2,768
Clayton State	1,475	1,610	1,978	2,228	2,458
Armstrong State	1,511	1,854	2,210	2,202	2,363
Southern Tech	1,899	1,978	2,035	2,041	2,033

HIGHLIGHTS

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

HEADCOUNT AND EFT ENROLLMENT: FALL QUARTERS 1988 - 1992



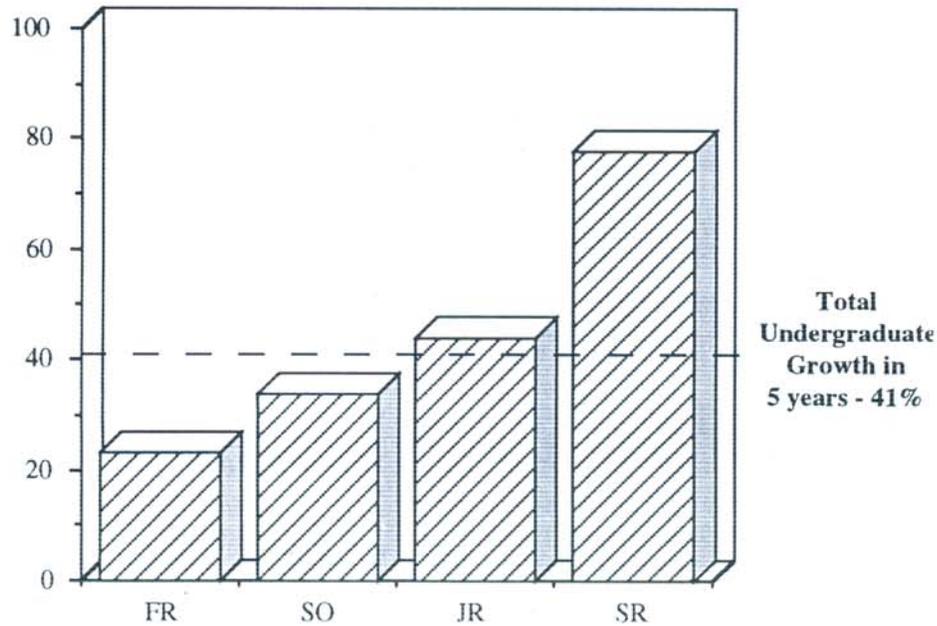
HEADCOUNT AND EFT ENROLLMENT COMPARISONS							
Type	Fall 1988	Fall 1989	Fall 1990	Fall 1991	Fall 1992	5-Year # Change	5-Year %Change
Total Headcount	8,614	9,140	10,030	10,913	11,670	3,056	35%
Headcount(% Change)	9%	6%	10%	9%	7%		
Total EFT*	6,071	6,474	7,110	7,773	8,200	2,129	35%
EFT(% Change)	5%	7%	10%	9%	5%		

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

HIGHLIGHTS

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

DEGREE-SEEKING UNDERGRADUATE ENROLLMENT PATTERNS



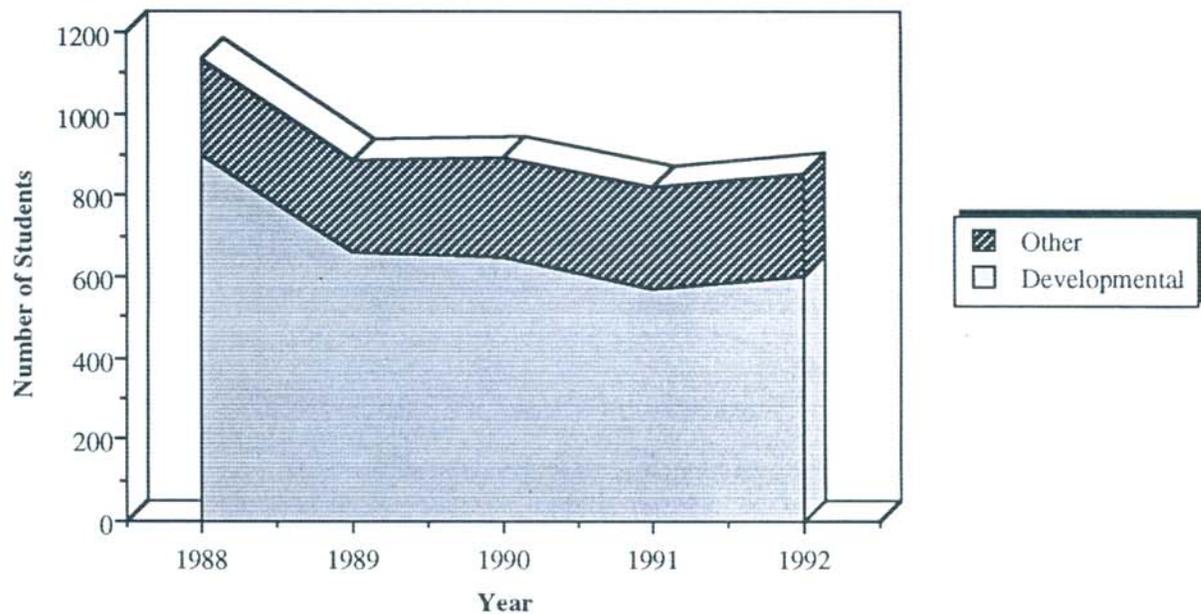
DEGREE-SEEKING STUDENTS: FALL 1988 - FALL 1992							
Classification	Fall 1988	Fall 1989	Fall 1990	Fall 1991	Fall 1992	5-Year # Change	5-Year % Change
Freshmen	2,352	2,750*	2,543	2,743	2,901	549	23%
Sophomores	1,736	1,818*	2,189	2,228	2,324	588	34%
Juniors	1,387	1,425*	1,725	1,881	1,994	607	44%
Seniors	1,342	1,523*	1,799	2,152	2,395	1,053	78%
Total Undergraduates	6,817	7,516	8,256	9,004	9,614	2,797	41%
Annual % Change	11%	10%	10%	9%	7%		

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

HIGHLIGHTS

- The freshmen pool showed modest growth over five years, compared with the other classifications.
- The most impressive growth was at the upper division where juniors and seniors increased approximately 61% .
- The rate of growth was significantly higher at the sophomore, junior and senior levels indicating improved retention of upper-level students as well as increased recruitment of readmission, transfer and non-traditional students.

NON-DEGREE UNDERGRADUATE STUDENT ENROLLMENT OVER FIVE YEARS

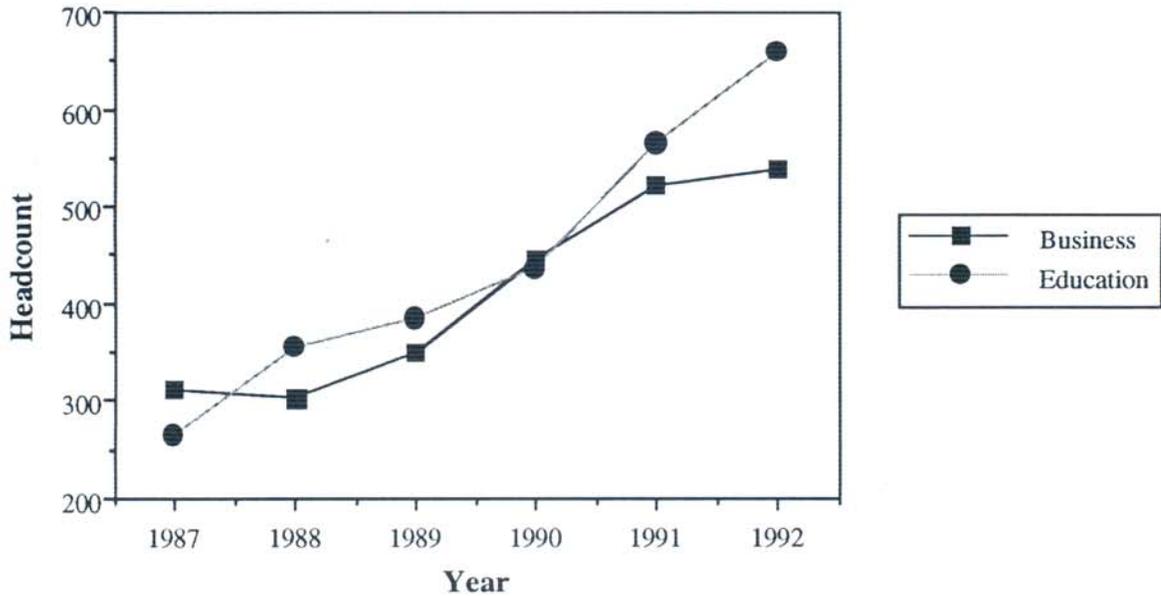


NON-DEGREE ENROLLMENT: FALL 1988- FALL 1992							
Undergraduate Classification	Fall 1988	Fall 1989	Fall 1990	Fall 1991	Fall 1992	5-Year # Change	5-Year % Change
Dev. Studies	902	656	648	570	602	(300)	(33%)
JETS	9	16	11	15	7	(2)	(22%)
Transient	88	74	93	86	77	(11)	(10%)
All Other	139	142	140	151	171	32	23%
Total	1,138	888	892	822	857	(281)	(25%)
Annual % Change	(7%)	(22%)	.4%	(8%)	4%		

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.
- Transient student enrollment appears to have decreased slightly due to the state immunization requirements, while the "other" category which consists of students admitted under provisional circumstances increased somewhat.

GRADUATE ENROLLMENT DISTRIBUTION



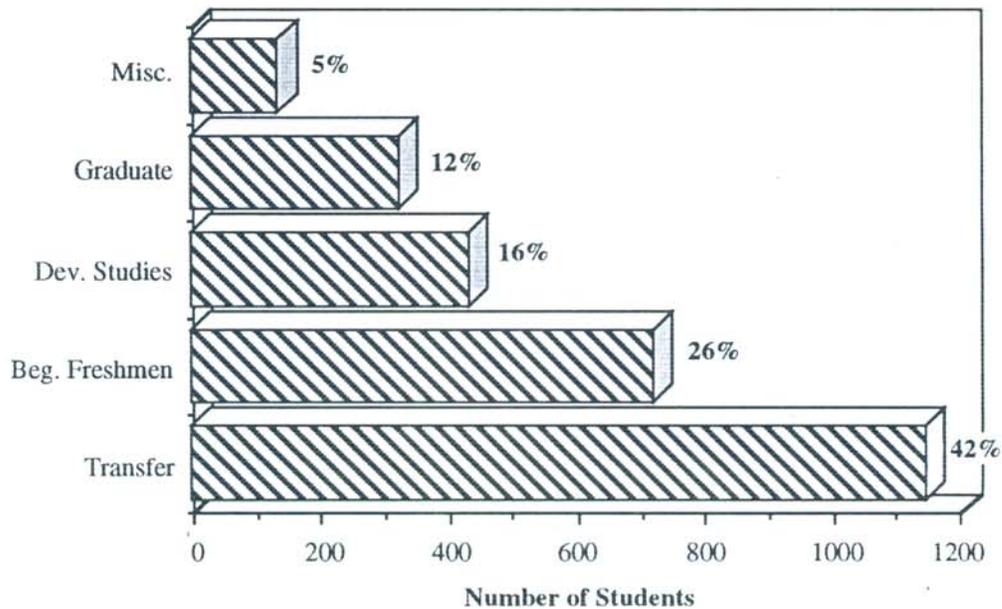
DISTRIBUTION OF GRADUATE ENROLLMENT							
Area	Fall 1988	Fall 1989	Fall 1990	Fall 1991	Fall 1992	5-Year # Change	5-Year % Change
MBA	283	327	419	507	511	228	81%
Non-degree	20	24	26	15	29	9	45%
Total Business	303	351	445	522	540	237	78%
MED	31	51	64	81	87	56	181%
Non-degree*	325	334	373	484	572	247	76%
Total Education	356	385	437	565	659	303	85%
Total Graduate	659	736	882	1,087	1,199	540	82%
Annual % Change	14%	12%	20%	23%	10%		

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

HIGHLIGHTS

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

NEW STUDENT ENROLLMENT: FALL QUARTERS 1988 - 1992



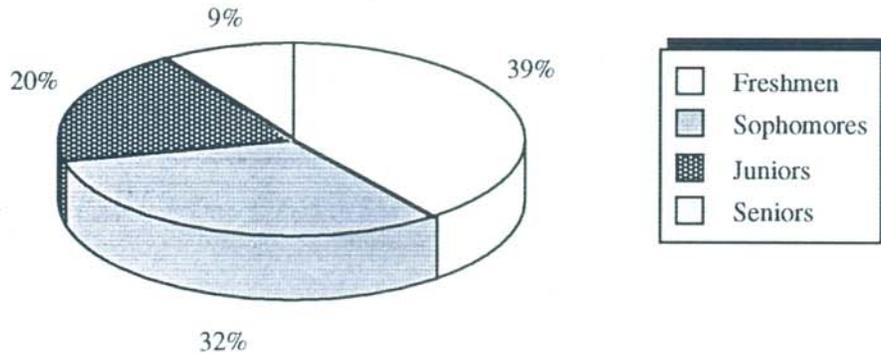
NEW STUDENT ENROLLMENT COMPARISONS

Classification	Fall 1988	Fall 1989	Fall 1990	Fall 1991	Fall 1992	5-Year # Change	5-Year % Change
Beginning Freshmen	599	692	650	679	719	120	20%
Developmental Studies	579	380	457	376	433	(146)	(25%)
Transfer Students	786	836	981	1,053	1,142	356	45%
JETS	7	13	9	10	6	(1)	(14%)
Transients	63	48	56	48	48	(15)	(24%)
Other	78	75	67	68	80	2	3%
Graduates	192	218	249	293	321	129	67%
Total	2,304	2,262	2,469	2,527	2,749	445	19%
Annual % Change	4%	(2%)	9%	2%	9%		

HIGHLIGHTS

- KSC realized healthy growth in the number of new freshmen, transfers, and graduate students over the last 5 years, but annual rates of growth generally lagged total enrollment growth until the fall of 1992 where new students grew slightly more.
- The growth rate of transfers was especially impressive and twice that of the beginning freshmen; however, the combined number of new Freshmen and Developmental Studies has been slightly more than the number of transfers.
- New Developmental Studies enrollment decreased significantly (25%) as a result of raising minimum admissions standards.
- New students comprised from 23 to 27% of the total fall enrollment during the past five years.

NEW TRANSFER STUDENTS BY ENTERING CLASSIFICATION



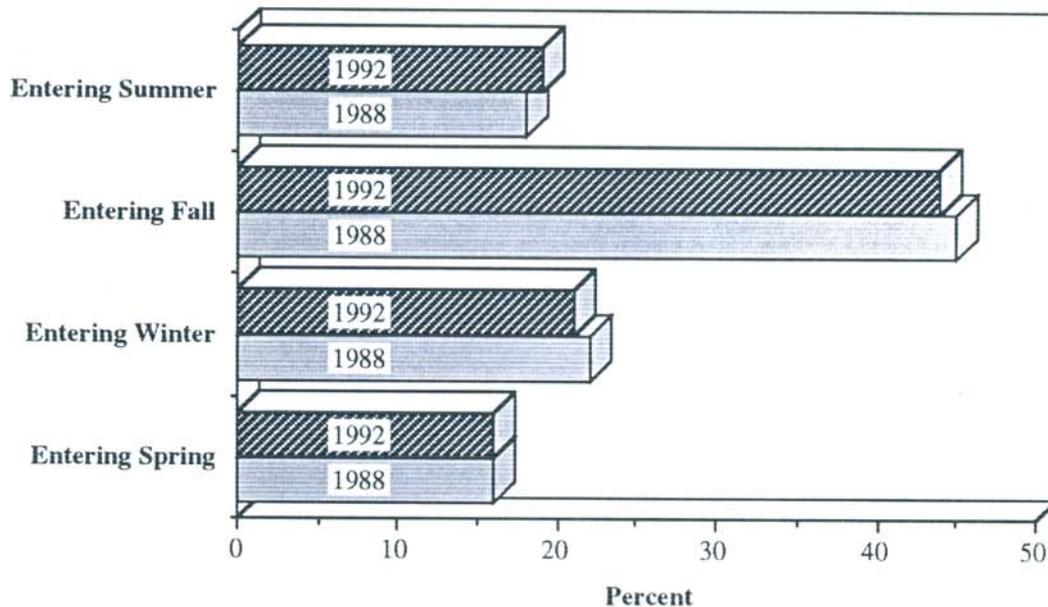
CLASSIFICATION OF NEW TRANSFERS							
Classification	Fall 1988	Fall 1989*	Fall 1990	Fall 1991	Fall 1992	5-Year # Change	5-Year % Change
Freshmen	332	505	391	421	442	110	33%
Sophomores	244	174	328	335	368	124	51%
Juniors	146	96	196	198	228	82	56%
Seniors	64	61	66	99	104	40	63%
Total Transfers	786	836	981	1,053	1,142	356	45%
Annual % Change	10%	6%	17%	7%	8%		

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

HIGHLIGHTS

- The overall growth rate of new transfer students over the last 5 years (45%) exceeded the rate of growth for the total undergraduate student body (35%).
- The increasing numbers of upper classmen continue to affirm the attractiveness of KSC's upper division programs.

TOTAL NEW STUDENTS ENROLLED: FISCAL YEARS 1988 - 1992



FISCAL YEARS COMPARISONS: TOTAL NEW STUDENTS ENROLLED

Quarters	FY 1988	FY 1989	FY 1990	FY 1991	FY 1992	5-Year # Change	5-Year % Change
Summer	902	1,013	1,058	1,124	1,096	194	22%
Fall	2,224	2,304	2,262	2,469	2,527	303	14%
Winter	1,077	943	1,056	1,139	1,214	137	13%
Spring	791	773	862	961	953	162	20%
Totals	4,994	5,033	5,238	5,693	5,790	796	16%
Annual % Change	9%	1%	4%	9%	2%		

HIGHLIGHTS

- Unlike a traditional residential campus that attracts most of its students in the fall, Kennesaw State attracts more than half of its new students each year in the other three quarters. The proportion of new students who start at Kennesaw State in the fall has remained constant over the last 5 years with only 44% starting in the fall quarter.
- Increases of new students during the summer quarters showed the greatest growth rate of 22% over the five-year period. In part, this was attributed to the special emphasis placed on expanded and improved summer class scheduling, and the initiation of graduate programs.
- The annual growth in new student enrollment slowed substantially in 1988-89 and 1989-90 with the implementation of new admission standards. There was another significant increase of new students in FY 90-91 which historically has occurred in times of economic recession.

