

KENNESAW STATE UNIVERSITY
FACT BOOK
1998/1999

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1998/1999

**OFFICE OF
INSTITUTIONAL RESEARCH
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PREFACE AND ACKNOWLEDGEMENTS

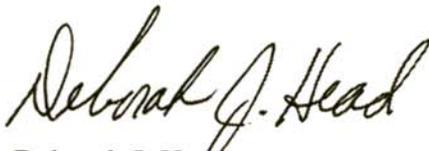
Kennesaw State University takes pride in promoting the continuous improvement efforts of the institution, in part, by using basic information and trends concerning the operation of the university. Planning, evaluation and administration at all levels are supported by the availability and interpretation of data. Much of the university-wide data is provided by the institutional research office but because institutional research is also a responsibility of individual departments, numerous other departments and individuals maintain and provide data that is useful for their purposes. The **Kennesaw State University Fact Book** is intended to respond to the 1986 institutional self-study for reaccreditation that documented a need for a single condensed and comprehensive source of basic facts about the university. The 1996 SACS self-study reaffirmed the usefulness of the the **Fact Book** in responding to that need as well as enhancing the university's efforts to advance institutional effectiveness.

As in the past editions, the **Fact Book** provides a comprehensive overview of basic information about most aspects of the university. Where possible, trends over five years are portrayed; in some cases ten years of data are available and in other instances fewer years of data are provided. Continued caution is advised in using some Fall 1997 data, since the new Student Information System presented numerous difficulties in getting accurate information. Fall 1998 was KSU's first term on the semester calendar which presented challenges in making some data comparable.

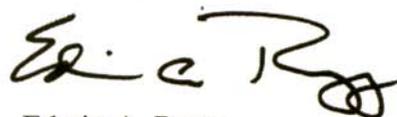
The 1998-99 edition of the the **Fact Book** may be found on the World Wide Web by accessing the Kennesaw State University Home Page at http://www.kennesaw.edu/inst_res.

As in all publications, there are numerous individuals who pour untold hours into the production of the documents. The **1998-1999 Fact Book** was the primary responsibility of **Tiffany Pete**, Research Coordinator, who under took the task of entering numbers, gathering data and facilitating the links among various software packages to expedite the process as much as possible. Sherry Wright spent hours in proofing this year's document. The original sources of data from Administrative Computing Systems always provide the heart of the document as do contributions from the varied departments and individuals across campus. Many thanks for your continued help.

Enclosed with your copy of the **Fact Book** is an evaluation form. Take this opportunity to help us improve this publication by completing and returning the form. Your suggestions and ideas are appreciated.

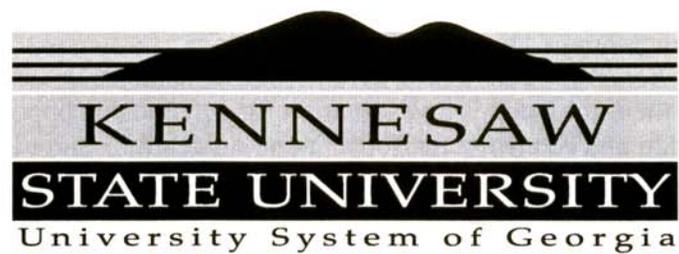


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World Wide Web at
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HISTORICAL HIGHLIGHTS OF KENNESAW STATE UNIVERSITY

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

- ☞ Before the college even opened in 1966, community leaders and local residents wanted to know when it would become a four-year institution. Thanks to the strong commitment of community leaders, local government officials, students, faculty and staff, Kennesaw Junior College was granted senior college status in 1976 and renamed Kennesaw College in September 1977. The junior year was added in the fall of 1978, and the senior year in 1979. In June of 1980, 70 students received the first baccalaureate degrees to be conferred by the college. Later that year, the college became fully accredited as a four-year institution by the Southern Association of Colleges and Schools (SACS).
- ☞ Buildings added since 1967 include a new student center in 1973, a new library in 1979, a new plant operations building in 1973 and three new academic buildings (humanities in 1979, continuing education/performing arts in 1989 and business administration in 1991). The original student center later became the Administration Annex, the original library became the W. Wyman Pilcher Public Service Building, the former plant operations facility became the Music Building, and the initial Humanities Building became Business Administration and later became the Education Building.
- ☞ In 1981, Dr. Betty L. Siegel became the first female president in the University System of Georgia when she succeeded Dr. Sturgis, the founding president at Kennesaw, and acting president Dr. Eugene Huck.
- ☞ Intercollegiate Athletics was originated in 1982.
- ☞ In 1983, the college's organizational structure within academic affairs changed from five divisions to four schools and 17 departments better reflecting the college's four-year status. Major advances in minority faculty, staff and student involvement at Kennesaw were achieved in the 1980s.
- ☞ The college's first graduate programs (in business and education) were initiated in 1985.
- ☞ In 1986, Kennesaw became one of the first institutions in our region to be reaccredited by the Southern Association of Colleges and Schools under its new criteria, which emphasized institutional effectiveness.
- ☞ Kennesaw was selected to be spotlighted in *Searching for Academic Excellence* (1986) as one of 20 colleges and universities in the nation "on the move."
- ☞ The Kennesaw College Foundation initiated its first capital campaign in 1987-88 with an initial goal of \$4 million in cooperation with the Foundation for Southern Tech.
- ☞ In keeping with its continuing development as a four-year college with graduate programs, in 1988 the faculty approved a plan to discontinue all associate degrees except the program in nursing.
- ☞ In 1988, Kennesaw College requested a change in name to Kennesaw State College. The change was approved by the Board of Regents and took effect during the 25th year anniversary of the college.
- ☞ Throughout the 1980s, the centrality of effective teaching grew in importance at Kennesaw State. Graduates of the KSC education programs continued to lead all others in the state with a 98% passing rate on the state's Teacher Certification Test. All (100%) students in the initial graduating class in the Bachelor of Science in Nursing program passed their licensing exams.

- § The initial Master of Business Administration graduates earned perfect grade point averages (4.0). The Center for Excellence in Teaching and Learning and its newsletter, *Reaching Through Teaching*, focused faculty attention on the excitement of teaching at Kennesaw State.
- § Critical demands for space led to the college's construction of four temporary classroom/faculty office buildings in 1988 and 1989.
- § The fall of 1988 saw the opening of the A.L. Burruss Institute of Public Service, which was the college's first major public service/applied research center.
- § The college added a performing arts auditorium to its physical resources in 1989.
- § The School of Business Administration established the nation's first degree program in professional sales in 1990.
- § In the spring of 1990, the library was named in honor of Horace W. Sturgis, the founding president.
- § Telephone registration was successfully implemented during the Spring Quarter 1990.
- § In the fall of 1990, a campus-wide policy prohibiting smoking in any building was implemented to promote the healthiest possible environment for the faculty, staff and students.
- § In the fall of 1989, KSC was one of only five institutions in the South named by *U.S. News and World Report* as one of the nation's "Top Up-And-Coming Regional Colleges and Universities." In 1990, *U.S. News and World Report* again spotlighted Kennesaw State, along with George Mason University, as among the "best up and coming colleges" in the South. KSC was again singled out as a "rising star" in 1991.
- § The Physical Education Annex was completed and opened for use in the fall of 1990.
- § From 1986 to 1990, as a result of raised admission standards and more stringent exiting requirements, developmental studies enrollment decreased 28% while the University System's developmental enrollment grew by 60%.
- § The fall 1990 enrollment surpassed 10,000 students for the first time in the history of the college.
- § In 1990, the admissions office added a new system called Telephone Admissions Status Inquiry (TASI) that offers students 24-hour, seven-days-a-week access to admissions information, including the status of their application, admissions deadlines, test-score requirements and other valuable information.
- § A campus chapter of Phi Kappa Phi National Honor Society was installed during the 1990-91 year.
- § In 1990, the Department of Curriculum and Instruction was divided into the departments of Elementary and Early Childhood Education and Secondary and Middle School Education. A new Department of Communication was also created.
- § After five years of careful study and preparation, a new general education (core) program was fully implemented in 1991.
- § The 100,000-square foot A.L. Burruss Building, home for the School of Business Administration, opened in 1991, setting the precedent for other large academic buildings to be planned for KSC.

- ☞ Evidence of solid student outcomes continued to emerge in the 1980s and 1990s. In the last decade, more than 90% of the nursing graduates passed the licensing exam on the first attempt. KSC teacher education graduates led the state in passing rate on the Teacher Certification Exam. More KSC graduates taking the Certified public accountant exam passed initially than graduates from any of the universities in the University System.
- ☞ An 18-month Master of Business Administration for Experienced Professionals program was initiated with the first 51 graduate students in January, 1993.
- ☞ A new Department of Public Administration and Human Services was formed in 1992 and initiated a Master of Public Administration program in the fall of 1993 with 45 graduate students.
- ☞ The Master of Accounting degree officially enrolled its initial class of graduate students during the fall of 1993.
- ☞ In an effort to creatively expand space for the college, a 50,000-square foot office complex at Chastain Center, located near the campus, was leased. The Division of Continuing Education, the School of Nursing and the Small Business Development Center moved to that location.
- ☞ Additionally, in 1993, 30 acres across Frey Road were acquired by the college and will be used for future campus expansion including a multi-purpose building and additional parking.
- ☞ The Lex and LeoDelle Jolley Lodge, made possible through the KSC Foundation and a major gift by the Jolleys, was officially opened in the fall of 1993. It provides more than 6,000 square feet of space on campus to be used for retreats, meetings and social gatherings.
- ☞ The Educational Technology Center, established in 1993, houses a \$2 million state-of-the-art laboratory with a distance learning classroom for pre-service and in-service teacher training for instructional improvement.
- ☞ The School of Business Administration was named after entrepreneur and philanthropist, Michael J. Coles in 1994 who donated in excess of \$1 million to the KSC Foundation. Additionally, a second endowed chair in the business school was established—the Tony and Jack Dinos Chair of Entrepreneurial Management.
- ☞ In July, 1994 the School of Nursing was approved by the Board of Regents, becoming the college's fifth school. The School of Science and Allied Health was renamed to the School of Science and Mathematics.
- ☞ The Michael J. Coles School of Business was granted full accreditation by the American Assembly of Collegiate Schools of Business in 1994. At the same time, KSC completed a highly successful accreditation visit by the National Council for the Accreditation of Teacher Education (NCATE) meeting all 18 standards and gained accreditation at the advanced and basic levels.
- ☞ Another innovative masters program was approved by the Board of Regents. The Master of Arts in Professional Writing admitted its first class fall quarter 1995.
- ☞ The Master of Science in Nursing for primary care nurse practitioners accepted its first class in the Winter, 1996.
- ☞ A \$15 million building to house the College of Science and Mathematics opened in January of 1996.

- ☞ Kennesaw State became Kennesaw State University on June 12, 1996, when the Board of Regents approved a reorganization plan and granted university status to many of the state's senior colleges. Part of the reorganization allowed KSU to rename four of the five schools to colleges.
- ☞ Kennesaw State achieved high marks from the team of Southern Association of Colleges and Schools reviewers and was fully reaccredited at undergraduate and graduate levels in 1996.
- ☞ In April 1996, the KSU School of Nursing was reaccredited by the National League of Nursing with outstanding remarks and no recommendations.
- ☞ The baseball and softball teams won the NCAA Division II national championships in 1996. KSU became on ly the second Division I or II team in NCAA history to win both titles in the same season.
- ☞ Kennesaw State's Michael J. Coles College of Business was listed in the 1996 Success Magazine report on "The 25 Best Business Schools for Entrepreneurship." as one of the nation's "Top 10 Up-and-Comers"
- ☞ The Bagwell College of Education accepted its first class in the newly approved Master of Education in Special Education Interrelated for the fall of 1997.
- ☞ The College of Education was named after benefactors Clarice and Leland Bagwell, long-time educators and long-standing Kennesaw State friends. The University received the largest gift in its history, 680 acres of land in Bartow County on behalf of the Bagwells.
- ☞ In 1997, KSU awarded its first honorary doctorate to lifelong trustee, Clarice C. Bagwell.
- ☞ The rerouting of Frey Road was completed in 1998 enabling the thirty additional acres to be joined with the rest of the campus. On this property, the new Kennesaw Hall, which will house the Bagwell College of Education, Student Success, and central administrative offices, is expected to open in the summer of 1999.
- ☞ The College of Science and Mathematics' first graduate program opened in spring semester 1999 with a Master of Science in Information Systems, enrolling 20 students.
- ☞ In 1998-99, KSU added a School of the Arts as a home to the departments of Music, Theater, and Visual Arts. Additionally, the School of Nursing was changed to the College of Health and Humanities bringing to gether related departments of Nursing, Primary Care Nursing, Public Administration, and Health and Physical Education. The College of Humanities and Social Sciences included a new department of Sociology, Geography, and Anthropology.
- ☞ Fall 1998 was the first term of the newly implemented semester system.
- ☞ Several new building projects were under construction in 1998. The renovation of the Natural Science to the Nursing Building was completed in the summer of 1998. The Legacy Gazebo, built with funds raised by the KSU Staff Council, opened in 1997 and the accompanying Teahouse opened in 1998.

INSTITUTIONAL MISSION

Kennesaw State University is a proud public university in the University System of Georgia, located in the densely populated and rapidly developing northwest region of Greater Metropolitan Atlanta. Chartered in 1963, KSU serves as a highly valued resource for this region's educational, economic, social and cultural advancement.

This institution shares with all other units in the University System of Georgia the following characteristics:

- a supportive campus climate, necessary services and leadership development opportunities, all to educate the whole person and meet the needs of students, faculty and staff;
- cultural, ethnic, racial and gender diversity in the faculty, staff and student body, supported by practices and programs that embody the ideals of an open, democratic and global society;
- technology to advance educational purposes, including instructional technology, student support services and distance education;
- collaborative relationships with other System institutions, State agencies, local schools and technical institutes, and business and industry, sharing physical, human, information and other resources to expand and enhance programs and services available to the citizens of Georgia.

This institution shares with all other state universities in the University System of Georgia the following characteristics:

- a commitment to excellence and responsiveness within a scope of influence defined by the needs of an area of the state, and by particularly outstanding programs or distinctive characteristics that have a magnet effect throughout the region or state;

- a commitment to teaching/learning environment, both inside and outside the classroom, that sustains instructional excellence, serves a diverse and university-prepared student body, promotes high levels of student achievement, offers academic assistance and provides developmental studies programs for a limited student cohort;
- a high quality general education program supporting a variety of disciplinary, interdisciplinary and professional academic programming at the baccalaureate level with selected master's and educational specialist degrees and selected associate degree programs based on area need or/or interinstitutional collaborations;
- a commitment to public service, continuing education, technical assistance, and economic development activities that address the needs, improve the quality of life and raise the educational level within the university's scope of influence;
- a commitment to scholarly and creative work to enhance instructional effectiveness and to encourage faculty scholarly pursuits and a commitment to applied research in selected areas of institutional strength and area need.

Kennesaw State University's distinctive characteristics are described as follows:

Kennesaw State serves a diverse student body in the northern suburbs of Atlanta and extending into northwest Georgia. It includes young adults who enroll as freshmen or undergraduate transfers and an equally large number of older adults who return or transfer to the university at different stages in their lives for undergraduate or graduate study. Students reside off campus and commute to classes. A majority pursue their academic goals on a part-time basis because of

job, family and civic responsibilities. Significant numbers of international and minority students enroll. Many students pursue professionally-oriented degrees, especially at the graduate level. Evening and weekend programs accommodate experienced professionals seeking academic advancement. A broad range of programs, services and activities are offered outside the classroom to enrich campus life and enhance student success and personal development.

Effective teaching and learning are central institutional priorities. Service and research that strengthen teaching and address the public's interests are important supportive priorities. Faculty, staff and administrators are committed to providing a challenging and facilitative collegiate environment that fosters high-quality academic preparation, critical thinking, global and multicultural perspectives, effective communication and interpersonal skills, leadership development, social responsibility and lifelong learning. Programs that prepare students well for the advancement of professional pursuits are especially attractive and are offered in all schools of the university.

The foundation for all undergraduate majors is a comprehensive and coherent general education program that promotes internationalized and connected learning in the liberal arts tradition. A wide array of baccalaureate degree programs is offered, including majors in the arts, humanities, social sciences, mathematics, natural sciences, accounting, business fields, teacher education specialities, computing and information systems and nursing. An expanding array of professional master's degrees exists in education specialities, accounting, business fields, public administration, professional writing and nursing.

KSU's commitment to public service is reflected through an extensive array of continuing education programs, service institutes and centers, nationally recognized lecturers and conferences, collaboratives with the public schools, partnerships with business

and governmental agencies and international initiatives. The university plays a vital role in promoting and supporting regional interests in the visual, performing and cultural arts.

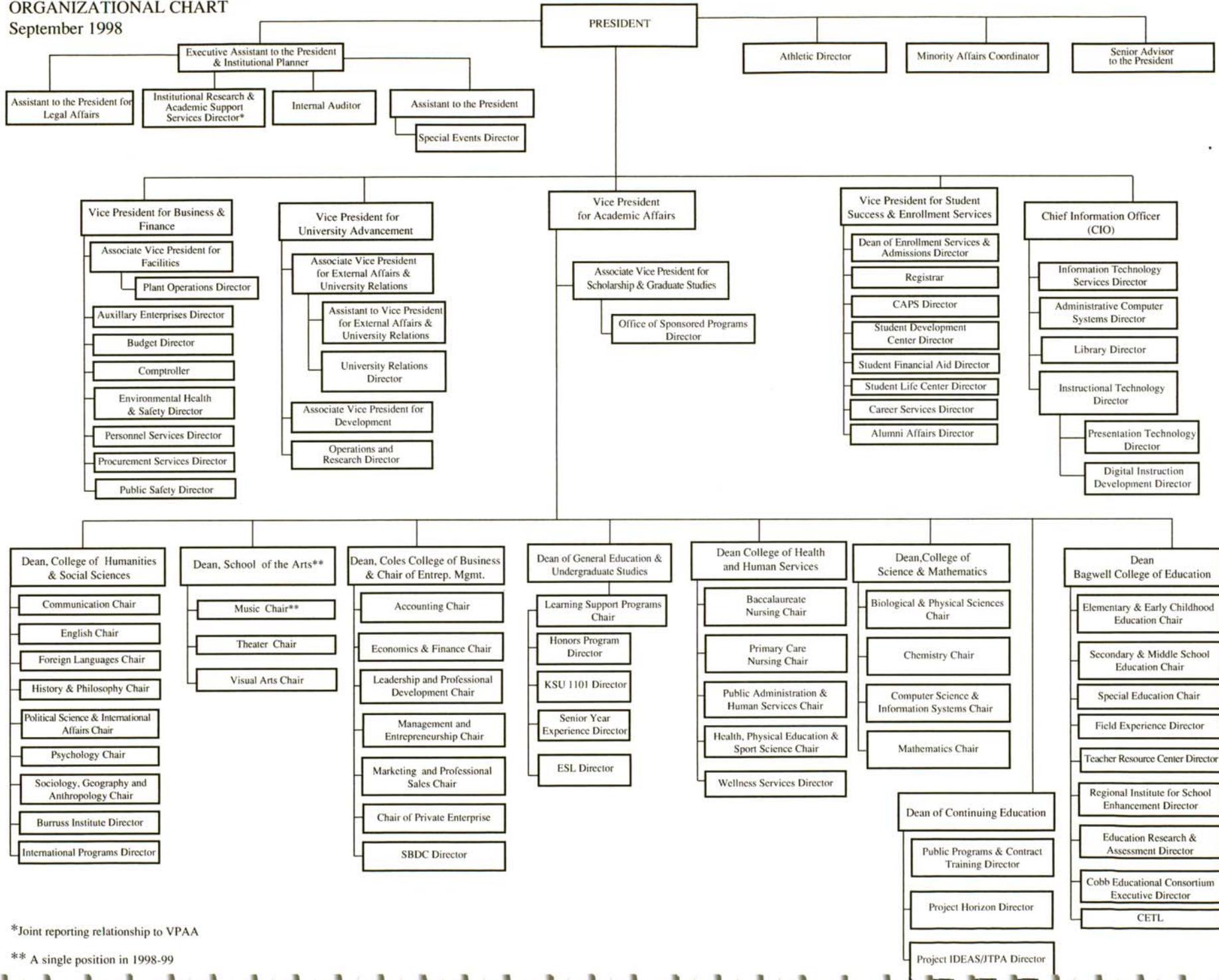
Research, scholarship and creative activity are broadly defined and predominantly applied. The university honors action research on the improvement of teaching and learning; survey research for community and economic development; interdisciplinary studies in support of environmental, governmental, business, or health interests; creative contributions in the arts and humanities; intellectual contributions; discovery research and academic publication; and the interpretation or application of academic research.

Kennesaw State University aspires to be a progressive and exemplary educational institution, respected for its excellence and leadership in its teaching, service and research. The university is committed to continuous improvement in an increasingly diverse and constantly changing learning community.