WINTER QUARTER ENROLLMENTS

TOTAL WINTER ENROLLMENT							
	Winter 1989	Winter 1990	Winter 1991	Winter 1992	Winter 1993	5-Year # Change	5-Year % Change
Developmental	718	488	563	496	475	(244)	(34%)
Freshmen	1,989	2,230	2,124	2,415	2,351	363	18%
Sophomores	1,696	1,882	2,095	2,161	2,313	617	36%
Juniors	1,396	1,508	1,801	1,947	2,079	683	49%
Seniors	1,436	1,631	1,920	2,279	2,561	1,125	78%
Graduates	676	817	961	1,108	1,268	592	88%
All Other	182	190	211	221	228	46	25%
Total	8,093	8,746	9,675	10,627	11,275	3,182	39%
Percent Change	5%	8%	11%	10%	6%		

NEW STUDENT ENROLLMENT							
	Winter 1989	Winter 1990	Winter 1991	Winter 1992	Winter 1993	5-Year # Change	5-Year % Change
Developmental	191	156	197	171	146	(46)	(24%)
Beg. Freshmen	104	110	97	147	96	(8)	(18%)
Transfer Fresh.	193	223	220	260	220	28	15%
Sophomores	110	147	135	148	136	26	24%
Juniors	72	85	98	112	110	38	53%
Seniors	34	41	53	68	81	47	138%
Graduates	166	214	228	211	283	117	70%
All Other	73	80	111	97	93	20	27%
Total	943	1,056	1,139	1,214	1,165	222	24%
Percent Change (12%)		12%	8%	7%	(4%)		

HIGHLIGHTS

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

SPRING QUARTER ENROLLMENTS

TOTAL SPRING ENROLLMENT							
	Spring 1988	Spring 1989	Spring 1990	Spring 1991	Spring 1992	5-Year # Change	5-Year % Change
Developmental	585	452	361	392	344	(241)	(41%)
Freshmen	1,845	1,926	2,029	2,053	2,181	336	18%
Sophomores	1,506	1,650	1,843	1,929	2,058	552	37%
Juniors	1,231	1,319	1,568	1,760	1,928	697	57%
Seniors	1,331	1,535	1,759	2,043	2,365	1,034	78%
Graduates	603	663	788	946	1,057	454	75%
All Other	168	175	187	181	240	72	43%
Total	7,269	7,720	8,535	9,304	10,173	2,904	40%
Percent Change	13%	10%	11%	9%	9%		

NEW STUDENT ENROLLMENT							
	Spring 1988	Spring 1989	Spring 1990	Spring 1991	Spring 1992	5-Year # Change	5-Year % Change
Developmental	163	129	132	154	126	(37)	(23%)
Beg. Freshmen	75	63	72	73	76	1	1%
Transfer Fresh.	199	176	200	229	211	12	6%
Sophomores	79	108	109	110	140	61	77%
Juniors	37	59	63	81	81	44	119%
Seniors	14	29	38	48	62	48	343%
Graduates	141	136	172	196	159	18	13%
All Other	83	73	76	70	98	15	18%
Total	791	773	862	961	953	162	20%
Percent Change	11%	(4%)	12%	11%	(1%)		

HIGHLIGHTS

- Like all other quarters at KSC, enrollments continued to grow at an impressive rate.
- The gap between fall and spring enrollment continues to shrink; it differed by 16% in 1988-89 and only 7% in 1991-92.

SUMMER QUARTER ENROLLMENTS

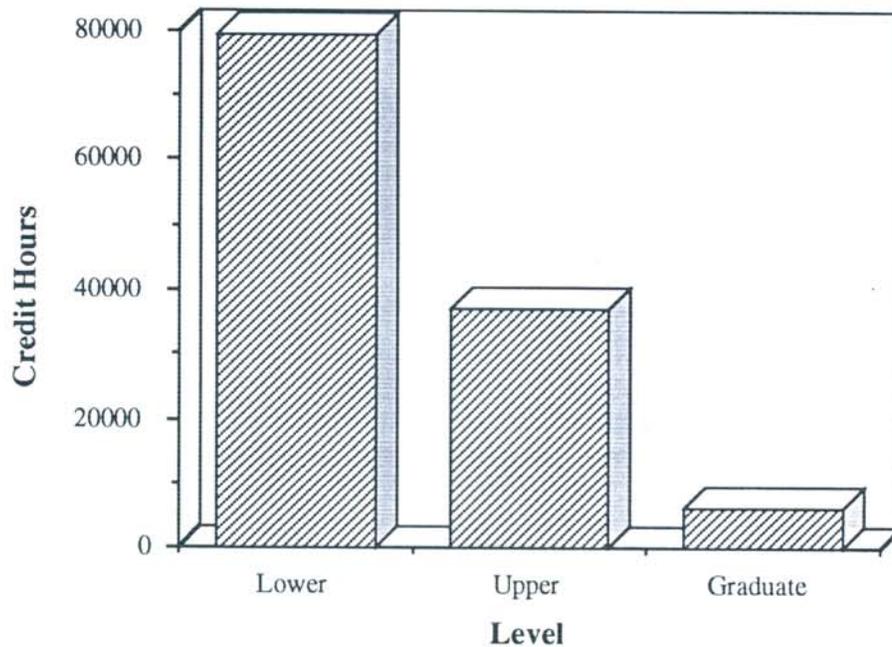
TOTAL SUMMER ENROLLMENT							
	Summer 1988	Summer 1989	Summer 1990	Summer 1991	Summer 1992	5-Year # Change	5-Year % Change
Developmental	265	246	235	212	203	(62)	(23%)
Freshmen	768	900	916	1,102	1,062	294	38%
Sophomores	806	881	977	1,056	1,081	275	34%
Juniors	752	857	972	1,077	1,135	383	51%
Seniors	901	1,066	1,237	1,462	1,667	766	85%
Graduates	517	595	669	820	856	339	66%
All Other	621	584	634	598	629	8	1%
Total	4,630	5,129	5,640	6,327	6,633	2,003	43%
Percent Change	14%	11%	10%	12%	5%		

NEW STUDENT ENROLLMENT							
	Summer 1988	Summer 1989	Summer 1990	Summer 1991	Summer 1992	5-Year # Change	5-Year % Change
Developmental	112	95	108	78	80	(32)	(29%)
Beg. Freshmen	67	76	61	64	57	(10)	(15%)
Transfer Fresh.	92	125	129	173	138	46	50%
Sophomores	67	70	98	75	80	13	19%
Juniors	30	49	41	58	63	33	110%
Seniors	22	15	30	39	47	25	114%
Graduates	162	201	196	200	178	16	10%
All Other	461	427	461	409	453	(8)	(2%)
Total	1,013	1,058	1,124	1,096	1,096	83	8%
Percent Change	22%	4%	6%	(2%)	0%		

HIGHLIGHTS

- The summer enrollment over the past five years has grown faster than any other quarter's, thanks to planned investment in summer school offerings and a deliberate attempt to utilize available resources.
- The urban location and nontraditional student population of KSC result in summer becoming a significant fourth quarter for year-round educational opportunity.
- The slight decrease in new student enrollment in 1991 probably resulted from the newly implemented immunization requirement which discouraged transient student enrollment.

FALL CREDIT HOURS GENERATED

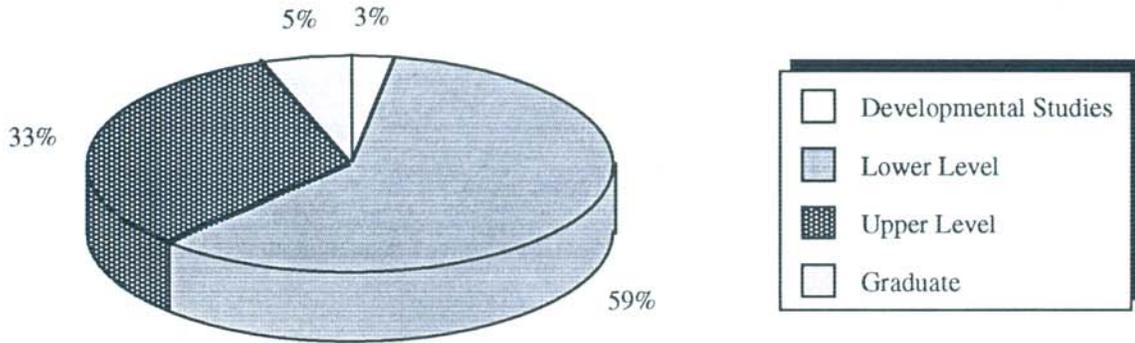


FALL CREDIT HOURS GENERATED 1988-1992							
Level	Fall 1988	Fall 1989	Fall 1990	Fall 1991	Fall 1992	5-Year # Change	5-Year % Change
Lower	63,370	67,521	71,944	77,722	79,743	16,373	26%
Upper	26,271	27,659	32,404	35,757	37,070	10,799	41%
Graduate	3,489	4,065	4,520	5,640	6,211	2,722	78%
Total	93,130	99,245	108,868	119,119	123,024	29,894	32%
Annual % Change	5%	7%	10%	9%	3%		

HIGHLIGHTS

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

CREDIT HOURS GENERATED ANNUALLY



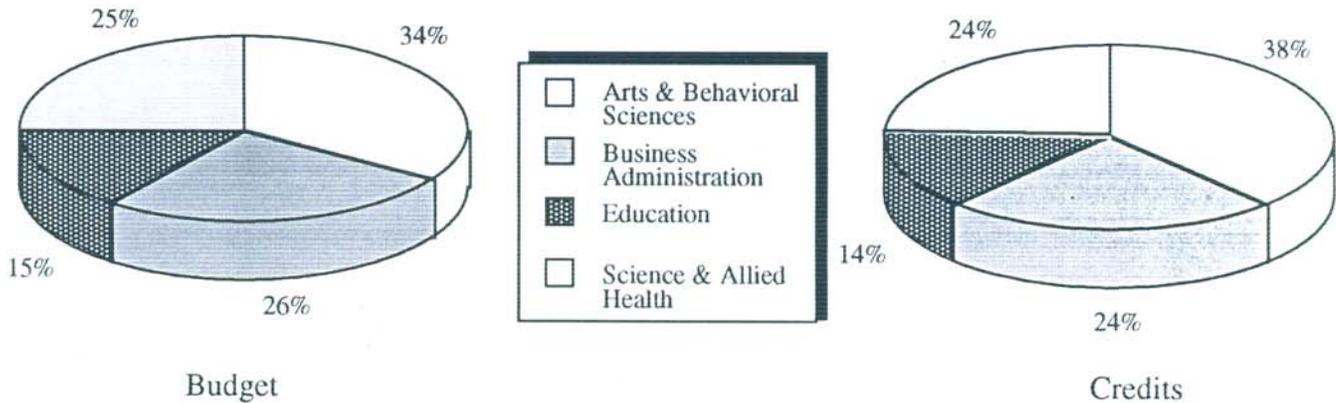
Distribution of Credit Hours Generated - 1992

FISCAL YEAR CREDIT HOURS GENERATED 1988-1992							
Level	FY 1988	FY 1989	FY 1990	FY 1991	FY 1992	5-Year # Change	5-Year % Change
Dev Studies	19,205	15,085	11,375	11,920	11,175	(8,030)	(42%)
Lower Level	169,553	180,184	197,487	211,361	234,695	65,142	38%
Upper Level	84,768	94,220	103,446	118,342	129,541	44,773	53%
Graduate	11,283	12,931	15,133	18,084	21,207	9,924	88%
Total	284,809	302,420	327,441	359,707	396,618	111,809	39%
Annual # Chg.	22,817	17,611	25,021	32,266	36,911		
Annual % Chg.	9%	6%	8%	10%	10%		

HIGHLIGHTS

- KSC experienced a growth of over 110,000 credit hours of instruction over the past five years, a 39% increase; headcount and equivalent full-time increased 35%.
- Developmental studies enrollment was cut by over 40% in the same period.

RELATIONSHIP BETWEEN INSTRUCTIONAL BUDGET EXPENSE AND CREDIT HOUR PRODUCTION BY SCHOOL

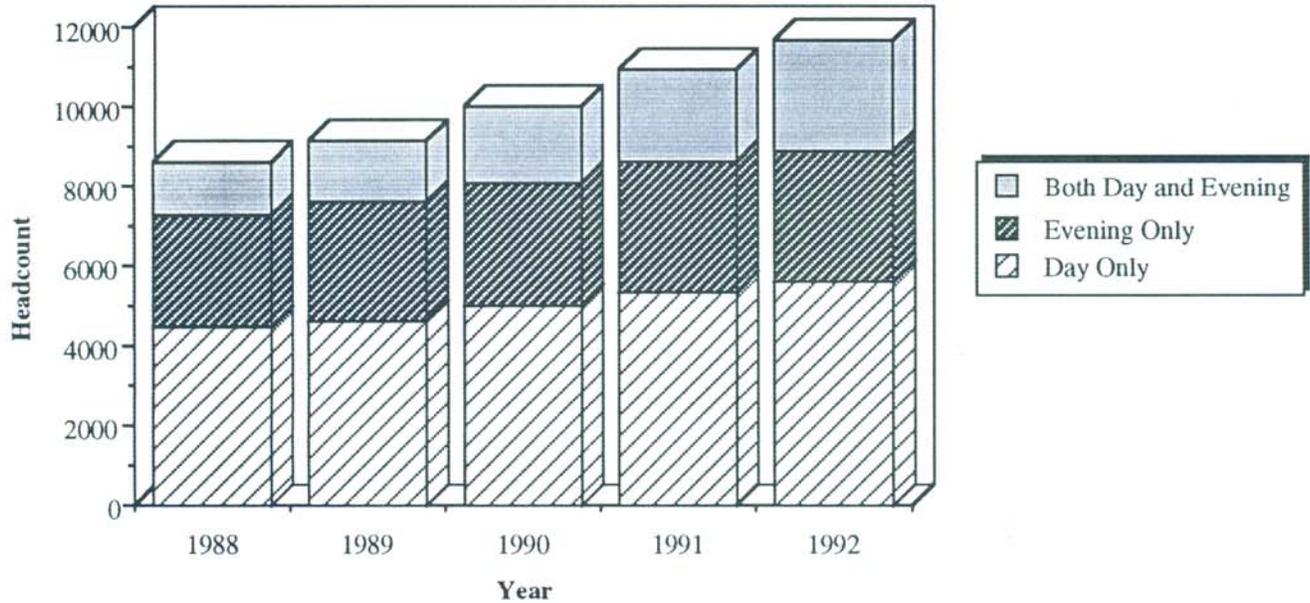


SCHOOL	% OF INSTRUCTIONAL BUDGET EXPENDED IN FY 1991-92	% OF CREDIT HOURS GENERATED IN FY 1991-92
Arts & Behavioral Sciences	34%	38%
Business Administration	26%	24%
Education	15%	14%
Science & Allied Health	25%	24%
TOTAL	100%	100%

HIGHLIGHTS

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

DAY AND EVENING ENROLLMENTS

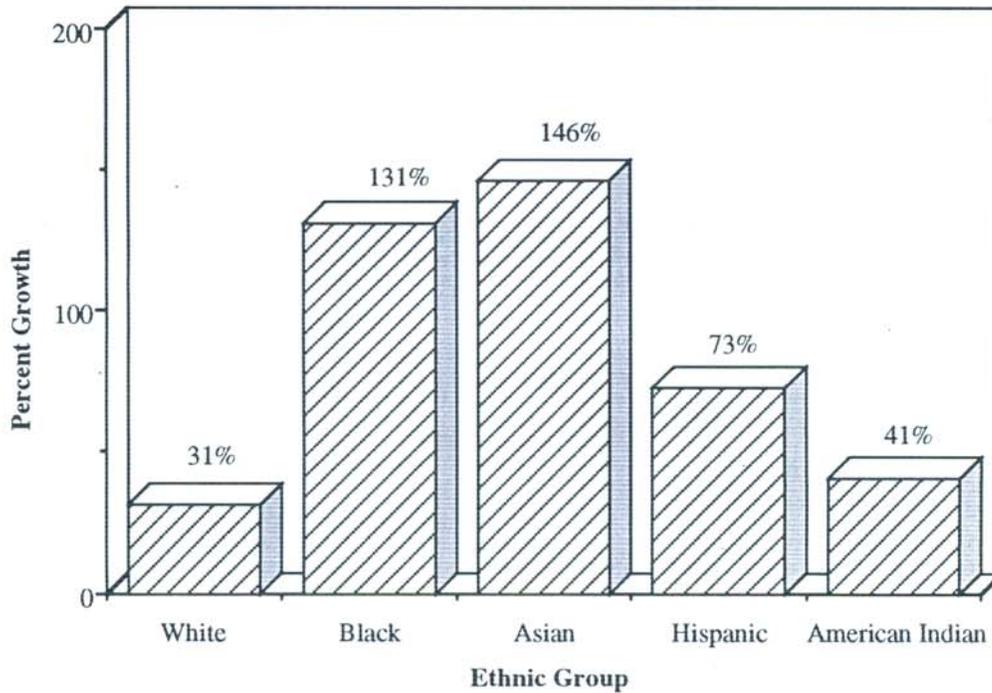


COMPARISON OF DAY-EVENING ENROLLMENTS: FALL 1988-1992							
Category	Fall 1988	Fall 1989	Fall 1990	Fall 1991	Fall 1992	5-Year # Change	5-Year % Change
Day Only	4,453	4,577	4,991	5,363	5,578	1,125	25%
Evening Only	2,834	2,998	3,105	3,256	3,287	453	16%
Both Day & Evening	1,327	1,565	1,934	2,294	2,805	1,478	111%
TOTAL	8,614	9,140	10,030	10,913	11,670	3,056	35%

HIGHLIGHTS

- Day and evening programs are growing significantly at KSC.
- The number of students registering for day and evening classes has grown substantially, probably due to the increasing number of closed classes in the day-time schedule.
- Half (52% in the fall of 1992) of all students take at least one evening class.

FIVE-YEAR GROWTH IN MINORITY AND MAJORITY STUDENT ENROLLMENT

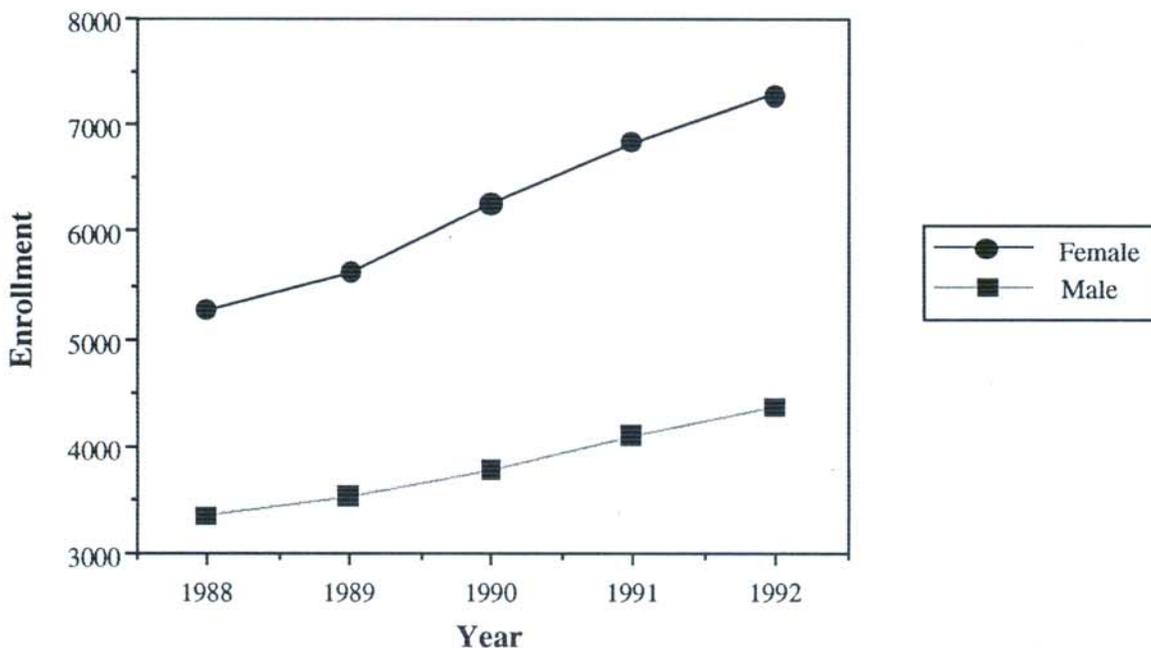


DISTRIBUTION BY RACE: FALL 1988- FALL 1992							
Ethnic Group	Fall 1988	Fall 1989	Fall 1990	Fall 1991	Fall 1992	5-Year # Change	5-Year % Change
White	8,139	8,600	9,319	10,065	10,633	2,494	31%
Black	275	320	424	507	635	360	131%
Asian/Pacific Isl.	87	99	136	167	214	127	146%
Hispanic	91	100	125	147	157	66	73%
American Indian/Alaskan Nat.	22	21	26	27	31	9	41%
TOTAL	8,614	9,140	10,030	10,913	11,670	3,056	35%

HIGHLIGHTS

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

MALE AND FEMALE ENROLLMENT



DISTRIBUTION BY GENDER: FALL 1988- FALL 1992

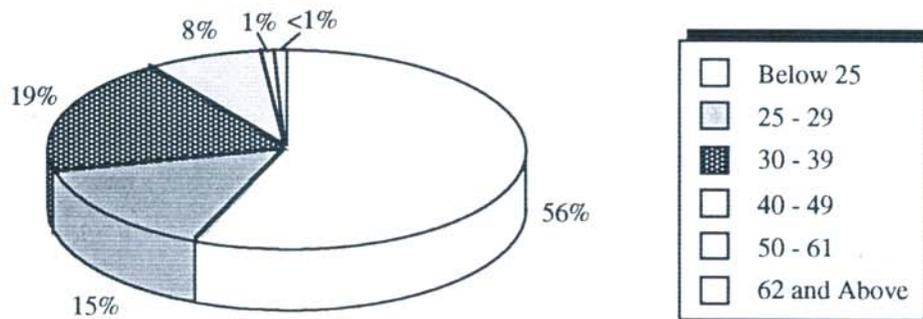
Gender	Fall 1988		Fall 1989		Fall 1990		Fall 1991		Fall 1992	
	#	%	#	%	#	%	#	%	#	%
Female	5,267	61	5,614	61	6,267	62	6,820	62	7,295	63
Male	3,347	39	3,526	39	3,763	38	4,093	38	4,375	37
Total	8,614		9,140		10,030		10,913		11,670	

Gender	5-Year # Change	5-Year % Change
Female	2,028	39%
Male	1,028	31%

HIGHLIGHTS

- Six out of ten students at Kennesaw State are female.
- The proportion of women to men grew gradually over five years .
- The growth in the number of women students continues to be at a faster rate than that of the men.