ACCREDITATION

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

KENNESAW STATE UNIVERSITY
 ORGANIZATIONAL CHART
 September 1998



*Joint reporting relationship to VPAA

** A single position in 1998-99

STUDENT INFORMATION

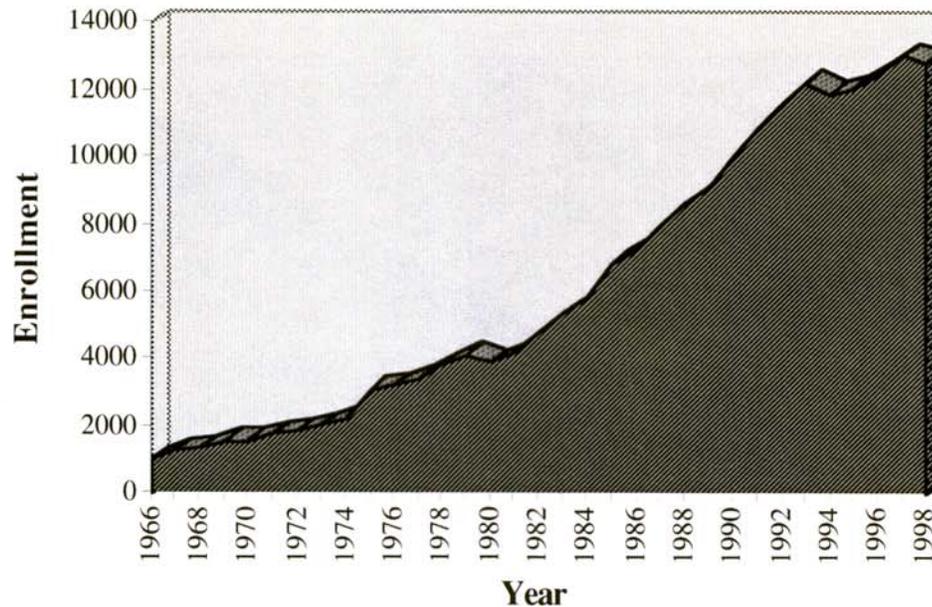
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FALL TERM ENROLLMENTS SINCE 1966

YEAR	TOTAL	FALL TO FALL % CHANGE	SIGNIFICANT DEVELOPMENTS
1966	1,014	—	Started 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%	Enrolled first junior class
1979	4,134	8%	
1980	3,903	-6%	
1981	4,195	7%	Appointed new President, Betty L. Siegel
1982	4,799	14%	
1983	5,383	12%	
1984	5,821	8%	
1985	6,866	18%	Began graduate programs
1986	7,296	6%	
1987	7,946	9%	
1988	8,614	8%	Changed name to Kennesaw State College
1989	9,140	6%	
1990	10,030	10%	
1991	10,913	9%	
1992	11,670	7%	
1993	12,273	5%	
1994	11,915	-3%	
1995	12,100	2%	
1996	12,537	4%	Changed name to Kennesaw State University
1997	13,094	4%	
1998	12,861	-2%	Converted to semester system

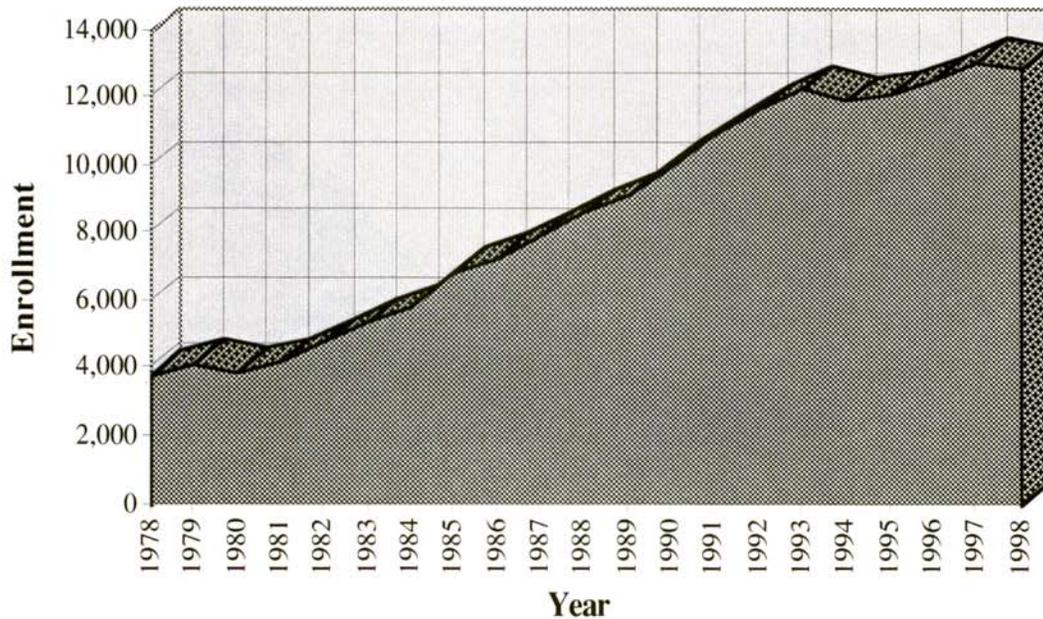
ENROLLMENT TREND FALL 1966 - FALL 1998



HIGHLIGHTS

- With the exception of only three years in the last 30, Kennesaw State University has experienced constant growth in enrollment since its founding in 1966.
- From 1966 to 1998, Kennesaw State University's enrollment grew by approximately 12,000 students or 1169%.
- The university took steps to raise admission standards to slow the rate of growth in the early 1990s in response to funding cutbacks related to the recession and restricted resources.
- Additional admission requirements, which further raised standards throughout the University System, were approved in June 1996 and will be phased in through 2001.
- As part of Board of Regents' Strategic Planning initiatives, enrollment targets are being set for all institutions in the University System.

ENROLLMENT HISTORY SINCE BECOMING FOUR-YEAR IN 1978



1994-1998 Fall Enrollment Comparisons							
Enrollment	Fall 1994	Fall 1995	Fall 1996	Fall 1997 ¹	Fall 1998	5-Year # Change	5-Year % Change
Undergraduate	10,878	11,113	11,342	11,733	11,338	460	4%
Graduate	1,037	987	1,195	1,361	1,523 ²	486	47%
Total	11,915	12,100	12,537	13,094	12,861	946	8%
Annual % Change	(3%)	2%	4%	4%	(2%)		

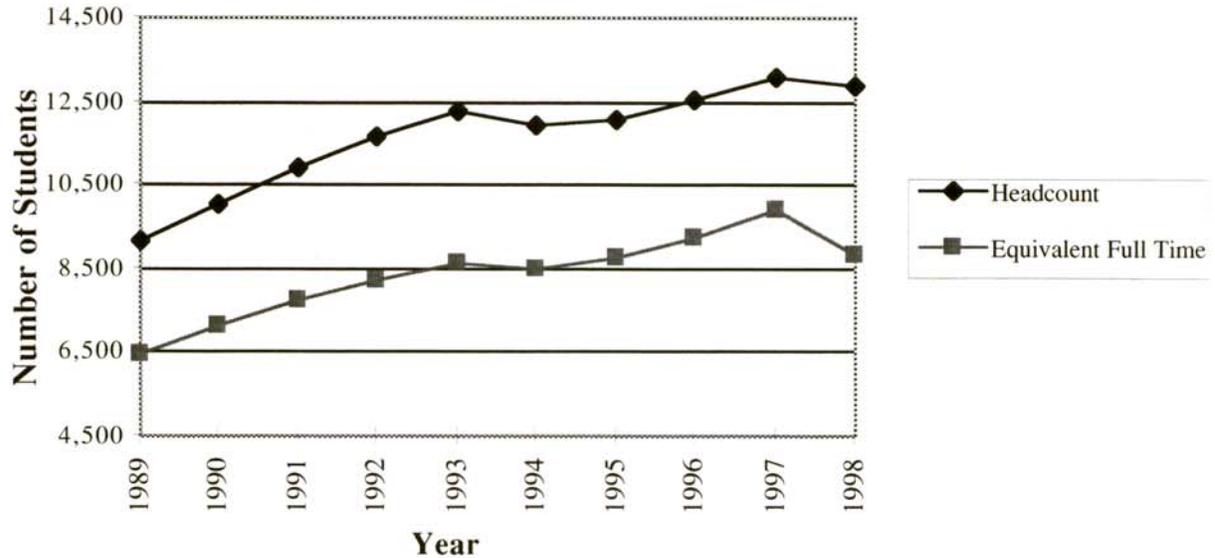
¹Caution: 1997 data may be unreliable due to Banner Conversion.

²Number includes unclassified undergraduates (post-bacs) who may not be accepted to a graduate program.

HIGHLIGHTS

- Undergraduate enrollment grew slightly (up 4%) over the last five years.
- By fall 1998, graduate enrollment reached an all-time high having grown (up 47%) over the last five years.

TEN YEAR ENROLLMENT PROFILE

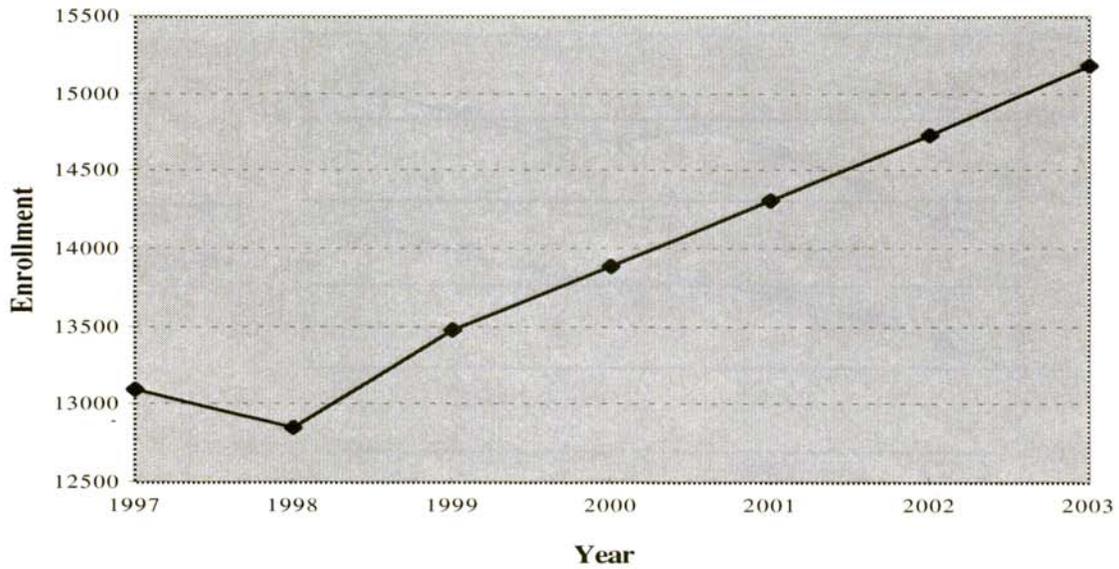


KSU 10-YEAR ENROLLMENT PROFILE 1989-1998												
	Fall 1989	Fall 1990	Fall 1991	Fall 1992	Fall 1993	Fall 1994	Fall 1995	Fall 1996	Fall 1997	Fall 1998	10- YR # CHG	10- YR % CHG
Headcount	9,140	10,030	10,913	11,670	12,273	11,915	12,100	12,537	13,094	12,861	3,721	41%
EFT Enrollment	6,474	7,110	7,773	8,200	8,606	8,501	8,727	9,216	9,896	8,799	2,325	36%
Credit Hours	99,245	108,868	119,119	123,024	129,108	127,526	130,916	138,263	148,549	131,994	32,749	33%
EFT Students/ FT Faculty	25/1	27/1	27/1	26/1	25/1	24/1	24/1	26/1	27/1	24/1		

HIGHLIGHTS

- Over the last ten years, Kennesaw State’s enrollment has grown in head count and equivalent full time enrollment. Fall 1997 had the largest EFT in the history of the university.
- KSU has managed to maintain a relatively stable student/faculty ratio during the last ten years.

ENROLLMENT TARGETS



	Projected	Lower (-2%)	Upper(+2%)	Actual	Actual % of Projected
Fall 1997	13,038	12,777	13,299	13,094	0%
Fall 1998	13,038	12,777	13,299	12,861	-1%
Fall 1999	13,560	13,289	13,831		
Fall 2000	14,102	13,820	14,384		
Fall 2001	14,525	14,235	14,816		
Fall 2002	14,961	14,662	15,260		
Fall 2003	15,410	15,102	15,718		

HIGHLIGHTS

- Beginning Fall 1997, all units of the University System were required to develop rolling 5-year enrollment targets as part of the comprehensive strategic planning efforts of the University System. All are required to meet their target within plus or minus 2% each year.
- KSU's actual enrollment for fall 1997-1998 fell within the 2% range of its enrollment target.
- If the 3% growth rate continues for the next 5 years, KSU's headcount will be over 15,000 by 2003.

KSU IS MATURING TOWARD AN URBAN UNIVERSITY'S DISTRIBUTION OF STUDENTS

FALL 1998	GSO (Traditional Residential) % of Total	GSU (Urban Commuter) % of Total	KSU (Metro Commuter) % of Total
Freshmen	41%	23%	30%
Sophomores	21%	18%	21%
Juniors	18%	21%	20%
Seniors	20%	38%	29%
Subtotal	100%	100%	100%
Lower Division	62%	41%	52%
Upper Division	38%	59%	48%
Subtotal	100%	100%	100%
Undergraduates	87%	66%	87%
Graduates	11%	31%	12%
Other/Transients	2%	3%	1%
Subtotal	100%	100%	100%

GSO = Georgia Southern University

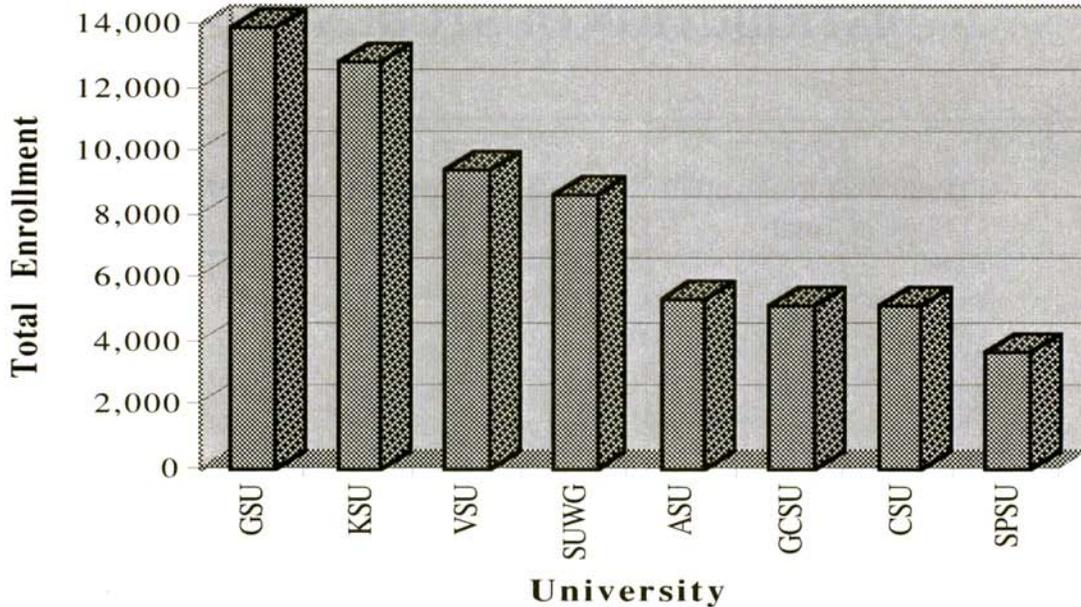
GSU = Georgia State University

KSU = Kennesaw State University

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; KSU's upper division and graduate enrollment is growing several times faster than its lower division enrollment.
- The nontraditional nature of the students at urban and metropolitan universities results in a substantially different distribution of students than at traditional residential institutions because of the high volume of undergraduate transfers (working adults) at all levels.

ENROLLMENT COMPARISON OF SELECTED STATE UNIVERSITIES



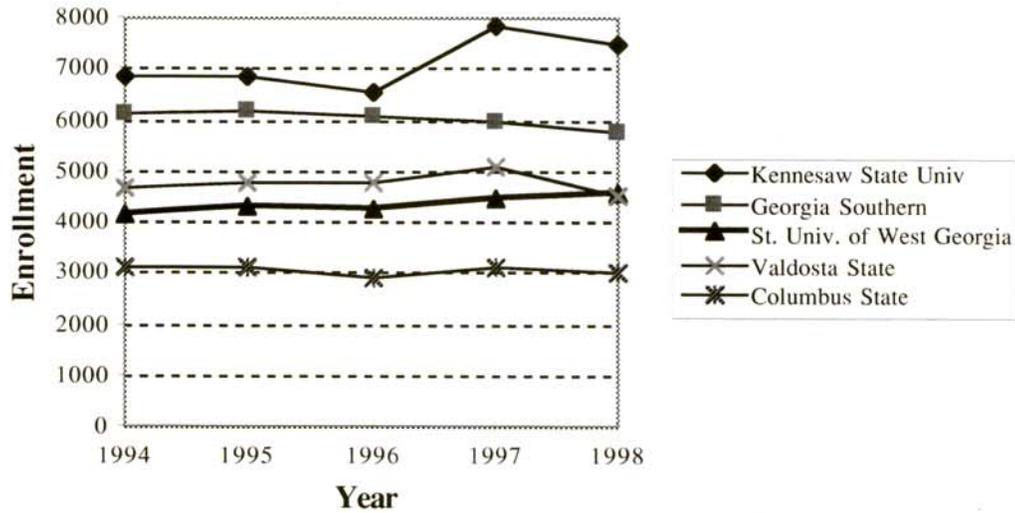
FALL 1998 ENROLLMENT COMPARISONS

	Total Enrollment	EFT	Graduate Enrollment	Upper Division	New Students
Regional Universities					
Georgia Southern University	13,904	11,713	1,518	4,588	3,903
Valdosta State University	9,386	7,439	1,152	3,858	2,308
State Universities					
<i>Kennesaw State University</i>	<i>12,861</i>	<i>8,799</i>	<i>1,523</i>	<i>5,448</i>	<i>2,873</i>
State University of West Georgia	8,667	6,181	2,067	2,452	2,727
Augusta State University	5,317	3,679	731	1,672	1,530
Georgia College & State Univ.	5,168	3,733	1,111	2,003	1,726
Columbus State University	5,122	3,595	680	1,841	1,235
Southern Polytechnic	3,684	2,558	561	1,527	849

HIGHLIGHTS

- Kennesaw State is the largest of the state university group in headcount and equivalent full-time (EFT) enrollment.
- KSU's upper division enrollment is larger than all other state and regional universities.

SUMMER QUARTER ENROLLMENT COMPARISONS AMONG SELECTED STATE UNIVERSITIES

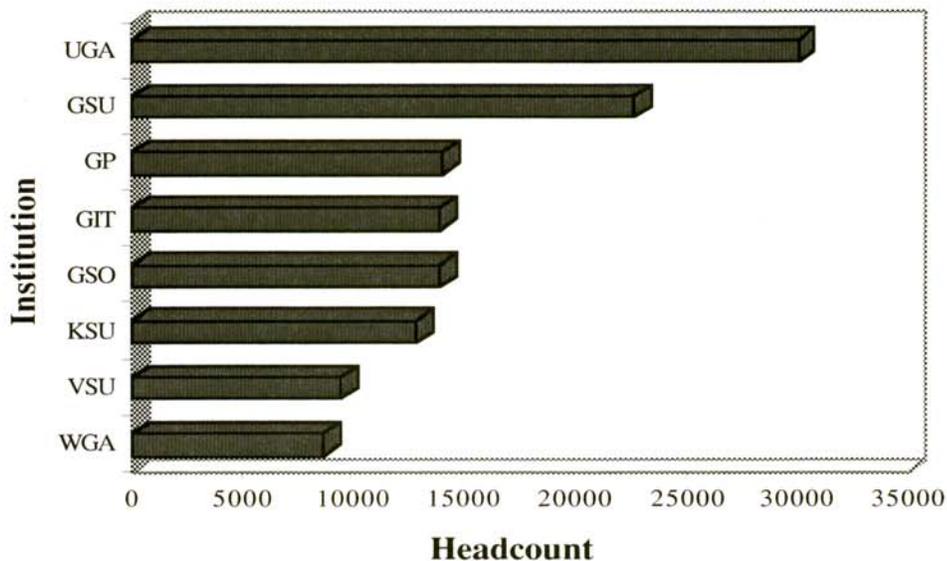


INSTITUTIONS	1994	1995	1996	1997	1998
<i>Kennesaw State</i>	6,882	6,875	6,558	7,835	7,468
Georgia Southern	6,123	6,169	6,056	5,968	5,786
West Georgia	4,140	4,295	4,266	4,469	4,561
Valdosta State	4,697	4,786	4,765	5,108	4,533
Columbus State	3,099	3,100	2,925	3,141	3,036
Georgia College	2,896	2,876	2,935	3,035	2,630
Augusta State	3,031	2,848	2,836	2,983	2,550
Armstrong Atlantic	2,499	2,505	3,073	2,980	2,542
Clayton State	2,337	2,702	2,081	2,437	2,451
Southern Polytechnic	2,125	2,126	2,092	2,197	2,014

HIGHLIGHTS

- Over the past five years, KSU has consistently maintained the largest summer enrollment among the regional and state universities in Georgia.
- KSU's metropolitan Atlanta location yields a large summer enrollment, demonstrating that it is a year-round institution attracting students all terms.