DISTRIBUTION OF STUDENT AGES: FALL 1992

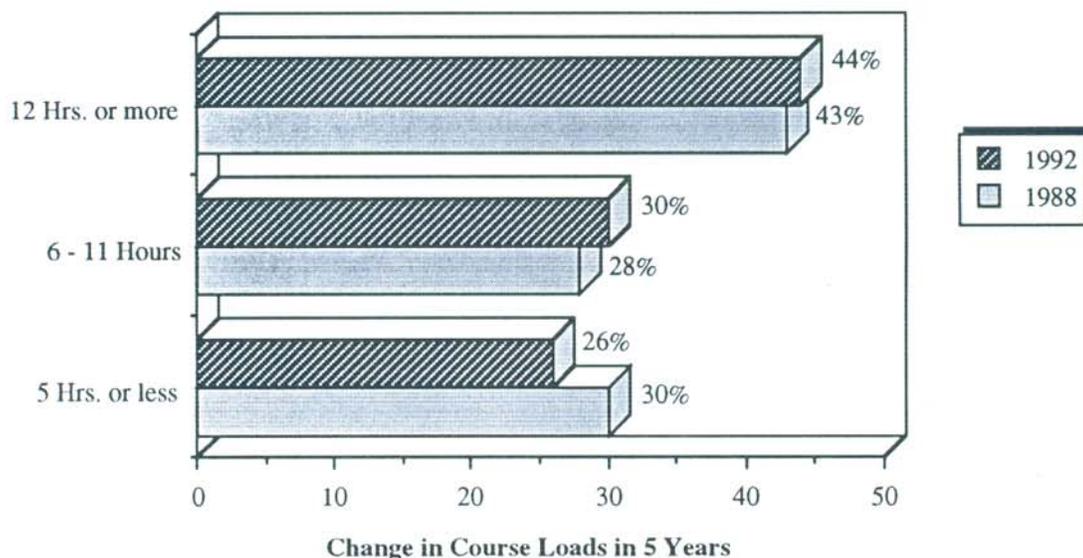


DISTRIBUTION OF STUDENTS BY AGE RANGES						
Age Range	Total Number	% of Total	Under-graduates	% of Under-graduates	Graduates	% of Graduates
Below 25	6,562	56%	6,429	61%	133	11%
25-29	1,730	15%	1,339	13%	391	33%
30-39	2,241	19%	1,798	17%	443	37%
40-49	960	8%	776	7%	184	15%
50-61	140	1%	99	1%	41	3%
62 & above	37	-	30	1%	7	1%
TOTAL	11,670		10,471		1,199	
Average Age	26		26		33	
Oldest Age	79		79		66	
Youngest Age	16		16		20	

HIGHLIGHTS

- As a commuter college Kennesaw State attracts large numbers of non-traditional age students at all levels.
- Nearly 40% of the undergraduates are over the standard traditional age of 25.

STUDENT COURSE LOADS



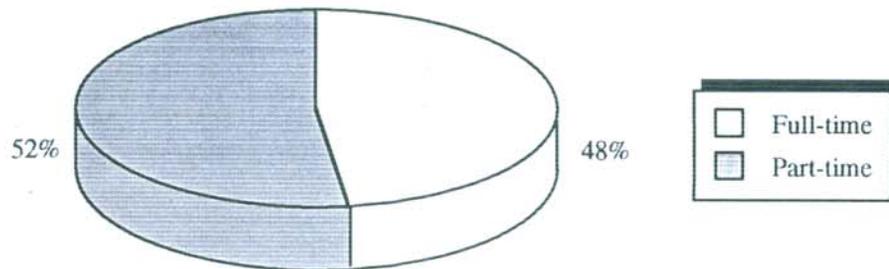
ENROLLMENT BY CREDIT HOURS							
Credit Hours	Fall 1988	Fall 1989	Fall 1990	Fall 1991	Fall 1992	5-Year # Change	5-Year % Change
1-5	2,547	2,643	2,874	2,914	3,003	456	18%
6 - 11	2,386	2,555	2,838	3,098	3,512	1,126	47%
12 - 15	3,374	3,558	3,908	4,309	4,462	1,088	32%
16 +	307	384	410	592	693	386	126%
Total	8,614	9,140	10,030	10,913	11,670	3,056	35%
Total Full-Time*	3,845	4,130	4,551	5,238	6,096	2,251	59%
Total Part-Time**	4,769	5,010	5,479	5,675	5,574	805	17%
Average Hours/Student:	10	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 three out of ten students take 5 or fewer hours and another three out of ten enroll in 6-11 hours.
- The average student course load over the last five years has remained stable; just under a full-time load.

UNDERGRADUATE ENROLLMENT BY FULL-TIME/PART-TIME STATUS



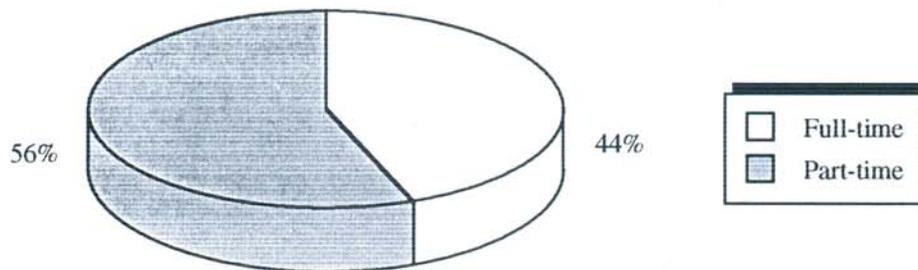
UNDERGRADUATE ENROLLMENT STATUS							
Status	Fall 1988	Fall 1989	Fall 1990	Fall 1991	Fall 1992	5-Year # Change	5-Year % Change
Part-time (11 or less)	4,321	4,520	4,889	5,000	5,421	1,100	25%
Annual % Change	20%	5%	8%	2%	8%		
Full-time (12 or more)	3,634	3,884	4,259	4,826	5,050	1,416	39%
Annual % Change	-3%	7%	10%	13%	5%		

(Numbers include all undergraduate classifications.)

HIGHLIGHTS

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

GRADUATE ENROLLMENT BY FULL-TIME/PART-TIME STATUS



GRADUATE ENROLLMENT STATUS							
Status	Fall 1988	Fall 1989	Fall 1990	Fall 1991	Fall 1992	5-Year # Change	5-Year % Change
Part-time							
Less than 10 hours	448	490	590	675	675	227	51%
Annual % Change	10%	9%	20%	14%	0%		
Full-time							
10 Hours or more	211	246	292	412	524	313	148%
Annual % Change	25%	17%	19%	41%	27%		

HIGHLIGHTS

- Part-time graduate students outnumber full-time graduate students, but full-time students are increasing at a rate triple that of part-time students.
- The number of full-time graduate students continued to increase at a faster rate than the part-time enrollment over the last five years.

ENROLLMENT BY COUNTY OF RESIDENCE

	Fall 1988	Fall 1989	Fall 1990	Fall 1991	Fall 1992	5-Year # Change	5-Year % Change
PRIMARY SERVICE AREA *							
Cobb	5,939	6,212	6,710	7,200	7,602	1,663	28%
Cherokee	894	992	1,072	1,228	1,279	385	43%
Fulton	636	653	758	798	915	279	44%
Bartow	263	304	313	344	372	109	41%
Paulding	233	254	303	348	341	108	46%
Douglas	117	113	137	156	175	58	50%
Subtotal	8,082	8,528	9,293	10,074	10,684	2,602	32%
SECONDARY SERVICE AREA							
DeKalb	96	110	139	165	194	98	102%
Gwinnett	72	103	111	125	139	67	93%
Pickens	36	49	59	83	102	66	183%
Gordon	19	35	57	63	76	57	300%
Floyd	52	59	54	57	55	3	6%
Polk	25	16	29	23	36	11	44%
Gilmer	14	21	23	22	26	12	86%
Subtotal	314	393	472	538	628	314	100%
ALL OTHER COUNTIES							
Other	218	219	265	301	358	140	64%
Grand Total	8,614	9,140	10,030	10,913	11,670	3,056	35%

* Cobb and contiguous counties.

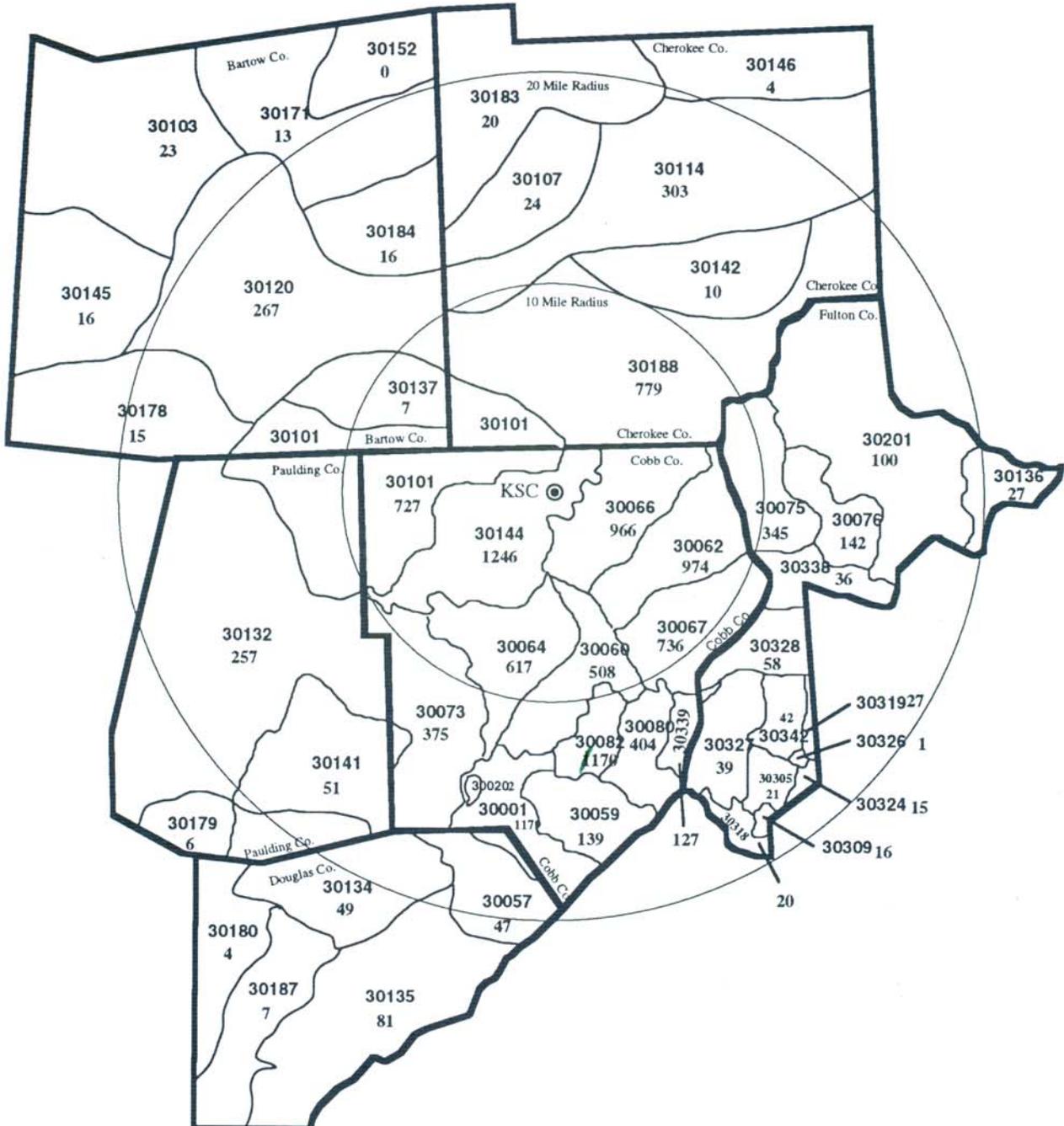
HIGHLIGHTS

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

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

Fall 1992

(Zip Code and Number of Students *)



* Approximately 700 additional students were enrolled in Fall 1992 who resided in counties and zip code areas beyond those pictured. All of these students are registered in degree-credit programs. Non-credit programs in KSC's Division of Continuing Education enroll an additional 15,000 students.

ANALYSIS OF ENROLLMENT BY ZIP CODES

- KSC's Fall 1992 enrollment included students who reside in 70 counties in Georgia. However, for the majority of KSC's students, the college's reach extends only 20 miles. About 9 out of every 10 KSC students reside within 20 miles of the campus in either Cobb or one of the five counties contiguous to Cobb.
- Almost 60 per cent of the students live within 10 miles of the campus in either the northern half of Cobb or the southern half of Cherokee counties.
- One fourth of the students reside in East Cobb, one fourth in North or West Cobb, and another one-fourth of the students commute from either South Cobb, Marietta, South Cherokee or North Fulton.
- Cobb County is the residence of two out of every three students (65%). The next largest (and fastest growing) feeder county is Cherokee with 11%, followed by Fulton with 8%. Bartow and Paulding each provide only 3% of the student body.
- The greatest absolute gain in students in fall 1992 came from the Kennesaw zip code area (30144) in which the college campus is located. Kennesaw surpassed East Cobb (30062) to become the largest residential feeder area for KSC students. Woodstock (30188) in Cherokee County had the second greatest gain in students this fall.
- Zip code areas in the northern half of Cobb and southern half of Cherokee yielded the greatest gains in KSC students. Most enrollment growth came from zip code areas experiencing substantial expansion of residential housing. In contrast, the more established and stable residential areas yielded little or no gain in number of students enrolled (e.g., Marietta, Roswell, Austell, Mableton, East Marietta, Smyrna).
- The proportions of students residing in the six counties of KSC's primary service area correspond generally to the proportional differences in total population among those counties. Cobb and Cherokee's projected growth through 2010 outpaces the growth rates of the other four counties substantially. This suggests that these two counties will continue to be the residential home for 80% of KSC's students over the next 20 years and the primary source of the college's enrollment growth.
- Bartow's population in 1990 was less than half of the number living in Cobb 30 years ago when KJC was being planned. The growth of Bartow County's population over the next 20 years is not projected to be great, nor will it reach the population level of Cobb in 1960. Thus, Cartersville and Bartow County may continue to contribute only a small percentage of the college's student body for the foreseeable future.
- Although the area within a 10 mile radius of the campus may represent the most fertile field for KSC's direct mail marketing, expanding the reach of the college's regional impact will require target marketing in the population centers 10 to 20 miles from the campus (e.g., South Cobb, Canton, Roswell, Dallas, & Cartersville).

ENROLLMENT BY COUNTRY OF ORIGIN

DISTRIBUTION OF INTERNATIONALS					
Country of Origin (10 or more students)	Fall 1988	Fall 1989	Fall 1990	Fall 1991	Fall 1992
Nigeria	33	40	42	61	51
United Kingdom	18	18	18	22	33
Kenya	1	4	12	15	29
Canada	19	26	21	29	27
Iran	30	24	29	24	23
Japan	4	10	13	15	23
India	4	4	9	11	17
Germany	4	9	10	14	11
Cameroon	8	14	12	10	11
Korea	2	3	2	5	11
Jamaica	2	5	7	11	10
Other Countries	86	82	115	140	173
Total International Students	230	259	301	362	419
Total Countries Represented	53	54	66	69	78

	5-Year # Change	5-Year % Change
Total Foreign Students	+189	82%
Total Number of Countries	+ 25	47%

HIGHLIGHTS

- The number of international students increased substantially over the last five years and now represents nearly 4% of the student body.
- Additionally, the number of countries represented (78 in 1992) increased by nearly one-half over the last five years.

UNDERGRADUATE APPLICATION STATISTICS

	FALL 1988	FALL 1989	FALL 1990	FALL 1991	FALL 1992	5-Year # Change	5-Year % Change
NEW FRESHMEN APPLICANTS							
Applied	919	1,105	1,012	1,062	1,031	112	12%
Rejected	11	66	41	44	31	20	182%
Incomplete	252	275	250	245	105	(147)	(58%)
Accepted	655	764	721	773	895	240	37%
Enrolled	599	692	650	679	719	120	20%
SAT Averages of applicants who enroll							
Verbal	444	454	445	438	435		
Math	480	493	482	475	474		
Composite	924	947	927	913	909		
NEW DEVELOPMENTAL STUDIES APPLICANTS							
Applied	1,313	1,114	1,172	1,078	1,222	(91)	(7%)
Rejected	294	388	364	340	345	51	17%
Incomplete	244	225	195	211	106	(138)	(57%)
Accepted	775	501	613	527	771	(4)	0%
Enrolled	579	380	457	376	433	(146)	(25%)
SAT Averages of applicants who enroll							
Verbal	368	365	365	360	365		
Math	377	393	390	397	392		
Composite	745	758	755	757	757		
NEW TRANSFER APPLICANTS							
Applied	1,723	1,820	2,180	2,271	2,560	837	49%
Rejected	35	48	46	44	57	22	63%
Incomplete	253	274	338	445	488	235	93%
Accepted	1,435	1,498	1,796	1,782	2,015	580	40%
Enrolled	849	884	1,037	1,053	1,142	293	35%
SAT Averages of applicants who enroll							
Verbal	408	411	415	409	419		
Math	428	430	438	433	447		
Composite	836	841	853	842	866		

HIGHLIGHTS

- The number of transfers who applied, were accepted, and enrolled increased substantially more than beginning students from 1988 to 1992.
- Due to higher admissions standards, the number of applicants not accepted for admission increased significantly in all three categories in recent years.

KSC'S PRINCIPAL FEEDER HIGH SCHOOLS FOR FALL 1992

HIGH SCHOOL (10 or more enrolled students)	NUMBER APPLIED	NUMBER ACCEPTED	NUMBER ENROLLED*
North Cobb (Cobb County)	145	120	104
Sprayberry (Cobb County)	131	105	83
McEachern (Cobb County)	127	104	75
Lassiter (Cobb County)	111	88	62
Etowah (Cherokee County)	85	68	55
Paulding (Paulding County)	74	64	48
Osborne (Cobb County)	55	46	40
Walton (Cobb County)	54	40	33
Wheeler (Cobb County)	61	44	33
Pope (Cobb County)	48	44	32
Marietta (Cobb County)	53	40	28
South Cobb (Cobb County)	55	36	27
Sequoyah (Cherokee County)	52	36	24
Cherokee (Cherokee County)	45	39	23
Campbell (Cobb County)	50	38	20
Cass (Bartow County)	38	29	18
Pebblebrook (Cobb County)	36	25	18
Cartersville(Bartow)	38	31	16
Pickens (Pickens County)	17	15	11

* These totals include information on developmental studies students.

HIGHLIGHTS

- The feeder high schools with the greatest number of new Kennesaw State College students tend to be in north and northeast Cobb and south Cherokee.
- Among the principal feeder high schools for the fall of 1992, one-half (50%) of the new freshmen and developmental studies students came from a Cobb county school.

TRANSFER STUDENTS FROM OTHER COLLEGES AND UNIVERSITIES IN FALL 1992

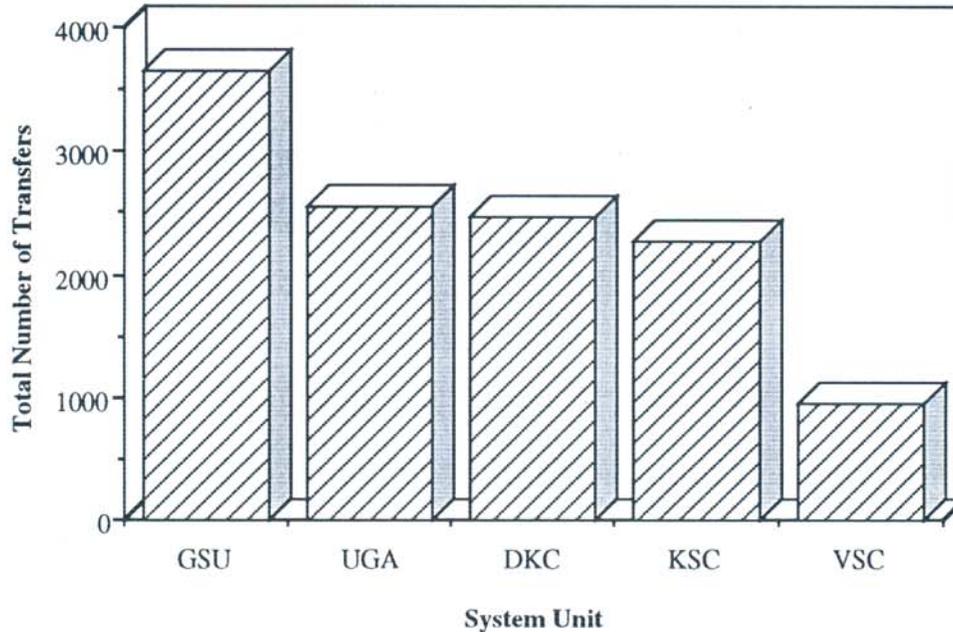
TRANSFER INSTITUTION	NUMBER APPLIED	NUMBER ACCEPTED	NUMBER ENROLLED*
University System of Georgia Institutions (5 or more enrolled):			
DeKalb College	237	193	121
University of Georgia	106	91	63
Georgia State University	113	93	52
Georgia Southern University	76	63	46
Southern College of Tech.	58	50	45
Dalton College	53	48	38
Floyd College	81	66	38
West Georgia College	61	47	30
Georgia Tech	32	28	22
Gainesville College	20	15	14
Valdosta State College	30	22	14
Clayton State College	22	22	10
North Georgia College	23	19	10
Darton College	10	9	6
Other University System Schools	93	72	36
Total University System Transfers	1,015	838	545
Transfers from Other Colleges in Georgia	318	253	175
Transfers from Out-of-State Colleges	1,215	1,007	612
Total Transfers	2,548	2,097	1,332

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

HIGHLIGHTS

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

**TOP FIVE UNIVERSITY SYSTEM
UNITS RECEIVING THE LARGEST
NUMBER OF TRANSFER STUDENTS
FY 1992**

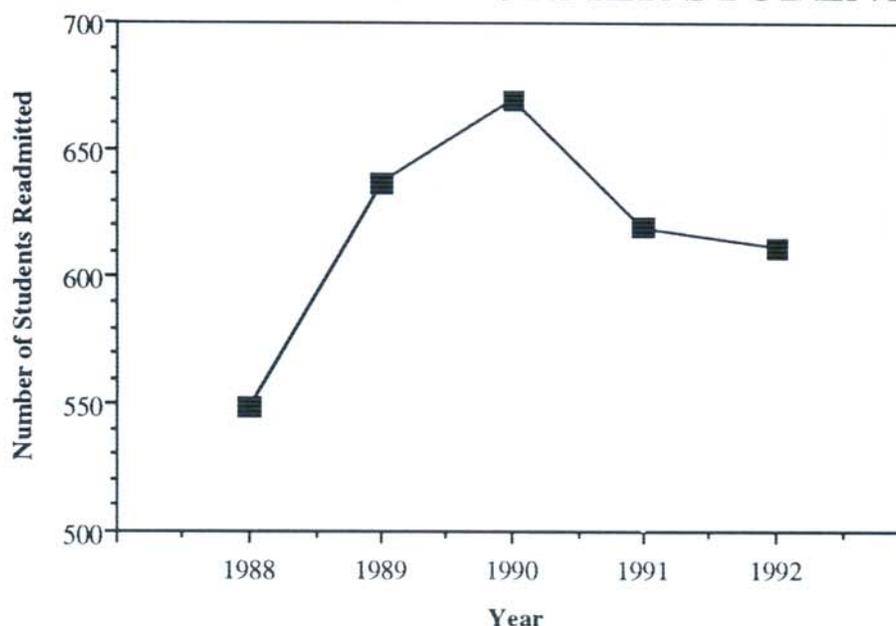


Rank	System Unit	Total # Transfers	In-System Transfers	Out-of-System Transfers
1	Georgia State University	3,646	2,030	1,616
2	University of Georgia	2,541	1,367	1,174
3	DeKalb College	2,456	1,063	1,393
4	<i>Kennesaw State College</i>	2,278	889	1,389
5	Armstrong State College	958	339	611

HIGHLIGHTS

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

READMISSION OF FORMER STUDENTS



READMISSION BY CLASSIFICATION

	Fall 1988	Fall 1989	Fall 1990	Fall 1991	Fall 1992	5-Year # Change	5-Year % Change
Freshman	140	214	203	181	162	22	16%
Sophomore	144	144	153	145	140	(4)	(3%)
Junior	105	93	101	88	114	9	9%
Senior	92	58	88	75	84	(8)	(9%)
Developmental	32	72	47	45	39	7	22%
Other	36	56	78	85	73	37	103%
TOTAL	549	637	670	619	612	63	11%
Annual % Change	3%	16%	5%	(8%)	(1%)		
Number of Applications	808	985	1,097	1,079	1,107	299	37%
Annual % Change	(9%)	22%	11%	(2%)	3%		

HIGHLIGHTS

- The readmission of "stopouts" who have not been enrolled for four or more quarters at KSC accounts for approximately 5% of the total headcount enrollment.
- The 11% increase in the re-enrollment of former KSC students over the last five years plays a part in the retention efforts for the college.

SAT SCORES FOR ENTERING FRESHMEN AND DEVELOPMENTAL STUDIES STUDENTS COMBINED

SAT SCORES					
	Fall 1988	Fall 1989	Fall 1990	Fall 1991	Fall 1992
VERBAL SCORES:					
Kennesaw State College	406	413	409	408	411
State Mean	404	402	401	400	398
National Mean	428	427	424	422	423
KSC(excluding D.S.)	444	454	445	438	435
MATH SCORES:					
Kennesaw State College	427	443	432	444	446
State Mean	444	445	443	444	444
National Mean	476	476	476	474	476
KSC(excluding D.S.)	480	493	482	475	474
COMPOSITE SCORES:					
Kennesaw State College	833	856	841	852	857
State Mean	848	847	844	844	842
National Mean	904	903	900	896	899
KSC(excluding D.S.)	924	947	927	913	909

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 basically comparable to the state average; both were below the national mean; however, fully admitted freshmen scored above the National Composite Mean.
- The average composite SAT score for fully admitted freshmen at KSC (909) is roughly 150 points higher than the average for new developmental studies students (757).

1991-92 DEVELOPMENTAL STUDIES OVERVIEW

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

ENGLISH	READING	MATH	ONE OR MORE
10%	8%	32%	41%

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

	Cumulative % Exiting After		
	1 attempt	2 attempts	3 attempts
English	62%	83%	88%
Reading	71%	81%	84%
Math	8%	65%	77%

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

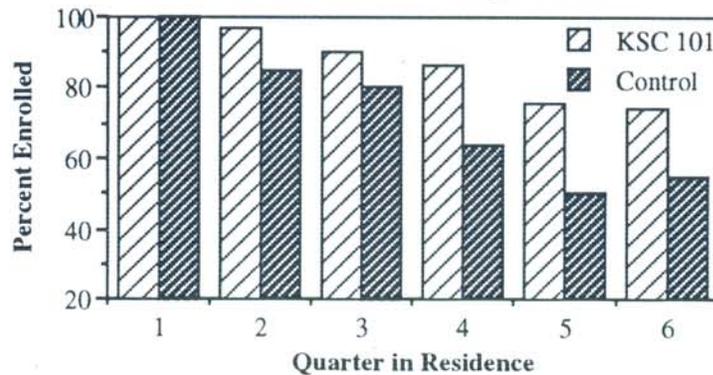
	PERCENT PASSING		
	English %	Math %	Social Studies %
DS	96%	91%	93%
Non-DS	94%	89%	93%

HIGHLIGHTS

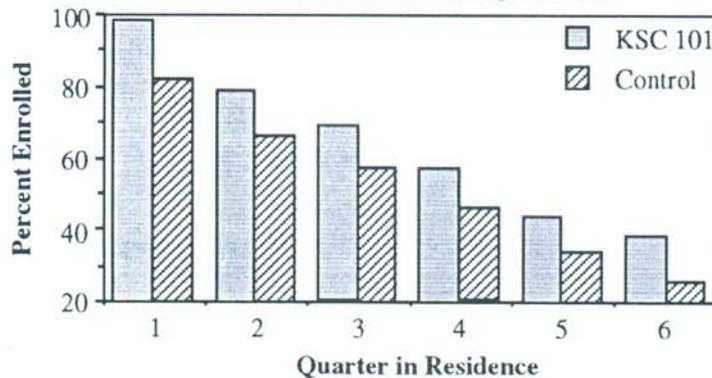
- Over 40% of the new Freshmen and Developmental Studies students entered with at least one developmental deficiency.
- The majority of English and reading students exited DS after one or two quarters; math students generally exited after two or three quarters.
- Most of the former DS students were as successful as non-DS students in their first core curriculum course.

THE KSC 101 EXPERIENCE

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



**Developmental Studies Students
Retention Over Six Quarters**

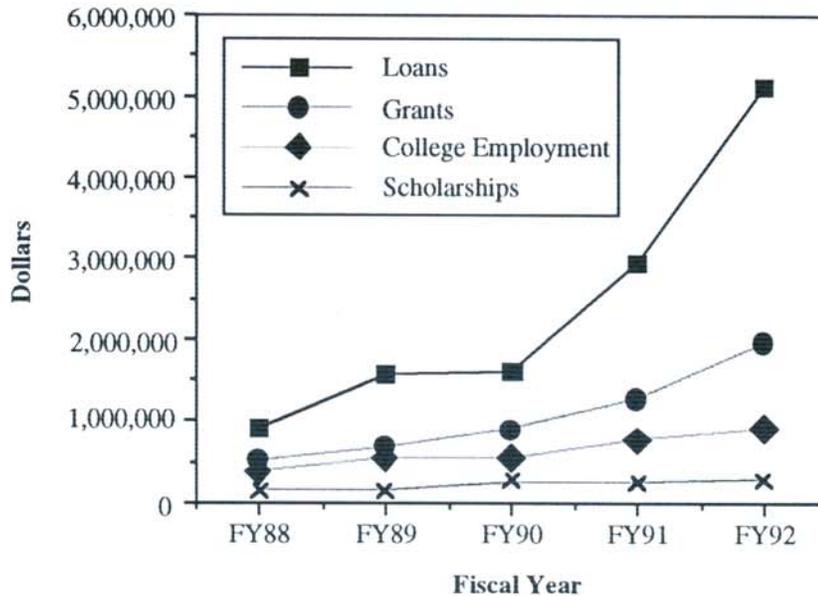


(Source: Bowman Davis, Freshman Orientation Co-director)

HIGHLIGHTS

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

STUDENT FINANCIAL AID



DOLLARS AWARDED					
Type	FY 88	FY 89	FY90	FY 91	FY92
Loans	\$920,146	\$1,572,934	\$1,614,746	\$2,950,364	\$5,111,036
Grants	533,091	696,719	903,899	1,263,761	1,953,173
College Employment	392,553	556,728	571,881	789,547	922,422
Scholarships	171,298	171,391	256,430	272,941	289,697
TOTAL	\$2,017,088	\$2,997,772	\$3,346,956	\$5,276,613	\$8,271,328

NUMBER OF AWARDS IN FY 92				
Loans	Grants	Employment	Scholarships	Total
1,897	1,423	598	246	4,164

HIGHLIGHTS

- Of the 11,670 students enrolled during the fall of 1992, 30%(3,476 students) received some type of financial aid through the college.
- The amount of money included in financial aid awards tripled over the last five years, primarily as a result of huge increases in student loan programs.

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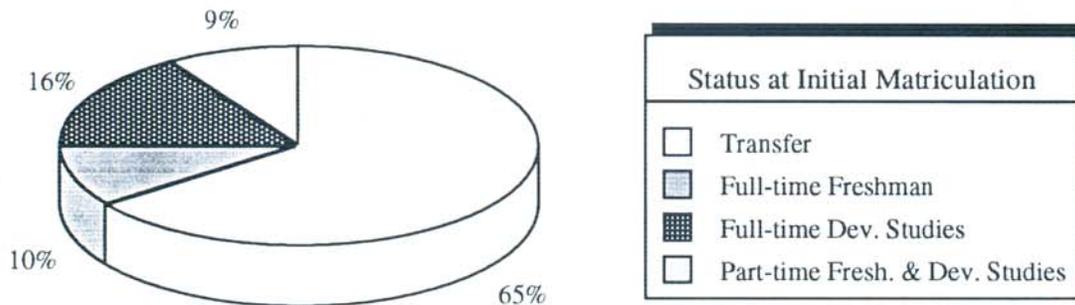
ACADEMIC
PROGRAMS

ACADEMIC PROGRAMS

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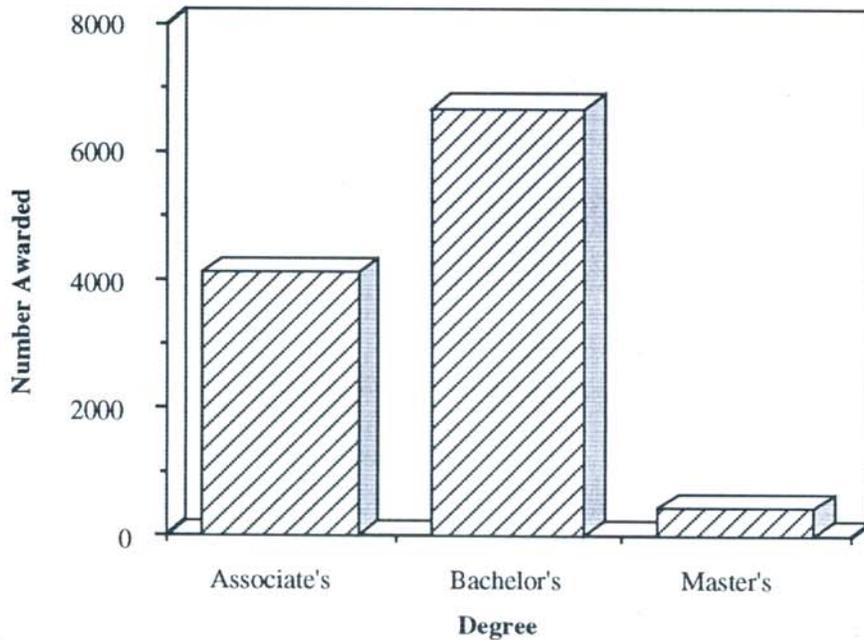
CHARACTERISTICS OF THE 1991-92 BACCALAUREATE GRADUATING CLASS



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 65% of the baccalaureate graduates transferred to Kennesaw and completed their degree requirements.
- Of the 1991-92 bachelor's degree graduates who began as freshmen students (127), 59% completed their program in 5 years or less, 27% took 6-9 years and 14% took 10 or more years to graduate. Two students who began as freshmen took 20 years to complete their degrees.
- Many of the transfer graduates completed their degrees within 5 years; 20% took 2 years, 60% took 3 to 5 years and 20% took more than 5 years. The average number of years for a graduate student to complete their degree is 4.5 years.
- Of the graduates who began as developmental studies students (238), more than half (51%) completed their degree requirements in 5 or less years. Only 11 students took 10 or more years to complete a degree.
- Fifty-eight percent of the graduates matriculated at KSC in a fall quarter; 42% 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 were more traditional with 75% beginning in a fall quarter.
- The average age of the bachelor's degree recipient at KSC in 1991-92 was 29.
- Following national trends, KSC students require more time to complete their degrees. In the fall of 1987 (five years ago) KSC enrolled 552 new freshmen. In the 1992 graduating class, only 30 (5%) students who enrolled in the fall of 1987 completed their degrees five years later. Two-thirds of KSC's students enroll on a part-time basis each quarter.

TOTAL DEGREES AWARDED SINCE 1966



NUMBER OF DEGREES AWARDED FROM 1966-92

Associate's	Bachelor's	Master's	Total
4,097	6,632	411	11,140

HIGHLIGHTS

- Associate's degrees have been awarded since 1966, bachelor's have been awarded since 1980, and master's have been awarded since 1986.
- The annual number of bachelor's and master's degrees now outnumber associate's degrees 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 total number of bachelor's degrees awarded at KSC surpassed the total number of associate's.

DEGREES AWARDED FY 1988 - FY 1992

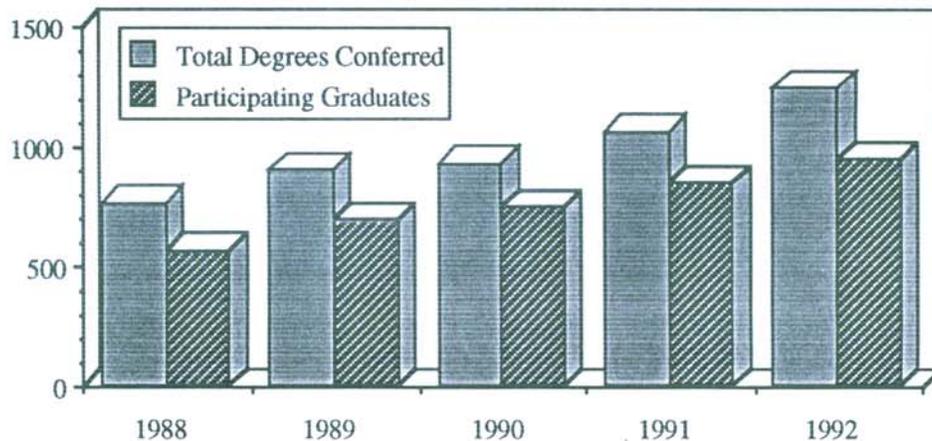


NUMBER OF DEGREES CONFERRED SINCE 1988							
	FY 1988	FY 1989	FY 1990	FY 1991	FY 1992	5-Year # Change	5-Year % Change
Associate's							
AS	113	124	110	126	104	(9)	(8%)
Total Associate's	113	124	110	126	104	(9)	(8%)
Bachelor's							
BA	45	69	56	53	80	35	78%
BBA	341	359	388	417	485	144	42%
BM	0	3	3	2	4	4	New
BS	181	236	261	343	414	233	129%
BSN	36	48	41	33	41	5	14%
Total Bachelor's	603	715	749	848	1,024	421	70%
Master's							
MBA	40	58	56	70	94	54	135%
M Ed	4	4	12	18	27	23	575%
Total Master's	44	62	68	88	121	77	175%
TOTAL DEGREES	760	901	927	1,062	1,249	489	64%
Annual % Change	7%	19%	3%	15%	18%		

HIGHLIGHTS

- 1990-91 saw the total number of degrees awarded surpass the one thousand per year mark.
- The number of master's degrees is expected to increase dramatically as current students complete programs and in 1992 the number of master's awarded was more than the associate's.