KSU'S FALL 1998 HEADCOUNT IN RELATION TO SELECTED 4-YEAR PUBLIC UNIVERSITIES IN GEORGIA

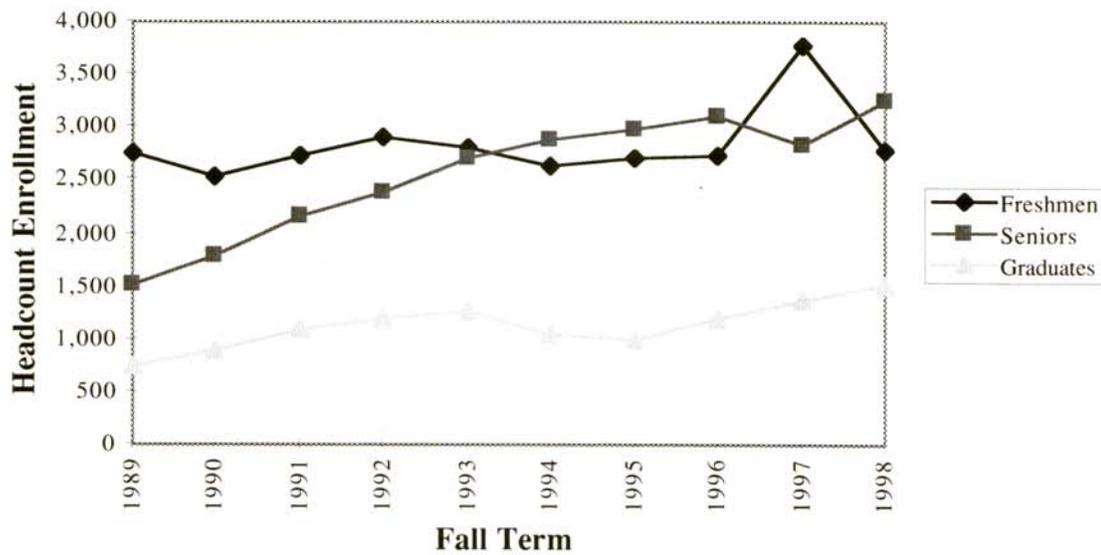


HEADCOUNT		
Public Institution	Rank in Size	Headcount
University of Georgia	1	30,009
Georgia State University	2	22,712
Georgia Perimeter College	3	14,085
Georgia Institute of Technology	4	13,954
Georgia Southern University	5	13,904
<i>Kennesaw State University</i>	6	<i>12,861</i>
Valdosta State University	7	9,386
State University of West Georgia	8	8,667

HIGHLIGHTS

- Of the thirty-four public colleges and universities in the University System of Georgia, Kennesaw State ranks sixth largest in headcount enrollment.
- More than half of the 4-year public universities in Georgia enroll fewer than 6,000 students.

ENROLLMENT GROWTH REFLECTS MATURATION OF UPPER DIVISION PROGRAMS

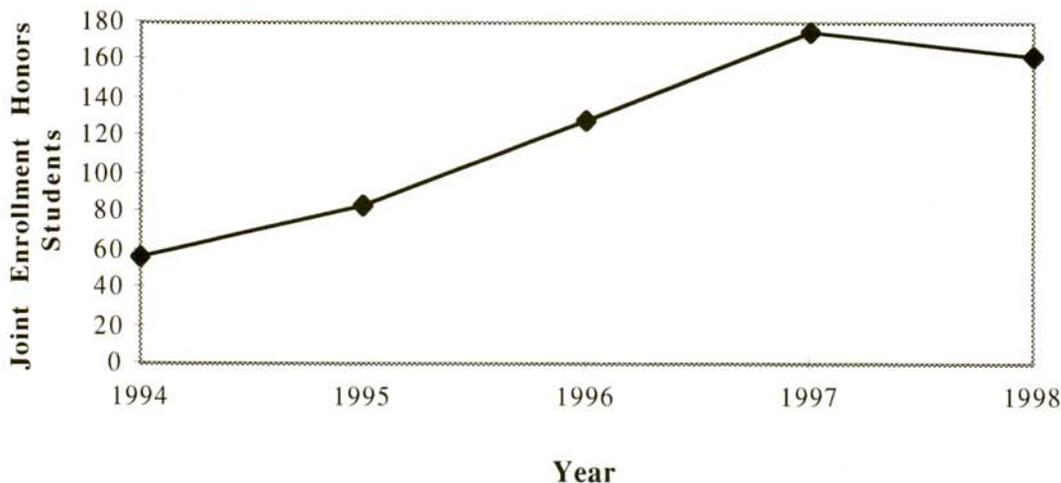


DEGREE-SEEKING STUDENTS					
Classification	Fall 1989	Fall 1993	Fall 1998	10-Year # Change	10-Year % Change
Freshmen	2,750	2,809	2,783	33	1%
Seniors	1,523	2,705	3,252	1,729	114%
Graduates	882	1,265	1,523	641	73%
Total Headcount	9,140	12,273	12,861	3,721	41%

HIGHLIGHTS

- Most of KSU's enrollment growth over the last ten years is related to the maturation of the university's upper division and graduate programs; for example, the size of the senior class has almost doubled over the last ten years.
- KSU's enrollment growth cannot be attributed to increased numbers of freshmen; the size of the freshmen class has been relatively unchanged over the last ten years.

SPECIAL CATEGORIES OF UNDERGRADUATE ENROLLMENT

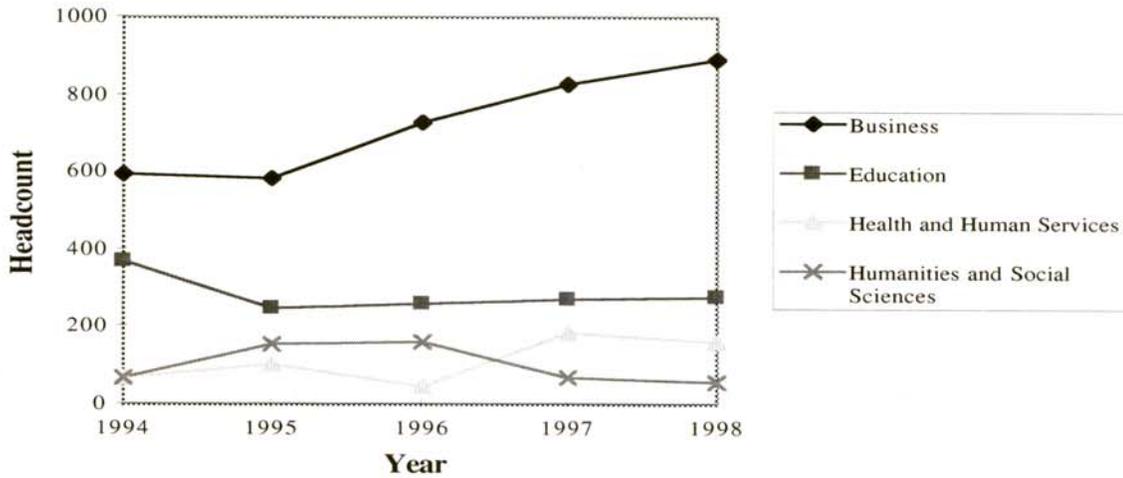


SPECIAL ENROLLMENTS: FALL 1998		
Special Freshmen Classification	Fall 1998 Headcount	% of KSU Undergraduates
Developmental Studies	231	2%
Academic Assistance	317	3%
Joint Enrollment Honors	163	1%
Transient	66	<1%
TOTAL UNDERGRADUATES	11,338	

HIGHLIGHTS

- Kennesaw State's developmental studies enrollment is expected to decline dramatically in the near future as new university admission standards for 4-year universities are raised.
- Joint enrollment has grown dramatically at Kennesaw State since converting that opportunity into an honors program in fall 1996.
- A very small percentage of KSU students are temporarily enrolled (less than 1% are transients).

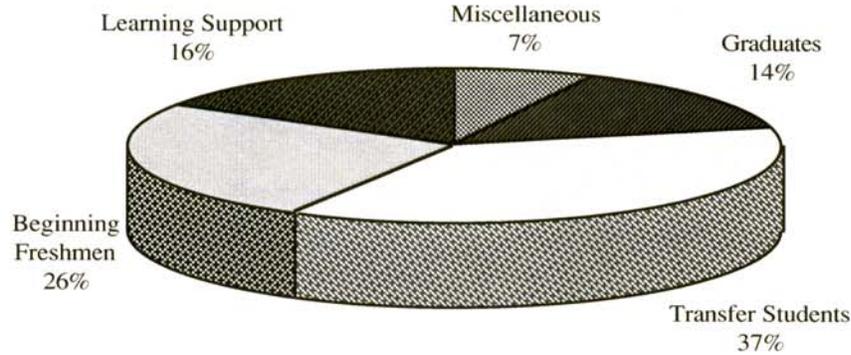
GRADUATE ENROLLMENT DISTRIBUTION



DISTRIBUTION OF GRADUATE ENROLLMENT							
Area	Fall 1994	Fall 1995	Fall 1996	Fall 1997	Fall 1998	5-Year # Change	5-Year % Change
Business							
MBA	511	452	579	649	640	129	25%
MBA-EP	58	52	46	74	130	17	124%
MBA- Physician Executives		30	57	53	39	--	--
Master of Accounting	14	29	31	40	49	35	250%
Non-degree	14	20	17	13	30	16	(114%)
Total	597	583	730	829	888	291	49%
Education							
MED	97	92	127	182	176	79	81%
Non-degree	274	155	133	88	102	(172)	(63%)
Total	371	247	260	270	278	(93)	(25%)
Health and Human Services							
Master of Nursing			46	73	88	--	--
Master of Public Adm.	64	99	86	114	74	10	17%
Non-degree	5	7	2	0	0	--	--
Total	69	106	134	187	162	93	135%
Humanities and Social Sciences							
Master of Professional Writing		51	71	70	60	--	--
Total		51	71	70	60	--	--
Other*	--	--	--	5	135	--	--
Total Graduate	1,037	987	1,195	1,361	1,523	486	47%
Annual % Change	(18%)	(5%)	21%	14%	12%		

*As a result of the conversion to Banner in 1997, this special classification of students was created.