GROWTH OF GRADUATES PARTICIPATING IN COMMENCEMENTS



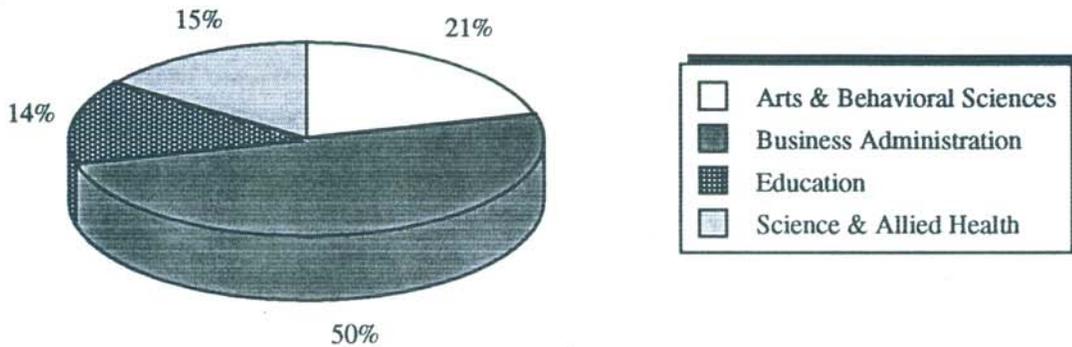
FALL COMMENCEMENTS					
	December 1987	December 1988	December 1989	December 1990	December 1991
Total Degrees Conferred	256	336	340	368	448
Participating Graduates	190	232	246	270	323
WINTER COMMENCEMENTS					
	NO COMMENCEMENTS SCHEDULED	April 1989	April 1990	April 1991	April 1992
Total Degrees Conferred		157	144	187	217
Participating Graduates		123	110	153	117
SPRING COMMENCEMENTS					
	June 1988	June 1989	June 1990*	June 1991*	June 1992*
Total Degrees Conferred	504	408	443	507	584
Participating Graduates	373	333	390	423	504
Annual Total	760	901	927	1,062	1,249
Participating Graduates	563	688	746	846	944

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

HIGHLIGHTS

- The Fall Commencement was initiated in 1984 in an effort to relieve the crowded conditions at the Spring Commencement. Beginning in 1989, a Winter Commencement was added to relieve crowding in the spring.
- The participation rates have remained between 75% and 80% over the last five years.
- In June 1990, both morning and afternoon commencements were initiated to better accommodate graduates and their families.

DEGREES AWARDED: SUMMARY BY SCHOOLS



Fall 1992 Distribution of Total Degrees by School

DEGREES CONFERRED BY SCHOOL							
SCHOOLS/DEGREES	FY 1988	FY 1989	FY 1990	FY 1991	FY 1992	5-Year # Change	5-Year % Change
Arts and Behavioral Sciences							
Associate's	12	13	1	3	1	(11)	(92%)
Bachelor's	100	164	156	210	255	155	155%
Total	112	177	157	213	256	144	129%
Business Administration							
Associate's	51	58	43	34	23	(28)	(55%)
Bachelor's	358	377	393	430	507	149	42%
Master's	40	58	56	70	94	54	135%
Total	449	493	492	534	624	175	39%
Education							
Associate's	0	0	0	0	0	0	0%
Bachelor's	69	95	110	111	154	85	123%
Master's	4	4	12	18	27	23	575%
Total	73	99	122	129	181	108	148%
Science & Allied Health							
Associate's	50	53	66	89	80	30	60%
Bachelor's	76	79	90	97	108	32	42%
Total	126	132	156	186	188	62	49%
COLLEGE TOTAL	760	901	927	1,062	1,249	489	64%
Annual % Change	7%	19%	3%	15%	18%		

HIGHLIGHT

- The number of degrees awarded over the last five years increased substantially in all schools; the proportion of degrees in business dropped from 59% to 50% of the total from 1988 to 1992.

DEGREES CONFERRED IN THE SCHOOL OF ARTS AND BEHAVIORAL SCIENCES

DEGREE PROGRAM	FY 1988	FY 1989	FY 1990	FY 1991	FY 1992
Associate's Degrees:					
Social Services ¹	12	13	1	3	1
SubTotal	12	13	1	3	1
Bachelor's Degrees:					
Art	6	8	11	9	8
Communication ²	3	16	38	49	62
English	15	18	12	13	23
French ²	-	-	-	1	2
History	9	10	2	7	6
International Affairs ²	2	10	12	5	14
Music	3	7	3	3	3
Political Science	13	19	14	25	32
Psychology	37	59	40	62	65
Public/Social Services	12	16	22	33	37
Spanish ²	-	1	2	3	3
SubTotal	100	164	156	210	255
Total School Degrees	112	177	157	213	256
Annual % Change	6%	58%	(11%)	36%	20%
School % of Total Degrees Awarded	15%	19%	17%	20%	21%

¹ Discontinued, Fall 1988

² New program since 1986

HIGHLIGHTS

- The total number of degrees awarded in this school more than doubled since 1988.
- The greatest number of degrees conferred in this school involves majors in psychology, communication and public and social services.
- Dramatic increases in the number of communication degrees (a relatively new and popular program) have occurred and are expected to continue.

DEGREES CONFERRED IN THE SCHOOL OF BUSINESS ADMINISTRATION

DEGREE PROGRAM	FY 1988	FY 1989	FY 1990	FY 1991	FY 1992
Associate's Degrees: ¹					
Accounting	6	5	5	14	8
Business Administration	33	31	21	12	10
Data Processing	12	13	15	6	5
Secretarial Science	0	9	2	2	0
SubTotal	51	58	43	34	23
Bachelor's Degrees:					
Accounting	77	85	80	95	116
Data Processing	13	10	3	7	16
Economics/Finance ²	21	15	6	3	2
Economics ³	2	1	10	6	11
Finance ³	20	34	59	56	53
Management	124	127	121	123	152
Marketing	101	104	110	130	142
Professional Sales ⁴	-	-	4	10	15
Secretarial Science	0	1	0	0	0
SubTotal	358	377	393	430	507
Master's Degrees:					
Business Administration	40	58	56	70	94
Total School Degrees	449	493	492	534	624
Annual % Change	7%	10%	0%	9%	17%
School % of Total Degrees Awarded	59%	55%	53%	50%	50%

¹ Associate degrees discontinued, Fall 1988.

² Discontinued program

³ Split in 1987

⁴ New program in 1990

HIGHLIGHTS

- The number of degrees in business fields increased 39% over the last five years.
- Half of the KSC degrees granted in recent years have been in business fields of study.

DEGREES CONFERRED IN THE SCHOOL OF EDUCATION

DEGREE PROGRAM	FY 1988	FY 1989	FY 1990	FY 1991	FY 1992
Bachelor's Degrees:					
Art Education ²	3	1	5	1	7
Elementary (K-4)	20	40	51	59	72
Elementary (4-8)	15	18	16	20	27
Health & Physical Ed.	15	14	13	8	10
Music Education	2	0	2	0	3
Education, Secondary					
Biology	0	3	3	3	1
Business	3	2	3	3	2
English	5	3	11	5	12
French ²	-	-	-	-	0
History	0	0	2	0	4
Mathematics	1	3	0	10	0
Social Studies	5	11	4	2	13
Spanish ²	-	-	-	-	3
SubTotal	69	95	110	111	154
Master's Degrees:					
K - 4	1	3	7	10	14
4 - 8	3	1	5	8	13
SubTotal	4	4	12	18	27
Total School Degrees	73	99	122	129	181
Annual % Change	18%	36%	23%	6%	17%
School % of Total Degrees Awarded	10%	11%	13%	12%	14%

¹ New program in 1990

HIGHLIGHTS

- The number of education degrees more than doubled since 1988.
- Slightly more than one out of every ten degrees granted at KSC was in teacher education.

DEGREES CONFERRED IN THE SCHOOL OF SCIENCE AND ALLIED HEALTH

DEGREE PROGRAM	FY 1988	FY 1989	FY 1990	FY 1991	FY 1992
Associate's Degrees:					
Computer Programming ¹	0	0	3	0	3
Nursing	50	53	63	89	77
SubTotal	50	53	66	89	80
Bachelor's Degrees:					
Biology	12	14	15	28	21
Chemistry	1	2	2	7	6
Computer Science	22	8	17	17	16
Information Systems ²	-	-	8	8	15
Mathematics	5	7	7	4	9
Nursing ²	36	48	41	33	41
SubTotal	76	79	90	97	108
Total School Degrees	126	132	156	186	188
Annual % Change	0%	5%	18%	19%	1%
School % of Total Degrees Awarded	17%	15%	17%	18%	15%

¹ Discontinued, Fall 1988

² New program since 1986

HIGHLIGHTS

- The School of Science and Allied Health experienced a 49% increase in degrees awarded since FY 1988.
- Two-thirds of the degrees awarded within the school were in nursing.
- The school has been fairly consistent in the proportion of total degrees within the college.

DEGREES AND MAJORS AUTHORIZED BY THE BOARD OF REGENTS 1992

ASSOCIATE OF SCIENCE IN NURSING

BACHELOR OF ARTS

Art
English
French
History
International Affairs
Music
Political Science
Psychology
Spanish

BACHELOR OF BUSINESS ADMINISTRATION

Accounting
Economics
Finance
Management
Marketing
Professional Sales

BACHELOR OF MUSIC

Music Education (K-12)
Performance

MASTER OF BUSINESS ADMINISTRATION

MASTER OF BUSINESS ADMINISTRATION FOR EXPERIENCED PROFESSIONALS

MASTER OF PUBLIC ADMINISTRATION

BACHELOR OF SCIENCE

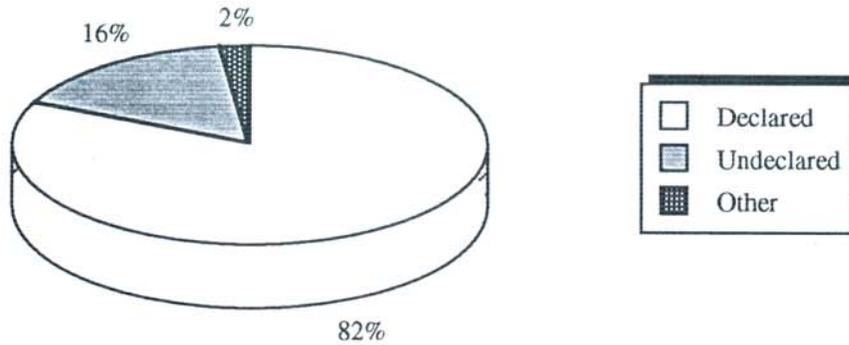
Art Education (K-12)
Biology
Chemistry
Communication
Computer Science
Elementary Education (K-4)
Elementary Education (4-8)
French Education (K-12)
Health and Physical Education
Information Systems
Mathematics
Political Science
Psychology
Public and Social Services
Spanish Education (K-12)
SECONDARY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

Biology
Business
English
History
Mathematics
Social Studies

BACHELOR OF SCIENCE IN NURSING

MASTER OF EDUCATION Early Childhood Education Middle Grades Education

DECLARED MAJORS IN ALL SCHOOLS OF THE COLLEGE



Fall 1992 Undergraduate Students

BACHELOR'S PROGRAMS	FALL 1988	FALL 1989	FALL 1990	FALL 1991	FALL 1992
Total Declared Majors	6,157	6,536	7,265	8,094	8,551
Undecided	1,602	1,642	1,648	1,483	1,666
SUBTOTAL	7,759	8,178	8,913	9,577	10,217
Other (JETS, Audits, Provisional)	196	226	235	249	254
Total Undergraduates	7,955	8,404	9,148	9,826	10,471
Graduate Programs	659	736	882	1,087	1,199
GRAND TOTAL	8,614	9,140	10,030	10,913	11,670

HIGHLIGHTS

- During the fall of 1992, 8 out of 10 undergraduate students had a declared major.
- The percentage of undeclared majors has not changed appreciably over the last five years and has ranged from 15% to 19% of the total enrollment.

DECLARED MAJORS IN THE SCHOOL OF ARTS & BEHAVIORAL SCIENCES

ASSOCIATE'S PROGRAMS	FALL 1988	FALL 1989	FALL 1990	FALL 1991	FALL 1992
Social Services ¹	24	2	5	2	0
BACHELOR'S PROGRAMS					
Art	113	121	147	147	135
Communication	178	269	318	353	355
English	106	106	125	141	146
French ²	-	-	2	9	4
History	64	49	78	86	103
International Affairs	46	51	60	82	100
Music	40	49	49	60	52
Political Science	97	129	154	183	181
Psychology	334	363	449	444	501
Public & Social Services	89	118	148	177	211
Pre-Law (undeclared)	47	58	78	86	93
Spanish ²	9	10	12	12	17
Undecided in ABS	24	18	13	7	12
SubTotal	1,147	1,341	1,633	1,787	1,910
SCHOOL TOTAL	1,171	1,343	1,638	1,789	1,910

¹ Discontinued, Fall 1988

² New Program

HIGHLIGHTS

- The number of declared majors within the school increased 63% over 5 years.
- The relatively new programs in art, communication, international affairs, and public and social services showed dramatic growth.
- Psychology and communication represented the most popular programs, each attracting at least twice as many students as any other program.

DECLARED MAJORS IN THE SCHOOL OF BUSINESS ADMINISTRATION

ASSOCIATE'S PROGRAMS	FALL 1988	FALL 1989	FALL 1990	FALL 1991	FALL 1992
Accounting ¹	26	23	22	10	4
Business Administration ¹	145	49	24	24	13
Data Processing ¹	34	16	14	5	1
Secretarial Science ¹	17	3	1	1	2
SubTotal	222	91	61	40	20
BACHELOR'S PROGRAMS					
Accounting	546	598	634	677	681
Data Processing ¹	66	35	29	25	6
Economics & Finance	125	115	81	42	25
Economics	13	20	27	37	30
Finance	100	115	161	161	161
Management	635	719	674	699	647
Marketing	459	467	472	461	379
Professional Sales	-	-	22	35	29
Secretarial Science ¹	8	1	1	1	2
Undecided in Business	724	656	696	662	646
SubTotal	2,676	2,726	2,797	2,800	2,606
GRADUATE PROGRAMS (MBA Concentrations)					
Accounting	29	42	51	51	50
Business Information Systems	44	44	67	80	79
Financial Services	73	72	77	100	99
Healthcare Marketing	10	10	14	12	8
Human Resource Management	48	42	62	59	66
Institutional Administration	36	58	63	103	97
Marketing	43	59	85	102	112
Non-degree	20	24	26	15	29
SubTotal	303	351	445	522	540
SCHOOL TOTAL	3,201	3,168	3,303	3,362	3,145

¹ Discontinued, Fall 1988

HIGHLIGHTS

- The number of business majors remained relatively stable over the last 5 years.
- Management, accounting and marketing are the most popular majors in the college.

DECLARED MAJORS IN THE SCHOOL OF EDUCATION

	FALL 1988	FALL 1989	FALL 1990	FALL 1991	FALL 1992
BACHELOR'S PROGRAMS					
Elementary K-4	254	287	349	429	502
Elementary 4-8	73	75	102	123	151
Art K-12	15	21	26	28	40
French K-12	-	-	4	7	9
HPER K-12	79	75	88	135	172
Music K-12	24	30	21	37	41
Spanish K-12	2	12	13	15	14
Secondary Education Programs					
Biology	12	14	14	15	29
Business	26	24	23	28	33
Chemistry	1	2	1	1	1
English	35	61	68	91	91
History	16	27	24	45	45
Math	28	27	37	36	35
Social Studies	28	28	43	51	58
Undecided in Education	200	250	305	355	366
SubTotal	793	933	1,118	1,396	1,587
GRADUATE PROGRAMS					
K - 4	16	27	41	51	51
4 - 8	15	24	23	30	36
Non-degree	325	333	373	484	572
SubTotal	356	384	437	565	659
SCHOOL TOTAL	1,149	1,317	1,555	1,961	2,246

HIGHLIGHTS

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

DECLARED MAJORS IN THE SCHOOL OF SCIENCE AND ALLIED HEALTH

ASSOCIATE 'S PROGRAMS	FALL 1988	FALL 1989	FALL 1990	FALL 1991	FALL 1992
Computer Programming ¹	15	6	3	2	2
Nursing	256	323	377	465	530
SubTotal	271	329	380	467	532
BACHELOR'S PROGRAMS					
Biology	129	137	171	241	277
Chemistry	39	41	58	60	68
Computer Science	215	180	203	249	243
Information Systems ²	70	159	164	198	232
Mathematics	41	40	45	55	65
Nursing	297	338	375	465	600
Pre-Dentistry (undeclared)	18	19	12	12	19
Pre-Engineering (undeclared)	32	38	43	67	60
Pre-Forestry (undeclared)	6	10	7	7	6
Pre-Medicine (undeclared)	71	74	94	131	169
Pre-Pharmacy (undeclared)	34	33	43	46	71
Pre-Veterinary Medicine (undeclared)	22	33	34	42	52
Undecided in SAH	9	13	22	29	34
SubTotal	983	1,115	1,271	1,602	1,896
SCHOOL TOTAL	1,254	1,444	1,651	2,069	2,428

¹ Discontinued, Fall 1988.

² New program since 1986

HIGHLIGHTS

- A 94% increase in student interest in science and health fields over the last five years is notable.
- Growth in student interest in biology, information systems, and nursing programs was substantial.

UPPER DIVISION MAJORS SCHOOL OF ARTS & BEHAVIORAL SCIENCES

Number of Enrolled Juniors and Seniors					
PROGRAMS	FALL 1988	FALL 1989	FALL 1990	FALL 1991	FALL 1992
Art	50	55	64	77	77
Communication	74	127	168	178	211
English	53	52	64	87	85
French ¹	-	-	1	7	1
History	36	29	45	49	68
International Affairs	23	26	28	42	58
Music	18	20	15	28	17
Political Science	42	51	55	103	112
Psychology	149	167	208	229	251
Public & Social Services	48	75	102	104	130
Pre-Law (undeclared)	5	9	13	18	26
Spanish ¹	6	6	8	7	12
Undecided in ABS	4	3	13	4	4
SCHOOL TOTAL	508	620	784	933	1,052

¹ New program since 1986

HIGHLIGHTS

- The school's increase in the number of majors at the upper division level over the last five years was the second highest of the four schools (up 107%).
- Almost all programs posted an increase in the numbers of juniors and seniors who declared majors in this school.
- Among the new programs initiated in recent years, growth in the art, communication and public & social services programs at the upper division has been exceptionally strong.

UPPER DIVISION MAJORS SCHOOL OF BUSINESS ADMINISTRATION

Number of Enrolled Juniors and Seniors					
PROGRAMS	FALL 1988	FALL 1989	FALL 1990	FALL 1991	FALL 1992
Accounting	271	314	372	412	386
Data Processing ²	30	25	25	21	4
Economics & Finance ¹	68	56	49	32	18
Economics	10	16	17	22	16
Finance	65	72	107	104	114
Management	341	381	406	434	425
Marketing	243	273	289	284	266
Professional Sales ³	-	-	17	28	24
Secretarial Science ²	1	0	0	1	0
Undecided in Business Administration	158	117	153	158	162
SCHOOL TOTAL	1,187	1,254	1,435	1,496	1,415

¹ Split in 1987

² Discontinued, Fall 1987

³ New program, 1990

HIGHLIGHTS

- The number of declared majors in business fields at the upper division level grew by 19% since 1988.
- All business programs showed some growth over the five-year period.
- The BBA programs in accounting, management, marketing, and finance showed the greatest gains.
- Approximately one-third of the college's declared majors at the upper division level were enrolled in a School of Business Administration program.

UPPER DIVISION MAJORS SCHOOL OF EDUCATION

Number of Enrolled Juniors and Seniors					
PROGRAMS	FALL 1988	FALL 1989	FALL 1990	FALL 1991	FALL 1992
Elementary K-4	138	145	179	233	275
Elementary 4-8	45	44	62	87	111
Art K-12 ¹	11	12	16	18	18
French K-12 ¹	-	-	2	4	7
HPED K-12	40	42	44	65	100
Music K-12	10	12	10	18	23
Spanish K-12 ¹	-	5	7	13	11
SECONDARY EDUCATION PROGRAMS					
Biology	10	9	5	8	12
Business	12	9	18	17	25
Chemistry	0	0	0	1	1
English	21	29	40	58	54
History	5	11	8	18	31
Math	14	14	18	21	22
Social Studies	21	20	27	37	39
Undecided in Education	61	76	96	83	103
SCHOOL TOTAL	388	428	532	681	832

¹ New program

HIGHLIGHTS

- Overall, the number of upper division students with a declared major in education more than doubled increasing at the fastest rate of the four colleges over the five years.
- Most programs grew to some extent, but elementary K - 4, and elementary 4 - 8 demonstrated the highest percentage increases.

UPPER DIVISION MAJORS SCHOOL OF SCIENCE AND ALLIED HEALTH

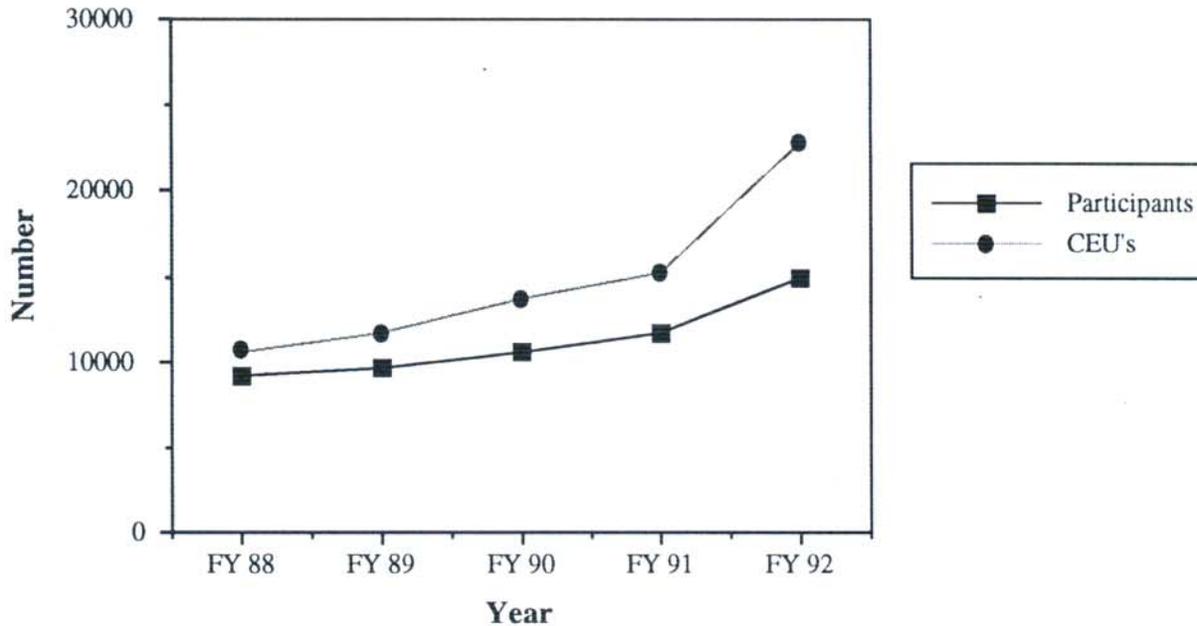
Number of Enrolled Juniors and Seniors					
PROGRAMS	FALL 1988	FALL 1989	FALL 1990	FALL 1991	FALL 1992
Biology	66	65	70	109	128
Chemistry	14	19	27	36	35
Computer Science	96	77	89	111	100
Information Systems ¹	31	75	86	102	128
Math	20	21	30	31	41
Nursing	144	169	173	226	269
Pre-Dentistry (undeclared)	2	3	3	2	5
Pre-Engineering (undeclared)	6	1	7	8	6
Pre-Forestry (undeclared)	1	0	3	0	0
Pre-Medicine (undeclared)	18	14	25	27	41
Pre-Pharmacy (undeclared)	13	9	9	11	22
Pre-Veterinary Medicine (undeclared)	5	9	8	12	13
Undecided in SAH	2	1	6	7	8
SCHOOL TOTAL	418	463	536	682	796

¹ *New program*

HIGHLIGHTS

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

DIVISION OF CONTINUING EDUCATION



CONTINUING EDUCATION: 1988- 1992

	FY 88	FY 89	FY 90	FY 91	FY92	5-Year # Change	5-Year % Change
Programs/Courses	550	599	670	707	1,079	529	96%
Participants	9,169	9,688	10,599	11,721	14,964	5,795	63%
Participant Hours	109,168	116,100	136,661	152,485	228,370	119,202	109%
CEUs	10,513	11,610	13,666	15,249	22,837	12,324	117%
Revenues	629,615	739,843	866,181	1,183,412	1,626,775	997,160	158%

HIGHLIGHTS

- Almost 15,000 registrations were logged in approximately 1,100 continuing education courses and programs in 1991-92, an increase of 96% over the last five years.
- Continuing education registrants earned 22,837 CEU's (Continuing Education Units) in nondegree credit programs in 1991-92.
- Revenue for continuing education courses and contracts nearly tripled in the last five years and broke the \$1.6 million mark in 1991-92.
- Contract training for business and industry grew dramatically in 1991-92. It now comprises 65% of the division's revenue and is conducted in 12 states.

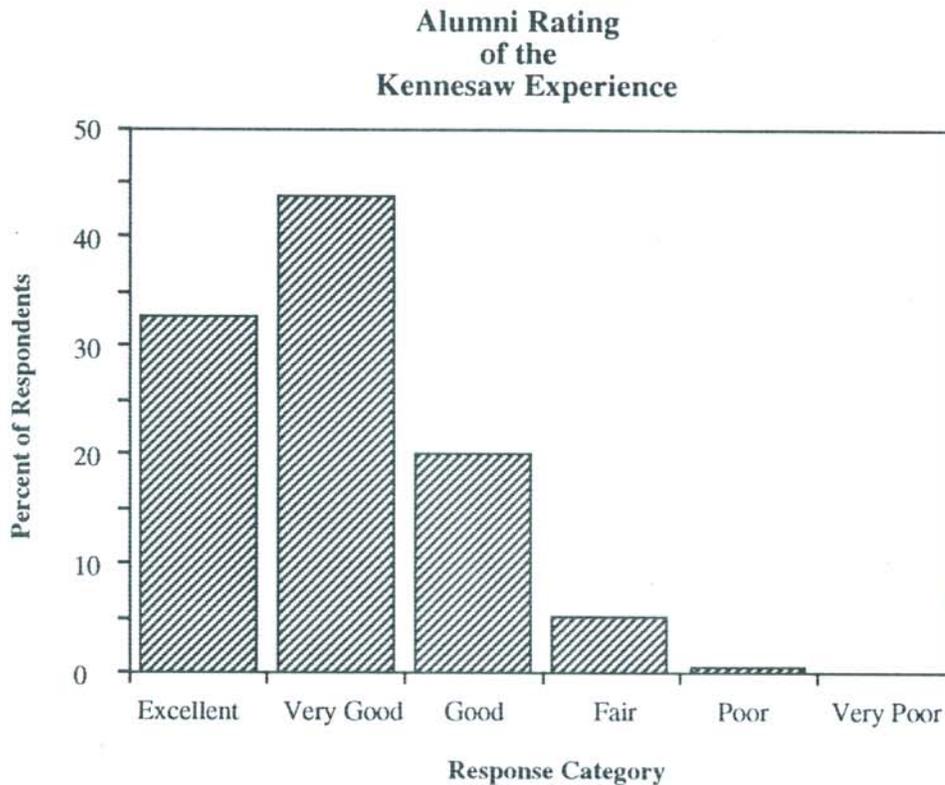
LIBRARY INFORMATION

LIBRARY ACTIVITY: FY 88- FY 92							
	FY 88	FY 89	FY 90	FY 91	FY92	5-Year # Change	5-Year % Change
Volumes	309,724	330,237	369,369	405,011	426,345	116,621	38%
Titles	134,796	169,251	196,253	239,703	259,598	124,802	93%
Periodicals	2,110	2,110	3,020	3,144	3,147	1,037	49%
Government							
Documents	137,510	159,869	170,389	195,558	215,797	78,287	57%
Microforms	447,828	509,138	643,237	700,427	748,312	300,484	67%
Circulation-							
Books	88,762	93,869	97,894	104,390	129,334	40,572	46%
Circulation-							
Reserves	17,750	17,921	18,513	21,508	27,114	9,364	53%
Interlibrary							
Loans:							
Borrowed	845	2,790	2,773	2,959	3,420	2,575	305%
Loaned	583	1,023	1,032	1,285	2,781	2,198	377%

HIGHLIGHTS

- The library is completely automated and networks the catalog, reserves, selected periodical database and union catalog holdings.
- The Library subscribes to more than 50 CD database services and is among the most automated and technically advanced of the libraries in the state.
- 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 Library and School of Education presented a Children's Literature Conference for regional educators and produced a children's literature book review periodical, *Bookmark*.
- The Bentley Rare Book Room and Collection houses 14,000 First Edition volumes and 55 Museum/World Class quality medieval and renaissance manuscript leaves.

ALUMNI AFFAIRS HIGHLIGHTS



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

HIGHLIGHTS

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

K

KENNESAW
STATE
COLLEGE

FACT
BOOK

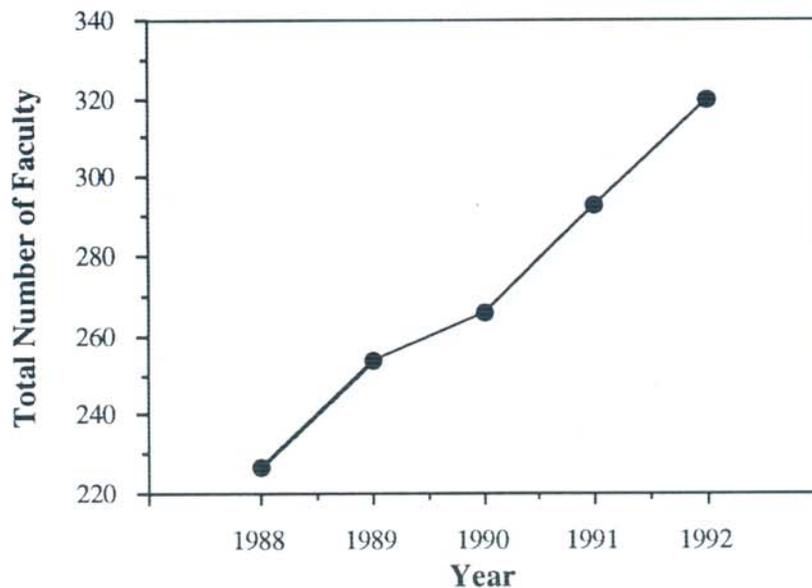
FACULTY
AND STAFF
INFORMATION

FACULTY AND STAFF INFORMATION

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TOTAL FULL-TIME INSTRUCTIONAL FACULTY



NUMBER OF FACULTY Fall 1988 - Fall 1992 *

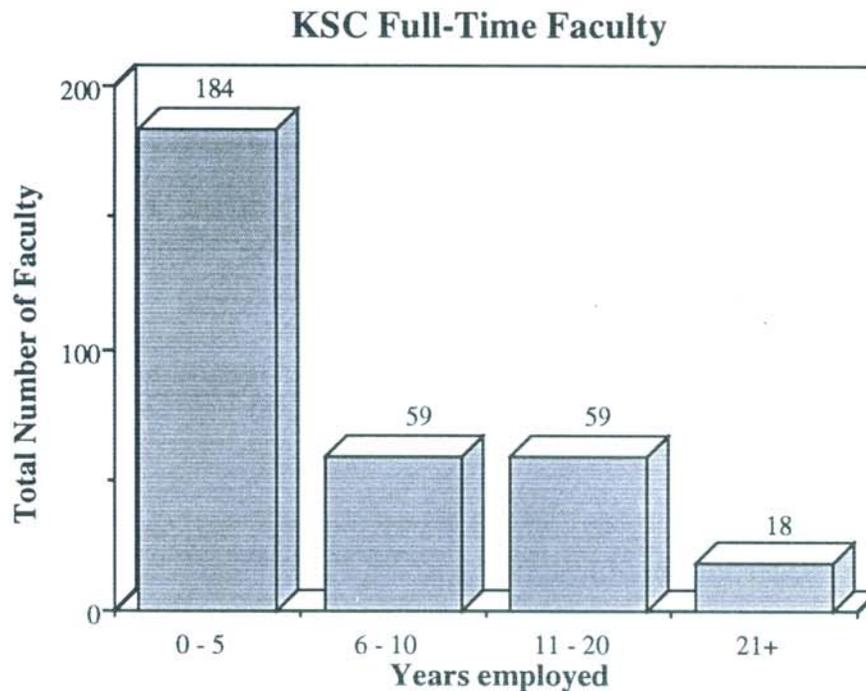
Schools	Fall 88	Fall 89	Fall 90	Fall 91	Fall 92	5-Year # Change	5-Year % Change
Arts & Behavioral Sciences	79	90	91	103	114	35	44%
Business	52	58	61	68	70	18	35%
Education	28	35	37	37	43	15	54%
Science & Allied Health	68	71	77	85	93	25	37%
TOTALS	227	254	266	293	320	93	41%
Number Change	+18	+27	+12	+27	+27		
Annual % Change	9%	12%	5%	+10%	+9%		

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

HIGHLIGHTS

- The five-year rate of growth of the faculty was above the rate of the growth of the overall enrollment, with enrollment increasing 35% and faculty numbers increasing 41%.
- All schools experienced a substantial increase in full-time faculty over the last five years.

NEW INSTRUCTIONAL FACULTY



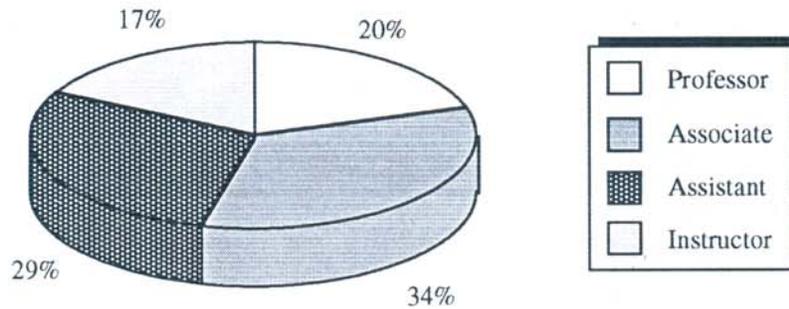
NEW FULL-TIME FACULTY APPOINTMENTS *						
	Fall 1988	Fall 1989	Fall 1990	Fall 1991	Fall 1992	5-Year # Change
Professors	1	2	0	3	4	3
Associate Professors	8	7	7	11	7	(1)
Assistant Professors	18	16	18	15	15	(3)
Instructors	12	9	18	17	17	5
TOTAL	39	34	43	46	43	4
Total Full-time Faculty	227	254	266	293	320	93
% New of Total Faculty	17%	13%	16%	16%	13%	

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

HIGHLIGHTS

- As a result of turnovers, new positions and successful recruiting efforts, KSC has employed an average of 41 new full-time teaching faculty over the last 5 years.
- During fall 1992, 58% of the full-time faculty at KSC have been at the college 5 or less years.

FULL-TIME INSTRUCTIONAL FACULTY BY RANK *



Distribution of Faculty by Rank, Fall 1992

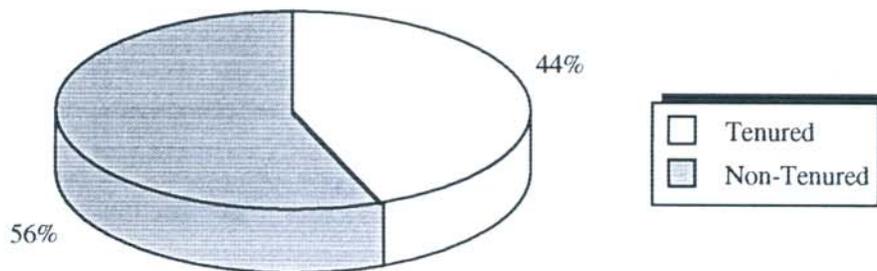
NUMBER OF FACULTY BY RANK *												
RANK	Fall 88		Fall 89		Fall 90		Fall 91		Fall 92		5-Year Change	
	#	%	#	%	#	%	#	%	#	%	#	%
Professor	47	21	51	20	50	18	58	20	64	20	17	36
Associate	78	34	90	35	91	35	102	35	108	34	30	38
Assistant	79	35	83	33	88	33	92	31	95	29	16	20
Instructor	23	10	30	12	37	14	41	14	53	17	30	130
Total	227	100	254	100	266	100	293	100	320	100	93	41

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

HIGHLIGHTS

- In an effort to reduce reliance on part-time faculty the greatest growth in faculty has occurred at the instructor level.
- Fifty-four percent of the faculty are in the senior ranks of associate or full professor.