**NEW STUDENT ENROLLMENT:
FALL 1994 - 1998**



Fall 1998

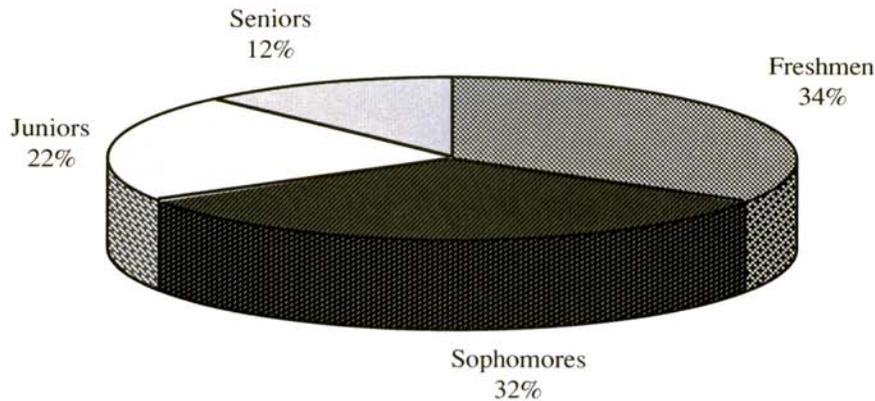
NEW STUDENT ENROLLMENT COMPARISONS							
Classification	Fall 1994	Fall 1995	Fall 1996	Fall 1997	Fall 1998	5-Year # Change	5-Year % Change
Learning Support	411	413	471	437	456	45	11%
Beginning Freshmen	757	787	821	799	755	(2)	(<1%)
Transfer Students	1,058	1,193	1,149	939	1,054	(4)	(<1%)
JEHP*	53	72	121	162	155	102	192%
Transients	57	75	68	73	45	(12)	(21%)
Other	115	105	74	73	3	(112)	(97%)
Graduates	176	242	361	263	405	229	130%
TOTAL	2,627	2,887	3,065	2,746	2,873	246	9%
Annual % Change	(6%)	10%	6%	(10%)	5%		

*Joint Enrollment Honors Program involving Post-Secondary Options for twelfth grade students.

HIGHLIGHTS

- The largest group of new students each year is undergraduate transfers, however when learning support, beginning freshmen, and transfers are added together--all of which comprise freshmen enrollment--then new freshmen become the largest group.
- New students comprised from 22 to 25% of the total fall enrollment during the past five years.
- The level of new student enrollment has not changed much in the last 4 years.

NEW TRANSFER STUDENTS BY ENTERING CLASSIFICATION



Transfers 1998

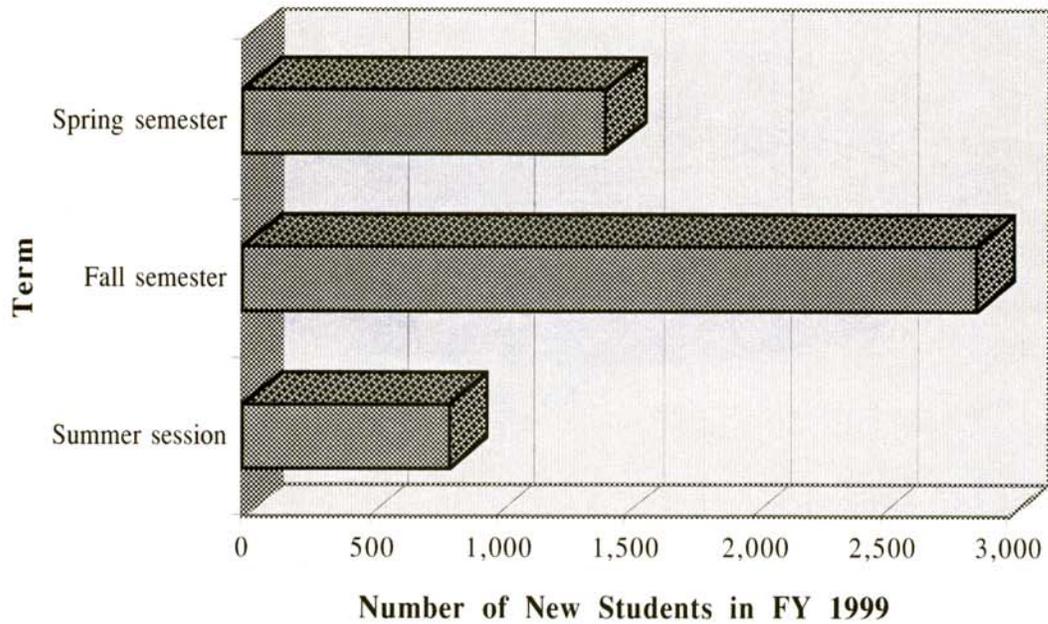
CLASSIFICATION OF NEW TRANSFERS							
Classification	Fall 1994	Fall 1995	Fall 1996	Fall 1997*	Fall 1998	5-Year # Change	5-Year % Change
Freshmen	270	401	352	422	355	85	31%
Sophomores	357	363	348	230	338	(19)	(5%)
Juniors	262	260	258	164	231	(31)	(12%)
Seniors	169	169	191	123	130	(39)	(23%)
Total Transfers	1,058	1,193	1,149	939	1,054	(4)	(<1%)
Annual % Change	(1%)	13%	(4%)	(18%)	12%		

**Fall 1997 transfer data are not reliable due to coding and extraction problems in Banner*

HIGHLIGHTS

- Sixty-six percent of transfers at Kennesaw State are freshmen and sophomore students who have not completed a two-year degree.
- The transfer population is relatively stable.

NEW STUDENT ENROLLMENT BY TERM



FISCAL YEARS COMPARISONS: TOTAL NEW STUDENTS ENROLLED*							
Term	FY 1995	FY 1996	FY 1997	FY 1998	FY 1999	5-Year # Change	5-Year % Change
Summer Session	900	975	930	1,213	808	(92)	(10%)
Fall Term	2,627	2,887	3,065	2,746	2,873	246	9%
Spring Term	1,056	1,148	1,219	1,238	1,419	363	34%
TOTAL	4,583	5,010	5,214	5,197	5,100	517	11%
Annual % Change	(9%)	9%	4%	(0%)	(2%)		

* Prior to FY99, KSU was on the Quarter Calendar. As of Fall 1998, KSU converted to semesters.

HIGHLIGHT

- Unlike a traditional residential campus that attracts most of its new students in the fall, Kennesaw State attracts almost half of its new students each year in the other terms.

WINTER SESSION ENROLLMENTS

TOTAL WINTER ENROLLMENT							
	Winter 1995	Winter 1996	Winter 1997	Winter 1998	Spring 1999	5-Year # Change	5-Year % Change
Learning Support	464	502	500	458	489	25	5%
Freshmen	2,188	2,241	2,336	2,828	2,198	10	<1%
Sophomores	2,327	2,310	2,315	2,223	2,455	128	6%
Juniors	2,069	2,115	2,211	2,018	2,339	270	13%
Seniors	3,032	3,077	3,258	3,219	3,416	384	13%
Graduates	1,069	1,089	1,314	1,610	1,565	496	46%
All Other	315	365	375	234	243	(72)	(23%)
Headcount	11,464	11,699	12,309	12,590	12,705	1,241	11%
Annual % Chg	(1%)	2%	5%	2%	1%		
EFT	8,221	8,483	9,060	9,569	8,537	316	4%

NEW STUDENT ENROLLMENT							
	Winter 1995	Winter 1996	Winter 1997	Winter 1998	Spring 1999	5-Year # Change	5-Year % Change
Learning Support	167	151	150	183	193	26	16%
Beg. Freshmen	121	118	114	133	127	6	5%
Transfer Fresh.	181	151	164	154	228	47	26%
Sophomores	145	146	156	137	197	52	36%
Juniors	114	120	119	143	162	48	42%
Seniors	67	80	92	104	124	57	85%
Graduates	202	189	243	264	326	124	61%
All Other	83	101	110	101	62	(21)	(25%)
TOTAL	1,056	1,148	1,219	1,238	1,419	363	34%
Annual % Chg	(2%)	9%	6%	2%	15%		

HIGHLIGHT

- Despite the semester conversion, KSU experienced a slight increase in total enrollment for Spring 1999.

SUMMER SESSION ENROLLMENTS

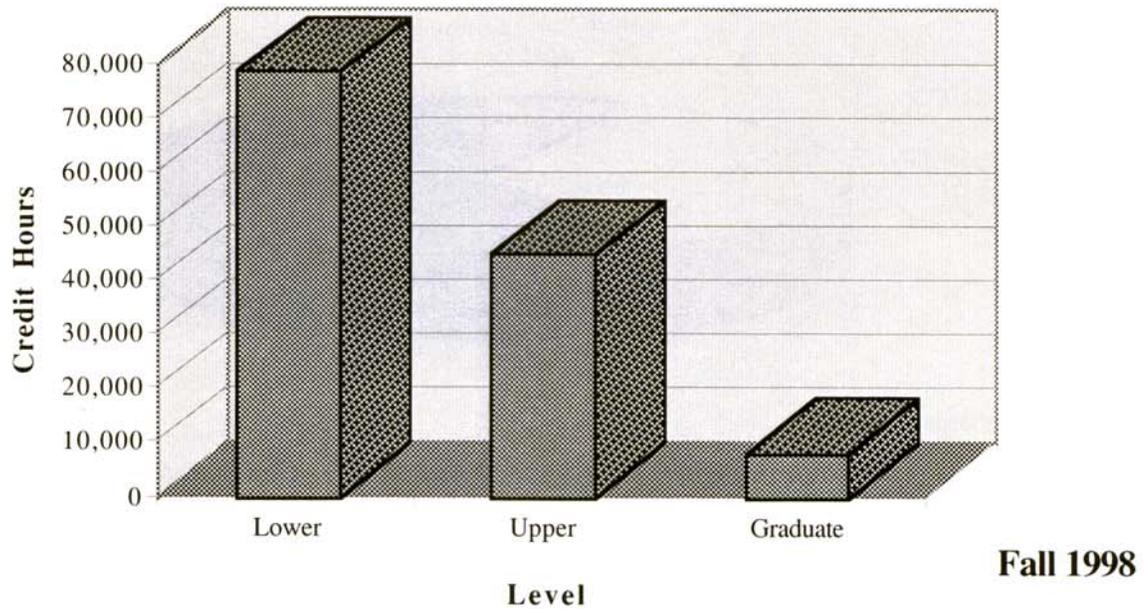
TOTAL SUMMER ENROLLMENT							
	Summer 1994	Summer 1995	Summer 1996	Summer 1997	Summer 1998	5-Year # Change	5-Year % Change
Learning Support	183	189	147	226	135	(48)	(26%)
Freshmen	934	916	781	966	1,180	246	26%
Sophomores	1,111	1,097	990	1,090	954	(157)	(14%)
Juniors	1,213	1,195	1,146	1,278	1,194	(19)	(2%)
Seniors	1,996	2,131	2,133	2,567	2,415	419	21%
Graduates	871	778	780	1,100	1,225	354	41%
All Other	574	569	581	608	365	(209)	(36%)
Headcount	6,882	6,875	6,558	7,835	7,468	586	9%
Annual % Chg	(5%)	0%	(5%)	18%	(5%)		
EFT	3,879	3,923	3,811	4,671	4,652	773	20%

NEW STUDENT ENROLLMENT							
	Summer 1994	Summer 1995	Summer 1996	Summer 1997	Summer 1998	5-Year # Change	5-Year % Change
Learning Support	70	77	48	146	57	(13)	(19%)
Beg. Freshmen	63	68	44	74	68	5	8%
Transfer Fresh.	82	74	85	129	65	(17)	(21%)
Sophomores	72	81	90	89	74	2	3%
Juniors	71	74	65	80	59	(12)	(17%)
Seniors	57	56	65	87	55	(2)	(4%)
Graduates	93	144	120	167	156	63	68%
All Other	392	401	413	441	274	(118)	(30%)
TOTAL	900	975	930	1,213	808	(92)	(10%)
Annual % Chg	(23%)	8%	(5%)	30%	(33%)		

HIGHLIGHTS

- The urban location and nontraditional student population of KSU result in summer becoming a significant educational opportunity.
- The Summer 1998 enrollment decline of 5% could be attributed to a number of factors such as fewer new students wanting to start during the last quarter prior to semester conversion, the summer term beginning before high schools completed their academic year, and a substantial number of students completing their degree requirements during Spring 1998.