TENURE STATUS OF FACULTY



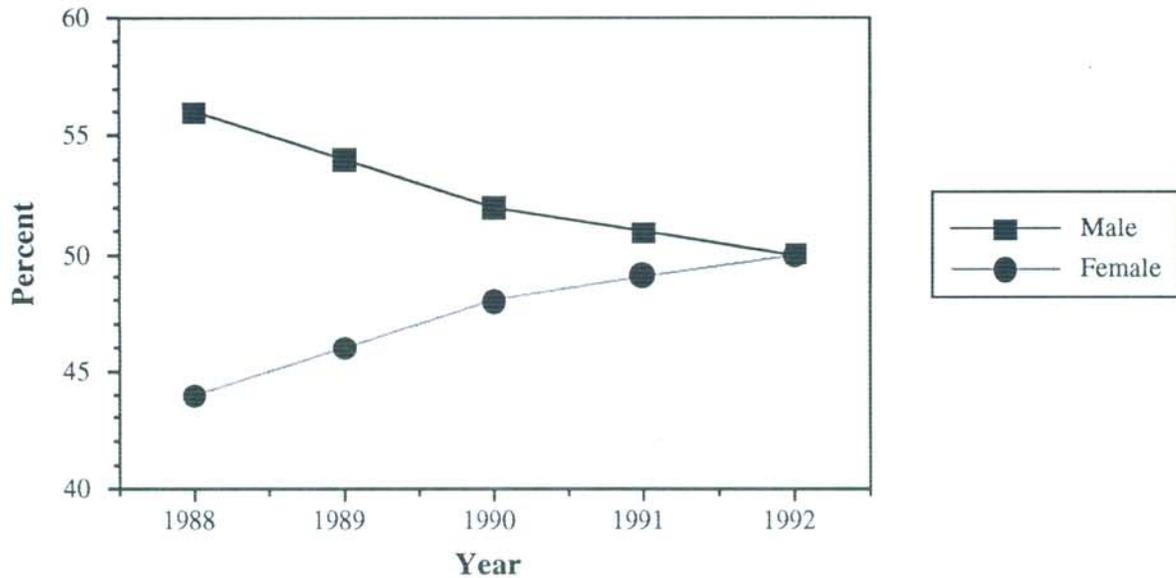
TENURE STATUS BY GENDER						
	Female		Male		Total	
	#	%	#	%	#	%
Tenured	63	40	77	48	140	44
Non-Tenured	96	60	84	52	180	56
Total	159	100	161	100	320	100

TENURE STATUS BY RACE						
	Black	Asian/ Pacific Isl.	Am. Indian/ Alaskan Nat.	Hispanic	White	Total
Tenured	8	2	0	0	130	140
Non-Tenured	21	3	0	2	154	180
Total	29	5	0	2	284	320

HIGHLIGHTS

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

MALE AND FEMALE INSTRUCTIONAL FACULTY

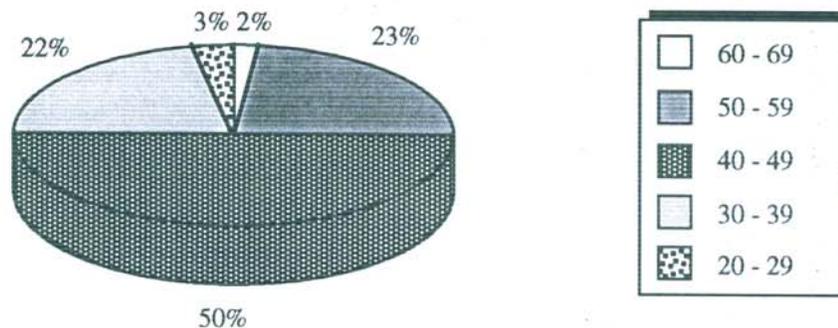


FULL-TIME FACULTY BY GENDER STATUS												
	Fall 88		Fall 89		Fall 90		Fall 91		Fall 92		5-Year # Change	5-Year % Change
	#	%	#	%	#	%	#	%	#	%		
Male	127	56	137	54	138	52	150	51	161	50	34	27%
Female	100	44	117	46	128	48	143	49	159	50	59	59%
Totals	227	100	254	100	266	100	293	100	320	100	84	41%

HIGHLIGHTS

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

AGE OF THE INSTRUCTIONAL FACULTY



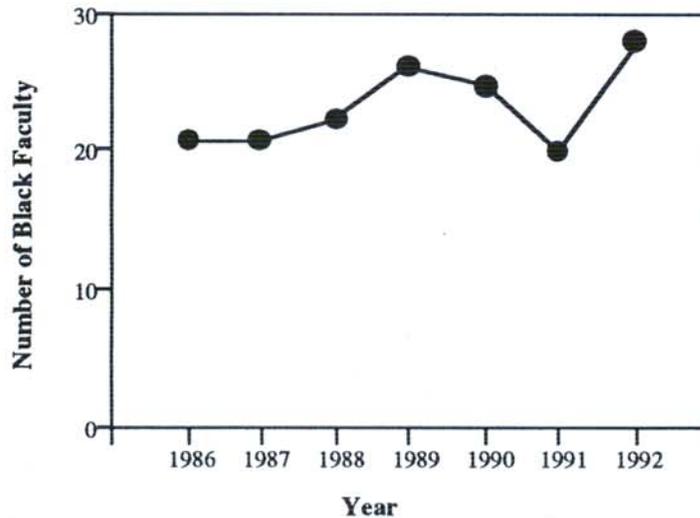
Distribution of Ages, Fall 1992

FACULTY AGE GROUPS: FALL 1992						
	20's	30's	40's	50's	60's	Total
Number	9	72	159	72	8	320
Percent	3%	23%	49%	23%	2%	100%

HIGHLIGHTS

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

BLACK INSTRUCTIONAL FACULTY



FULL-TIME BLACK FACULTY: FALL 1992						
School	Professor	Associate	Assistant	Instructor	Total	% of Total in Schools
Arts and Behavioral Sciences	1	6	2	1	10	9%
Business Administration	0	2	3	1	6	9%
Education	1	1	0	2	4	9%
Science and Allied Health	1	2	5	1	9	10%
TOTAL	3	11	10	5	29	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.
- Of the institutions of its type in Georgia, Kennesaw State College has the highest percentage of Black faculty.

**RELATIVE STANDING OF KSC FACULTY
IN TERMS OF HIGHEST DEGREE
FALL 1992**

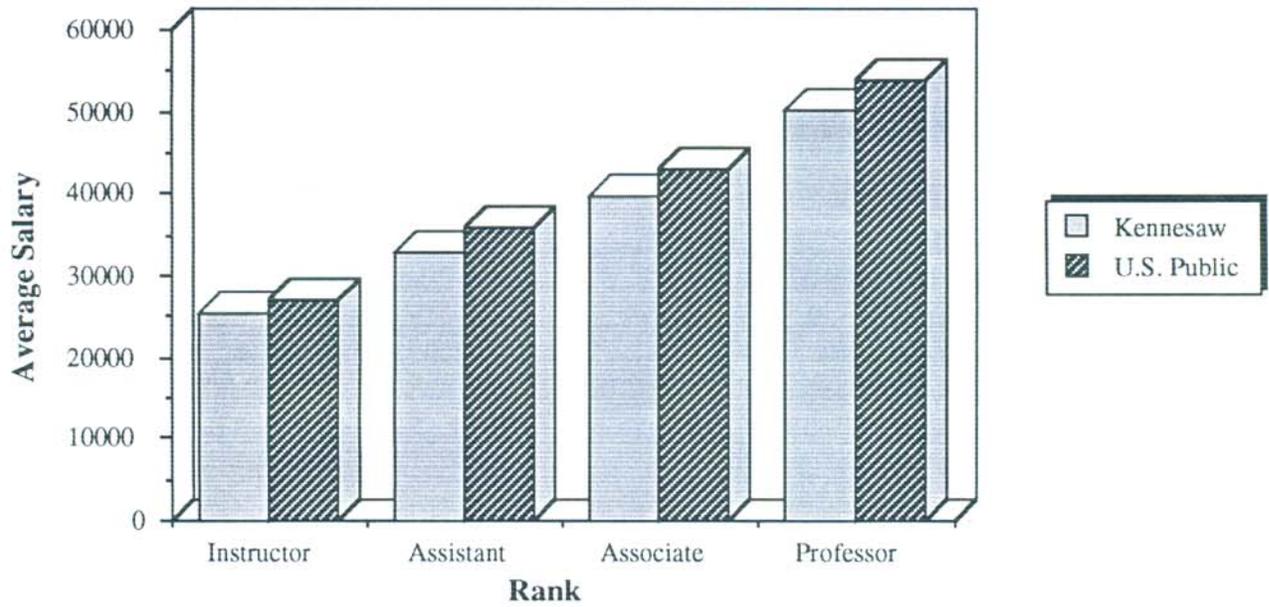
PUBLIC 4-YEAR UNITS IN GEORGIA	% With Terminal Degree *	% Without Terminal Degree
University of Georgia	91	9
Georgia Tech	90	10
Georgia State University	85	15
<i>Kennesaw State College</i>	75	25
West Georgia College	73	27
Valdosta State College	69	31
Augusta College	69	31
Georgia Southwestern College	65	35
Albany State College	62	38
Columbus College	62	38
Savannah State College	62	38
Georgia College	61	39
North Georgia College	61	39
Georgia Southern University	60	40
Armstrong State College	58	42
Fort Valley State College	57	43
Clayton State College	52	48
Southern College of Technology	50	50

* Includes professional degrees

HIGHLIGHTS

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

AVERAGE ACADEMIC YEAR SALARIES OF INSTRUCTIONAL FACULTY



AVERAGE SALARIES OF FULL-TIME FACULTY: 1991-92

	Professor	Associate	Assistant	Instructor
Kennesaw State	50,200	39,900	32,800	25,300
National Public Institutions*	53,750	43,020	35,730	27,210

* Category IIA - Comprehensive

HIGHLIGHTS

- Average faculty salaries at Kennesaw State were somewhat less in all academic ranks than those reported by AAUP in *Academe* for the comparable national sample of public institutions.
- Because KSC is in the process of becoming a comprehensive institution, comparable comprehensive institutions presently boast higher faculty salaries than KSC.

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

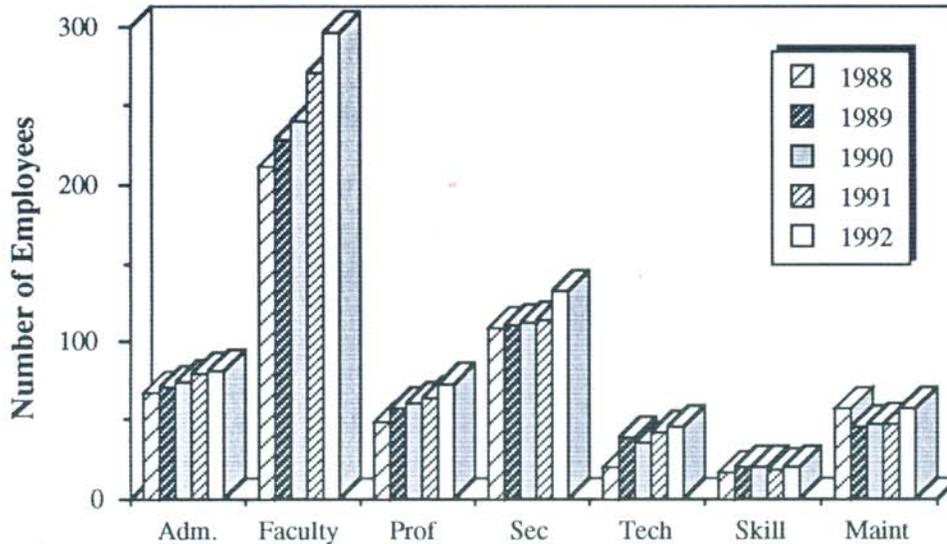
GENERAL FIELDS	Average 9-month Salaries		
	ASSISTANT	ASSOCIATE	PROFESSOR
Accounting	46,700	53,700	62,200
Business (All Others)	45,600	48,000	55,800
Computer & Information Science	42,600	47,400	57,700
Physics	35,700	41,500	49,500
Mathematics	34,000	39,500	48,800
Education	33,000	39,100	48,100
Health &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

HIGHLIGHTS

- Substantial salary differentials exist among different discipline groups in the AASCU institutions as they do at Kennesaw State and in other Georgia institutions.
- Average salaries in the arts and humanities are typically lowest while those in business fields and computer science are among the highest. These differences basically result from differences in supply and demand across discipline areas.

* American Association of State Colleges and Universities (AASCU). Comparable institutions included in the study were selected as public institutions offering less than the doctorate degree and with student enrollments from 6,000 to 14,000. A list of the institutions used in the study is provided in the Sources, p. 119.

FULL-TIME EMPLOYEES BY EEO CLASSIFICATION



TOTAL EMPLOYEES : 1988- 1992*							
	1988	1989	1990	1991	1992	5-Year # Change	5-Year % Change
Executive, Administrative, Managerial	68	71	74	79	82	14	21%
Faculty, Academic	212	229	241	271	297	85	40%
Professional Staff	50	57	61	65	73	23	46%
Clerical/Secretarial	108	110	112	114	133	25	23%
Technical/Paraprofessional	20	39	35	42	45	25	125%
Skilled Crafts	17	21	21	19	21	4	24%
Service/Maintenance	58	46	47	48	58	-	-
Total	533	573	591	638	709	176	33%

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

HIGHLIGHTS

- The number of employees increased substantially in recent years but at a rate somewhat lower than the growth rate of the enrollment.
- The number of technical/paraprofessional staff increased the most while the executive management category changed the least.

FULL-TIME STAFF BY GENDER AND RACE

FULL TIME STAFF BY GENDER				
	Females	Males	Total	% Female
Executive, Administrative				
Managerial	29	53	82	35
Faculty, Academic	148	149	297	50
Professional Staff	50	23	73	68
Clerical/Secretarial	131	2	133	94
Technical/Paraprofessional	17	28	45	38
Skilled Crafts	1	20	21	.01
Service/Maintenance	24	34	58	41
Total	400	309	709	56

FULL TIME STAFF BY RACE							
	Black	Asian or Pacific Islander	American Indian/Alaskan Nat.	Hispanic	White	Total	% Minority
Executive, Admin.							
Managerial	5	0	0	0	77	82	6
Faculty, Academic	27	6	0	2	262	297	12
Professional Staff	7	0	0	0	66	73	10
Clerical/Secretarial	4	1	0	1	127	133	5
Technical/Paraprof.	2	1	0	0	42	45	7
Skilled Crafts	1	1	0	0	19	21	10
Service/Maint.	8	0	0	0	50	58	14
Total	54	9	0	3	643	709	9

HIGHLIGHTS

- Females comprise 56% of the total workforce on campus and 59% of the “staff”.
- The analysis of the staff data shows that 8% of the Kennesaw State employees are black; and if all minority groups are considered the percentage rises to 9%.

K

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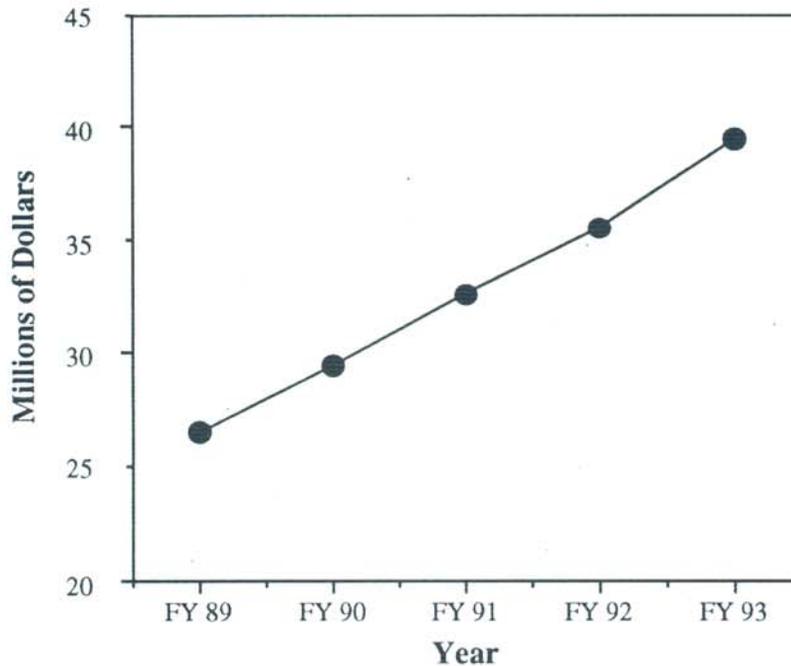
BUDGET AND
FINANCIAL
INFORMATION

BUDGET AND FINANCIAL INFORMATION

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BUDGET ALLOCATIONS FOR FISCAL YEARS 1989 to 1993



TOTAL E & G BUDGET * ALLOCATIONS					
	FY 89	FY 90	FY 91	FY 92	FY 93
TOTAL	\$26,571,958	\$29,493,307	\$32,600,416	\$35,523,642	\$39,425,320
\$ Change	\$3,539,803	\$2,921,349	\$3,107,109	\$ 2,923,226	\$3,901,678
Annual % Change	15%	11%	11%	9%	11%

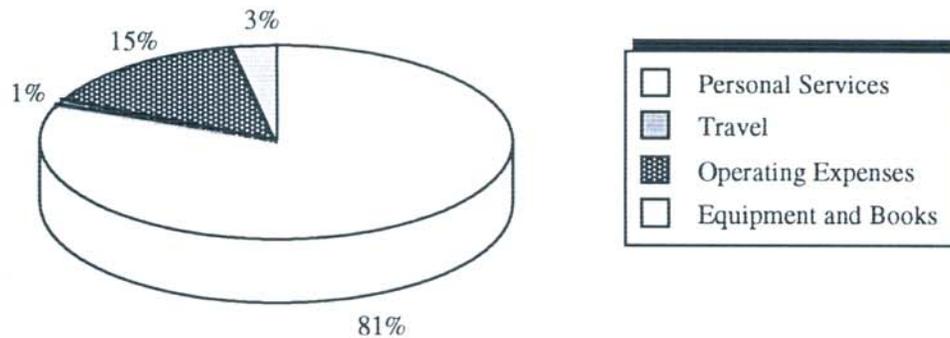
* Educational and General budget; excludes auxiliaries.

	5-Year \$ Change	5-Year % Change
INCREASE	\$12,853,362	48%

HIGHLIGHTS

- Total budget allocations grew 48% during the last five years.
- The percentage increase in the annual budget has been relatively stable in the last four years.

BUDGET ALLOCATIONS



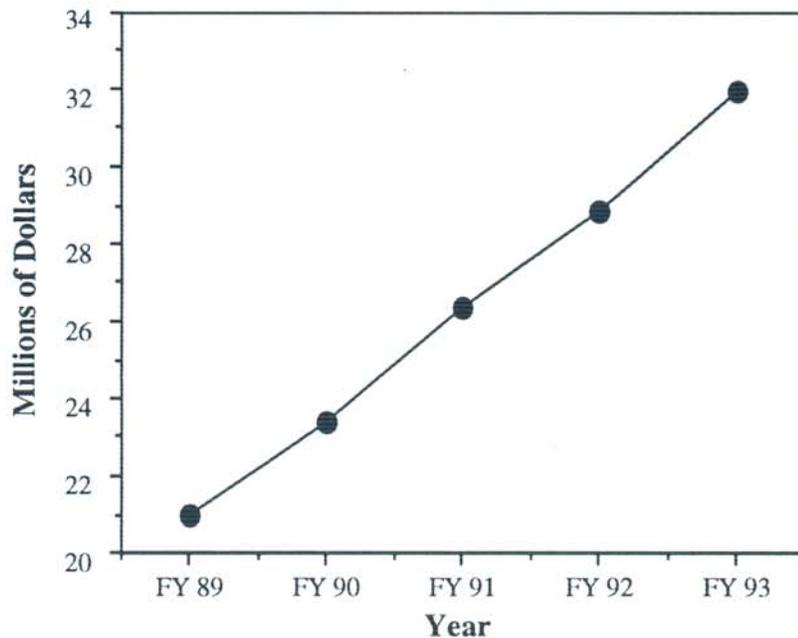
FISCAL YEAR 1992-93 BUDGET ALLOCATION (E & G ¹)						
FY 92	Personal Services	Travel	Operating Supplies & Expenses	Equipment and/or Books	Total Budget	% Total
Instruction	\$21,088,229	\$250,100	\$1,510,403	\$266,100	\$23,114,832	59%
Public Service	525,198	28,750	167,679	25,520	747,147	2%
Academic Support	2,129,270	49,200	620,600	811,300	3,610,370	9%
Student Services	1,982,272	37,700	2,226,000	4,600	2,250,572	6%
Institutional Support	4,135,916	70,300	1,053,700	79,700	5,339,616	14%
Operation & Maintenance of Physical Plant	2,090,194	10,100	1,841,503	39,000	3,980,797	10%
Scholarships & Fellowships			381,986		381,986	-
TOTAL	\$31,951,079	\$446,150	\$5,801,871	\$1,226,220	\$39,425,320	100%

¹ Educational and General budget; excludes auxiliaries.

HIGHLIGHTS

- Of the total operating budget, 81 cents of every dollar were allocated for personnel throughout the college; 66% of the personnel budget was in Instruction.
- Over two-thirds of the total budget were allocated to those areas most closely related to the teaching faculty (Instruction, Public Service, Academic Support).

PERSONAL SERVICES ALLOCATIONS



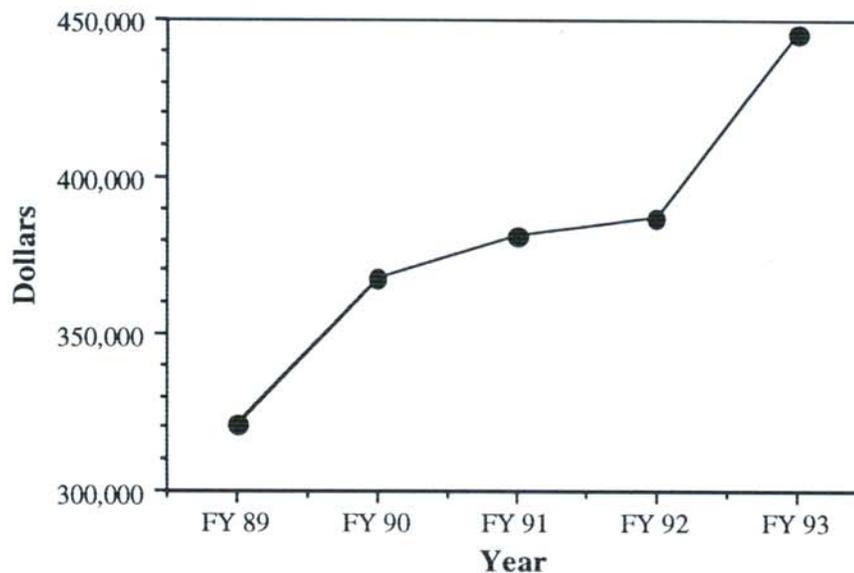
KSC's PERSONAL SERVICES BUDGET					
	FY 89	FY 90	FY 91	FY 92	FY93
Personal Services	\$20,998,730	\$23,345,388	\$26,333,164	\$28,841,838	\$31,951,079
Annual % Change	13%	11%	13%	10%	11%

	5-Year \$ Change	5-Year % Change
Increase	\$10,952,349	52%

HIGHLIGHTS

- Personal Services grew 52% (close to \$11 million) during the five-year period.
- The annual increases reflected the college's need for additional personnel to keep pace with the growth in size and sophistication of the institution.