FALL CREDIT HOURS GENERATED



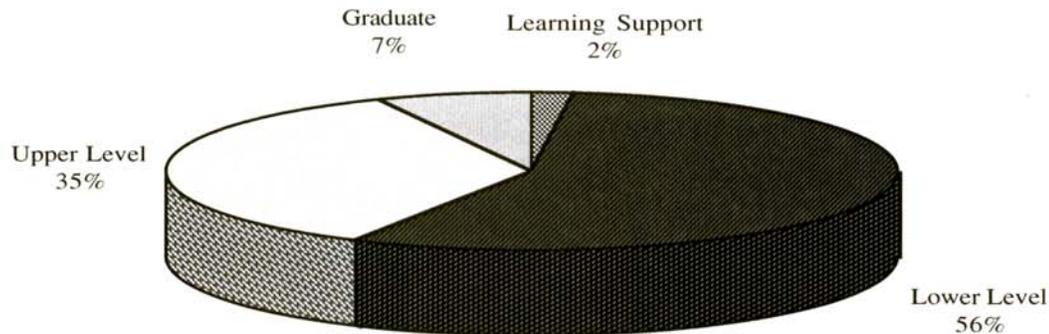
FALL CREDIT HOURS GENERATED 1994-1998 ¹							
Level	Fall 1994	Fall 1995	Fall 1996	Fall 1997	Fall 1998*	5-Year # Change	5-Year % Change
Lower	85,104	87,959	91,016	95,123	78,871	(6,233)	(7%)
Upper	36,662	37,114	39,338	43,743	44,857	8,195	22%
Graduate	5,760	5,843	7,909	9,683	8,266	2,506	44%
TOTAL	127,756	130,916	138,263	148,549	131,994	4,238	3%
Annual % Change	(1%)	2%	6%	7%	(11%)		

¹First-term on semester calendar. Credit hours reported for previous fall terms are quarter credit hours.

HIGHLIGHTS

- Credit hour production dropped significantly from last fall with the conversion to the semester calendar. Students were unable or unwilling to enroll in the equivalent number of hours as before.
- The majority of credit hours generated at KSU continues to be lower division (60%); however, this percentage is shrinking because of the greater growth of upper division of graduate enrollment.

SEMESTER EQUIVALENT CREDIT HOURS GENERATED ANNUALLY



Distribution of FY 1999 Credit Hours Generated

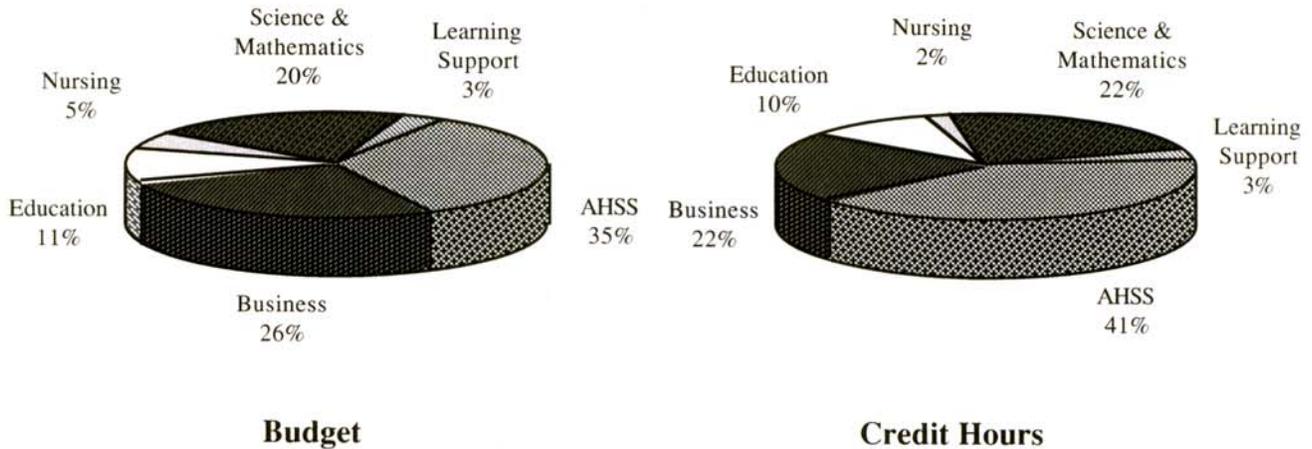
SEMESTER EQUIVALENT CREDIT HOURS GENERATED							
Level	FY 1995	FY 1996	FY 1997	FY 1998	FY 1999	5-Year # Change	5-Year % Change
Learning Support	7,177	7,340	7,446	7,024	5,811	(1,366)	(19%)
Lower Level	171,626	177,095	184,437	190,300	170,233	(1,393)	0%
Upper Level	87,731	91,375	95,549	109,240	108,008	20,277	23%
Graduate	15,277	15,877	20,799	25,489	22,550	7,273	48%
TOTAL	281,811	291,687	308,231	332,053	306,602	24,791	9%
Annual # Chg.		9,876	16,544	23,822	(25,451)		
Annual % Chg.		4%	117%	11%	(29%)		

* Quarter hours earned prior to FY 1998 were converted to a semester hour equivalent by multiplying those numbers by 0.667.

HIGHLIGHTS

- KSU experienced a growth of close to 25,000 credit hours of instruction, a 9% increase, over the past five years while headcount grew by 8%.
- Enrollment in the upper division and graduate courses showed the largest gains in credit hours produced.
- In the four years prior to semester conversion, Kennesaw State had grown 16% but lost most of that growth in FY99 due to semester conversion.

RELATIONSHIP BETWEEN INSTRUCTIONAL BUDGET EXPENSE AND CREDIT HOUR PRODUCTION BY COLLEGE



COLLEGE/SCHOOL ¹	% OF INSTRUCTIONAL BUDGET EXPENDED IN FY 1997-98	% OF CREDIT HOURS GENERATED IN FY 1997-98
Arts, Humanities & Social Sciences	34%	41%
Business	26%	22%
Education	11%	10%
Nursing	5%	2%
Science & Mathematics	20%	22%
Learning Support	3%	3%
TOTAL	100%*	100%

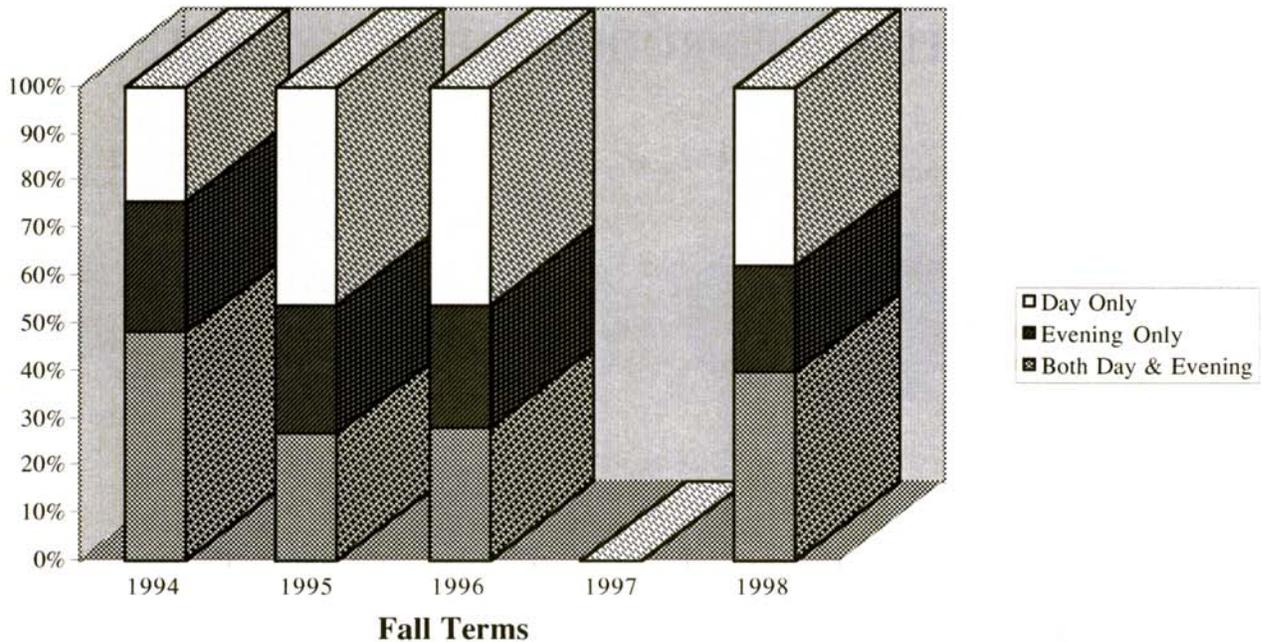
¹This table reflects the organizational structure in place during FY 98.

*Percents may not total 100 due to rounding.

HIGHLIGHTS

- There is a reasonably strong correlation between raw credit hour productivity and instructional expense incurred.
- The percentage of raw credit hour generation in business, education, and nursing is lower than the percentage of expense incurred because the extra weights given to upper division, graduate, and clinical instruction have not been applied in this analysis.