TRAVEL ALLOCATIONS



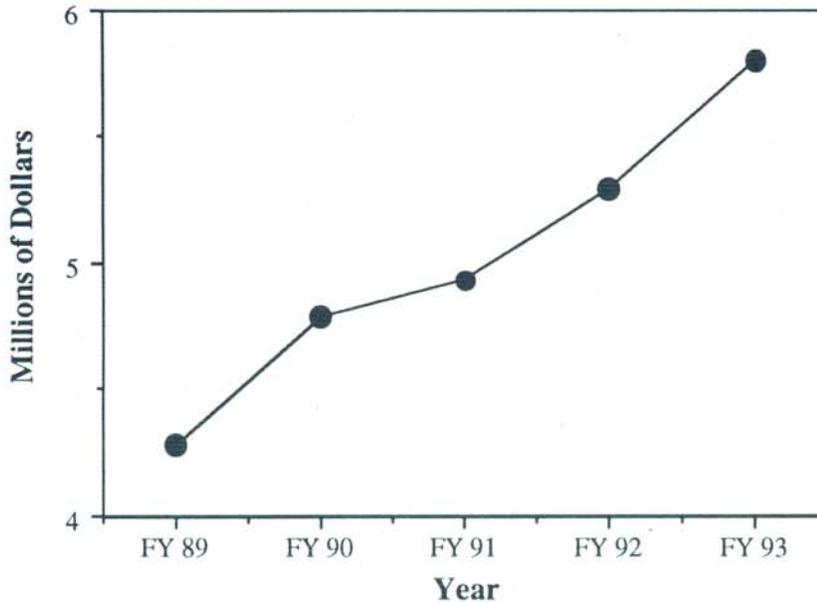
KSC's TRAVEL BUDGET					
	FY 89	FY 90	FY 91	FY 92	FY93
Travel	\$321,505	\$368,016	\$381,600	\$387,550	\$446,150
Annual % Change	28%	14%	4%	2%	15%

	5-Year \$ Change	5-Year % Change
Increase	\$124,645	39%

HIGHLIGHTS

- Travel money increased by \$124,645, a 39% growth rate over five years.
- The annual percentage increases showed significant levels of gains each year until FY 91; faculty involvement in professional associations has mushroomed in recent years. Unfortunately, budget cuts significantly impacted travel allocations until FY 93 when some funds were restored.

OPERATING EXPENSES & SUPPLIES ALLOCATIONS



KSC's OPERATING EXPENSES BUDGET					
	FY 89	FY 90	FY 91	FY 92	FY93
Operating Expenses	\$4,282,102	\$4,791,755	\$4,941,084	\$5,291,288*	\$5,801,871
Annual % Change	38%	12%	3%	7%	10%

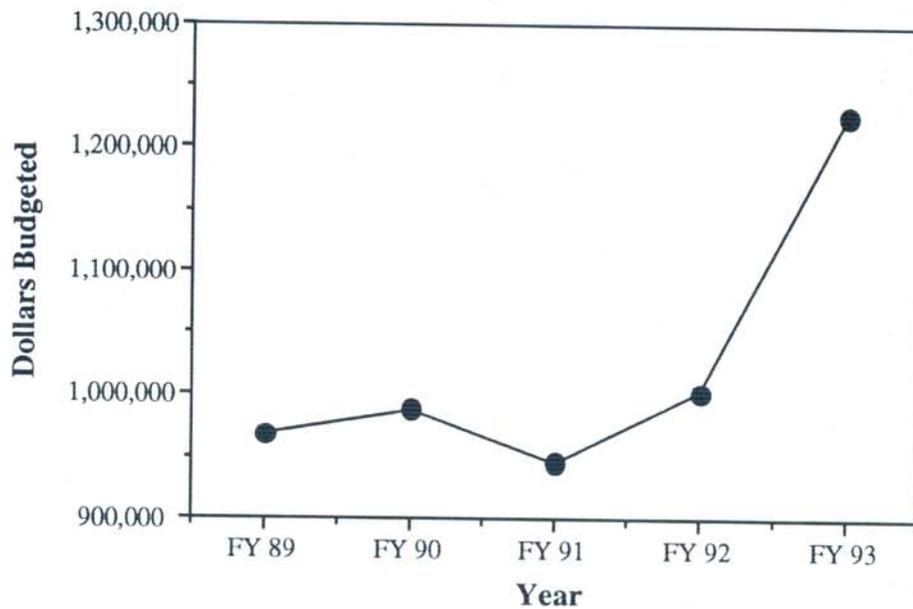
	5-Year \$ Change	5-Year % Change
Increase	\$1,519,769	35%

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

HIGHLIGHTS

- Operating Expenses grew by 35% since fiscal year 1989.
- The annual percentage increases showed significant gains each year until FY 91.

EQUIPMENT AND/OR BOOKS ALLOCATIONS



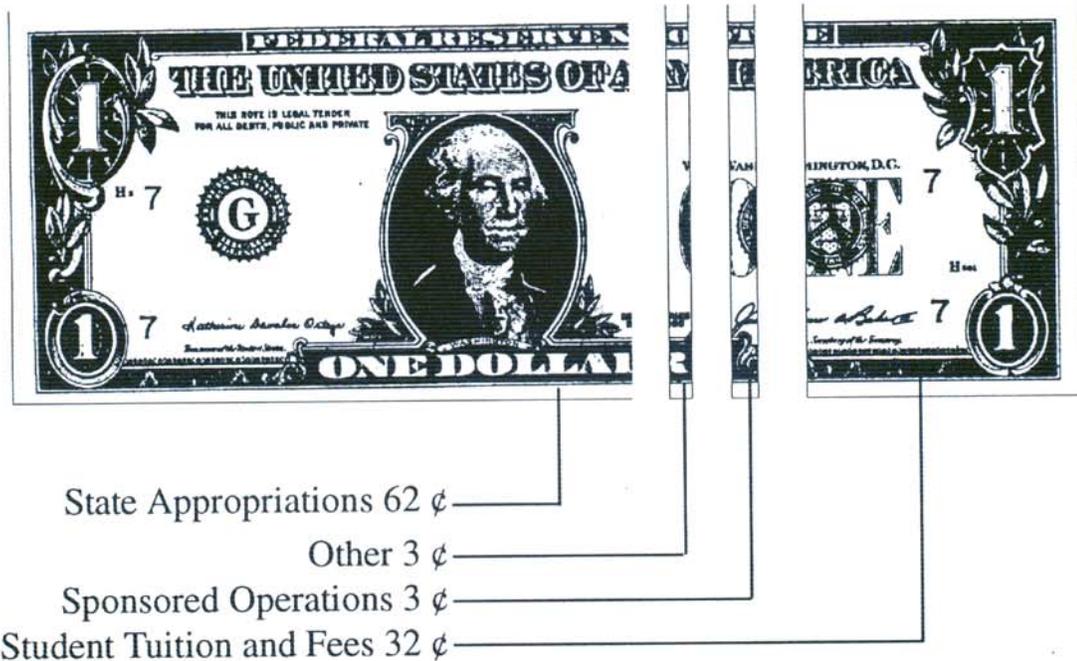
KSC's EQUIPMENT BUDGET					
	FY 89	FY 90	FY 91	FY 92	FY93
Equipment	\$969,621	\$988,148	\$944,568	\$1,002,966	\$1,226,220
Annual % Change	1%	2%	(4%)	6%	22%

	5-Year \$ Change	5-Year % Change
Increase	\$256,599	26%

HIGHLIGHTS

- Because of several lean budgetary years a major adjustment needed to be made in the acquisition of books and periodicals which is largely responsible for this increase.
- Whereas other categories of the budget grew substantially in the last five years, the budget for equipment and library books has not in the last four out of five years.

REVENUE SOURCES



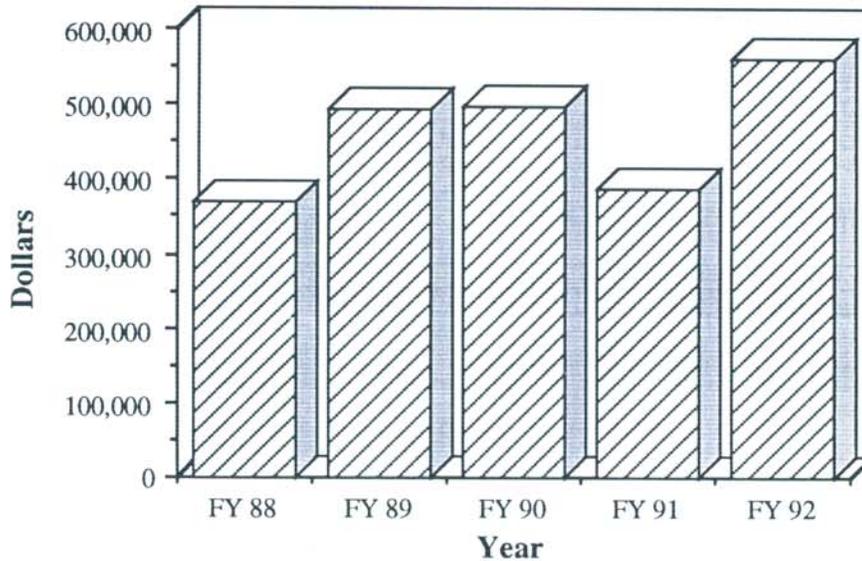
PERCENT OF TOTAL BUDGETED REVENUE					
Sources of Revenue	FY 89	FY 90	FY 91	FY 92	FY93
State Appropriations	62.6%	63.2%	63.5%	62.1%	60%
Student Tuition & Fees	30.4%	30.1%	29.9%	32.0%	33.5%
Sponsored Operations*	4.4%	3.6%	3.4%	3.1%	2.8%
Other Sources	2.6%	3.1%	3.2%	2.8%	3.7%
Total	100%	100%	100%	100%	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 93, the student fees increased to 34%.
- Kennesaw State College continues to have a relatively low percentage of sponsored operations revenues including grants and contracts.

GRANTS AND CONTRACTS



ACTUAL GRANTS & CONTRACTS FUNDS*: FY 88 - FY 92							
	FY 88	FY 89	FY 90	FY 91	FY 92	5-Year \$ Change	5-Year % Change
Total Grants & Contracts Funding	\$367,530	\$494,449	\$495,584	\$385,614	\$559,968	192,438	52%
Annual % Change	48%	34%	.2%	(22%)	45%		
% of Total E&G Budget	1%	2%	2%	2%	2%		

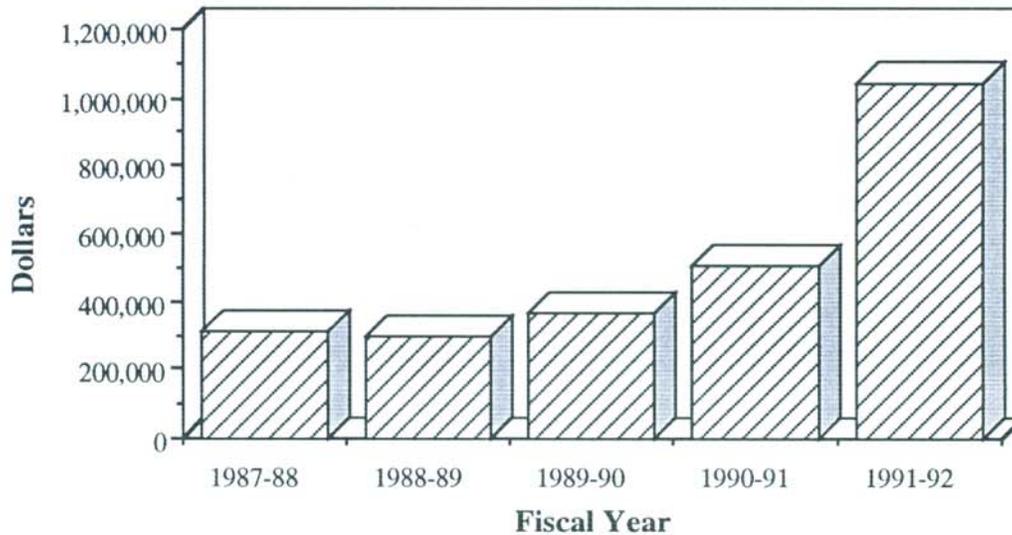
**Excludes Continuing Education contracts, see page 75 for Continuing Education Revenue information*

GRANTS & CONTRACTS FUNDING SOURCES IN FY 92				
	Federal	State	Other	Total
Sponsored Funds	\$355,050	\$8,250	\$196,668	\$559,968
% of Total	64%	1%	35%	100%

HIGHLIGHTS

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

KENNESAW STATE COLLEGE FOUNDATION, INC. VOLUNTARY SUPPORT



SOURCES OF GIFTS BY FISCAL YEARS *

Source	1987-88	1988-89	1989-90	1990-91	1991-92	5-Year # Change	5-Year % Change
Friends, Founds., and Corps.	\$292,183	\$269,734	\$341,216	\$478,261	\$989,887	\$697,704	239%
Alumni	\$ 11,851	\$ 13,175	\$ 16,274	\$ 10,634	\$ 31,260	\$ 19,409	164%
KSC Faculty/ Staff	\$ 10,405	\$ 9,833	\$ 9,417	\$ 17,065	\$ 20,839	\$ 10,434	100%
Total	\$314,439	\$292,742	\$366,907	\$505,960	\$1,041,986	\$727,547	231%

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

Endowment Portfolio		1-Year # Change	1-Year % Change
1991	1992		
\$865,744	\$1,912,072	\$1,046,328	121%

HIGHLIGHTS

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

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ACCUMULATED INVESTMENT IN PLANT

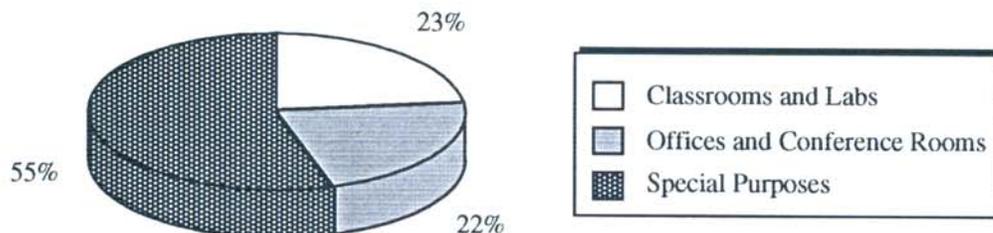
Year Ended June 30, 1992

	YEAR ACQUIRED	ADJUSTED INVESTMENT AS OF JUNE 30, 1992
LAND		
Main Campus		\$127,477.00
TOTAL LAND		127,477.00
BUILDINGS		
Administration Building	1967	331,724.01
Administration Annex	1967	610,430.95
Education Building	1967	404,416.41
Continuing Education & Performing Arts	1989	4,142,629.19
Humanities Building	1979	1,857,717.51
Wyman Pilcher Public Service Building	1967	1,021,839.96
Horace W. Sturgis Library	1967	3,898,879.96
Music Building	1978	531,692.56
Natural Sci & Mathematics Building	1967	646,835.54
Physical Education Building	1967	1,920,827.62
Social Science Building	1967	411,049.71
James W. Carmichael Student Center	1973	2,629,728.34
Warehouse and Shops	1973	791,138.49
A.L. Burruss Building	1989	7,988,683.75
Art Welding Studio	1990	22,421.00
TOTAL BUILDINGS		27,210,015.00
TOTAL IMPROVEMENTS OTHER THAN BUILDINGS		1,368,812.69
TOTAL LIBRARY COLLECTIONS		5,708,569.89
TOTAL EQUIPMENT		6,782,036.58
TOTAL INVESTMENT IN PLANT		\$ 41,196,911.16

HIGHLIGHTS

- The total accumulated original investment in KSC's land, buildings, improvements and equipment is over \$40 million.
- In terms of today's investment dollars, KSC assets are estimated to be valued at \$71 million.

ANALYSIS OF SPACE USE



Space Allocations

SPACE ASSIGNMENTS: FALL 1992			
SPACE	# ROOMS	SQ FT	% OF SUBTOTAL
Classrooms & Labs	173	102,214	23%
Service Area	36	4,488	1%
Offices & Conference Rooms	680	99,410	22%
Service Area	110	10,865	2%
Special Purpose Space			
Library	21	44,525	10%
PE/Athletic Arenas	16	25,730	6%
Assembly/Gallery Rooms	14	11,407	3%
Auxiliary Services	28	16,345	4%
Student Rec. & Meeting Rms	17	9,378	2%
Storage	10	11,982	3%
Circulation Areas	300	85,888	19%
Other (mechanical,etc)	178	31,120	7%
Subtotal	1,583	453,352	100%
Non-assignable		79,305	
TOTAL SPACE		532,657	

Percentages may not total 100 due to rounding.

HIGHLIGHTS

- Academic classrooms and labs comprise a significant 23% of the assignable square footage on campus.
- Academic and administrative offices are scattered throughout campus, including a significant number in the Library.

**SPACE ANALYSIS BY BUILDING
FY 1992**

Building	Teaching Faculty Offices	General Classrooms	Instructional Laboratories*	Square Feet
Administration	0	0	0	9,365
Administration Annex	0	0	2	12,756
PE Building	8	2	0	40,010
PE Annex	3	1	2	5,760
Education	18	14	1	21,014
Burruss	113	23	11	105,385
Humanities	32	12	3	35,091
Con Ed & Performing Arts	8	9	1	37,949
Pilcher	0	5	1	21,014
Library	50	2	10	100,039
Music	9	2	1	8,570
Plant Operations	0	0	0	27,435
Natural Science	7	3	13	27,469
Social Science	25	15	4	21,014
Biology Annex	27	0	0	6,480
Student Center	0	0	0	37,626
Public and Int'l Affairs	23	0	1	7,840
Nursing Annex	17	0	3	7,840
TOTAL	340	88	53	532,657

* Music Practice Rooms (21) not included.

DISTRIBUTION OF CLASSES ACROSS THE DAY FALL 1992

Class Times	Percent of Total Classes Offered			
	MWF		TT	
	#	%	#	%
Morning				
Early	51	11%	47	12%
Mid	79	17%	NA	NA
Late	78	17%	133	22%
Morning Sub-total	208	45%	133	34%
Afternoon				
Early	94	20%	84	21%
Mid	13	3%	NA	NA
Late	27	5%	40	10%
Afternoon Sub-total	134	29%	124	31%
Evening				
Early	81	17%	88	22%
Late	48	10%	50	13%
Evening Sub-total	129	27%	138	35%
TOTAL	471	100%	395	100%

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.

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Student Information

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

SOURCES OF DATA

Academic Programs

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

SOURCES OF DATA

Faculty and Staff Information

Pages	Sources
82-88	Office of Academic Affairs and Office of Institutional Research, Faculty Databases
89	University System, <i>Information Digest</i>
90	AAUP, ACADEME, March-April 1992 Business Services
91	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>
92-93	Higher Education Staff Information (EEO-6) Equal Employment Opportunity Commission Kennesaw State College Office of Minority Affairs

SOURCES OF DATA

Budget and Financial Information

Pages	Sources
98-105	Office of Business Services
106	Office of Development

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Physical Facilities

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