DAY AND EVENING ENROLLMENTS



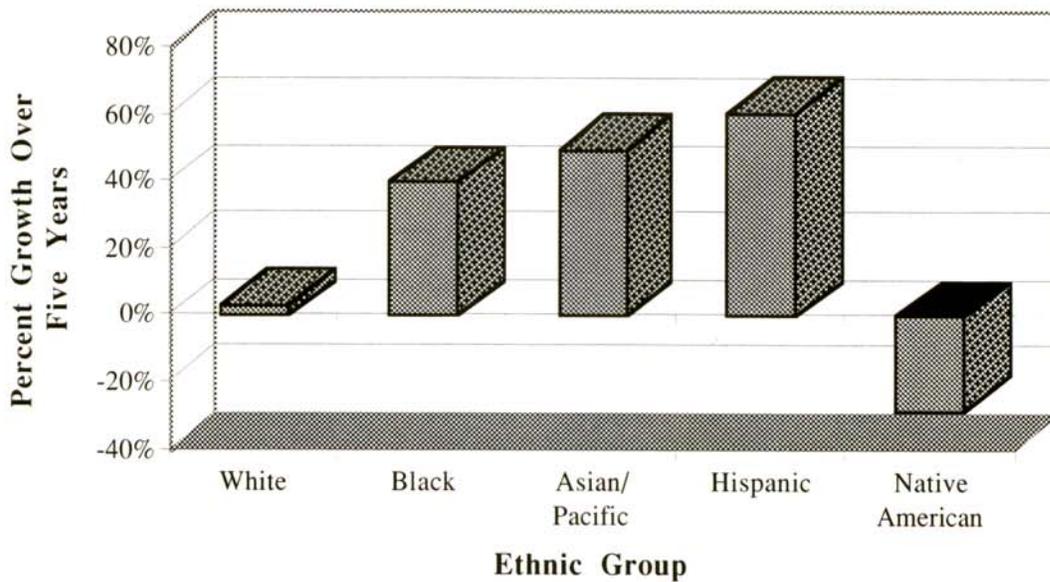
COMPARISON OF DAY-EVENING ENROLLMENTS: FALL 1994-1998							
Category	Fall 1994	Fall 1995	Fall 1996	Fall 1997	Fall 1998	5-Year # Change	5-Year % Change
Day Only	5,707	5,549	5,835	*	5,199	508	9%
Evening Only	3,283	3,235	3,166	*	2,777	(506)	(15%)
Both Day & Evening	2,924	3,316	3,536	*	4,885	1,961	67%
TOTAL	11,915	12,100	12,537	*	12,861	946	8%

**Fall 1997 data are not available for this table.*

HIGHLIGHTS

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

FIVE-YEAR GROWTH IN MINORITY AND MAJORITY STUDENT ENROLLMENT

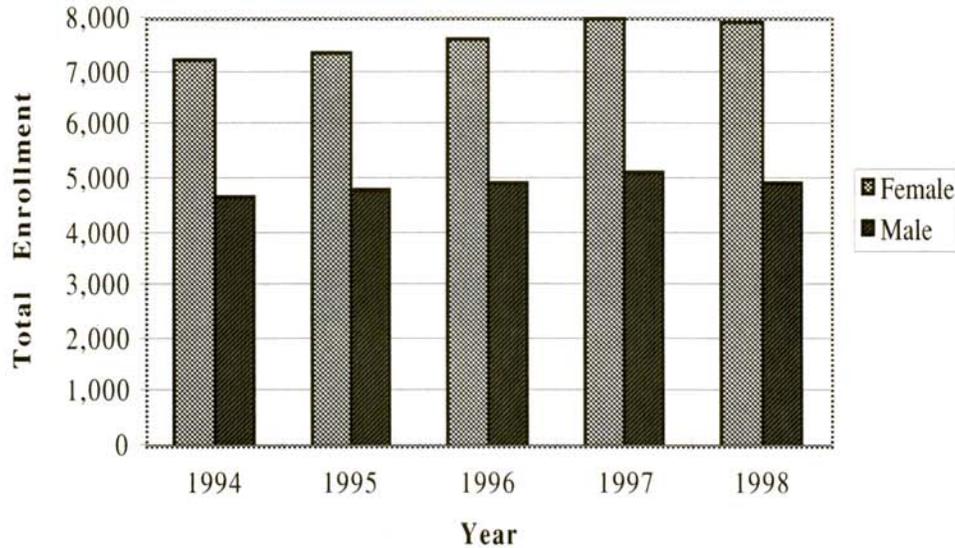


DISTRIBUTION BY RACE/ETHNIC GROUP: FALL 1994-FALL 1998							
Ethnic Group	Fall 1994	Fall 1995	Fall 1996	Fall 1997	Fall 1998	5-Year # Change	5-Year % Change
White	10,602	10,639	10,935	11,225	10,869	267	3%
Black	802	832	877	1,078	1,121	319	40%
Asian/Pacific Island	278	349	374	407	416	138	50%
Hispanic	180	229	251	257	289	109	61%
Native American	53	51	44	35	38	(15)	(28%)
Multiracial			56	92	128	-	-
TOTAL	11,915	12,100	12,537	13,094	12,861	946	8%

HIGHLIGHTS

- Over the last five years, minority student enrollment continues to grow faster than majority student enrollment for almost all major ethnic groups, reflecting local demographic shifts.
- Black students comprise almost 9% and the other minority groups combined comprise almost 7% of the headcount in fall 1998, for a total of 15% minority population.
- The Hispanic student population is growing at a faster rate than any other group.

MALE AND FEMALE ENROLLMENT



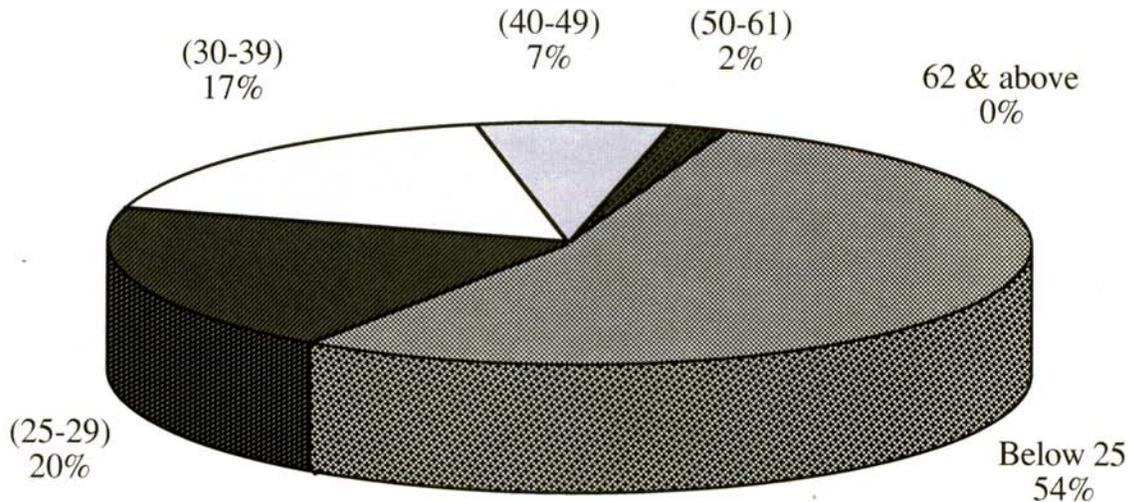
DISTRIBUTION BY GENDER: FALL 1994- FALL 1998										
Gender	Fall 1994		Fall 1995		Fall 1996		Fall 1997		Fall 1998	
	#	%	#	%	#	%	#	%	#	%
Female	7,245	61	7,330	61	7,638	61	7,997	61	7,945	62
Male	4,670	39	4,770	39	4,899	39	5,097	39	4,916	38
TOTAL	11,915		12,100		12,537		13,094		12,861	

Gender	5-Year # Change	5-Year % Change
Female	700	10%
Male	246	5%

HIGHLIGHTS

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

DISTRIBUTION OF STUDENT AGES: 1998



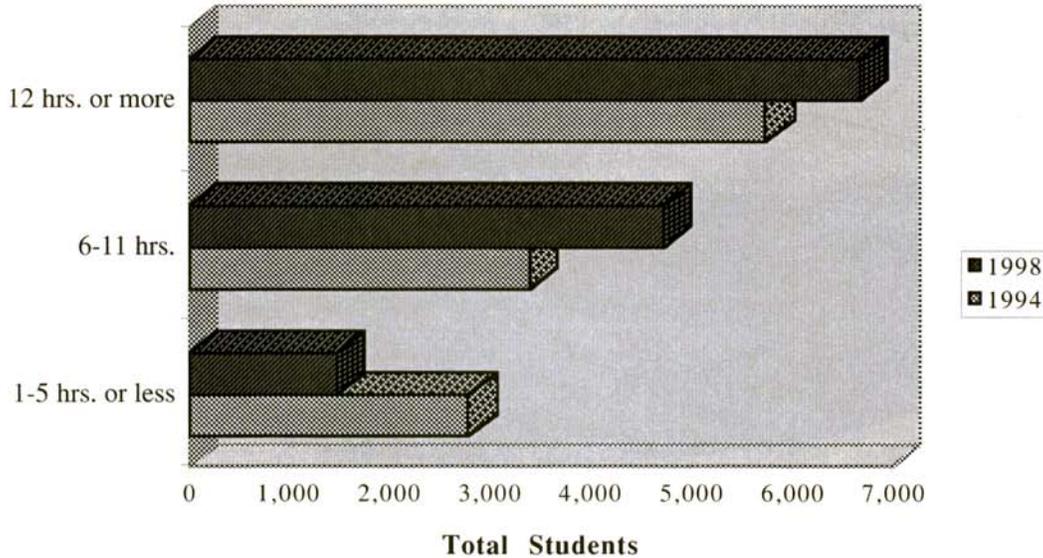
Age Distribution for Total Student Population

DISTRIBUTION OF STUDENTS BY AGE RANGES						
Age Range	Total Population	% of Total	Under-graduates	% of Under-graduates	Graduates	% of Graduates
Below 25	7,007	54%	6,884	61%	123	8%
25-29	2,519	20%	2,039	18%	480	32%
30-39	2,218	17%	1,666	15%	552	36%
40-49	883	7%	605	5%	278	19%
50-61	206	2%	122	1%	84	6%
62 & above	28	<1%	22	<1%	6	<1%
TOTAL	12,861		11,338		1,523	
Average Age	26		25		34	
Oldest Age	84		84		69	
Youngest Age	15		15		20	

HIGHLIGHTS

- As a commuter university, Kennesaw State attracts large numbers of nontraditional age students at all levels.
- Four out of every 10 undergraduate students can be considered nontraditional students by age (25 or older).

STUDENT COURSE LOADS



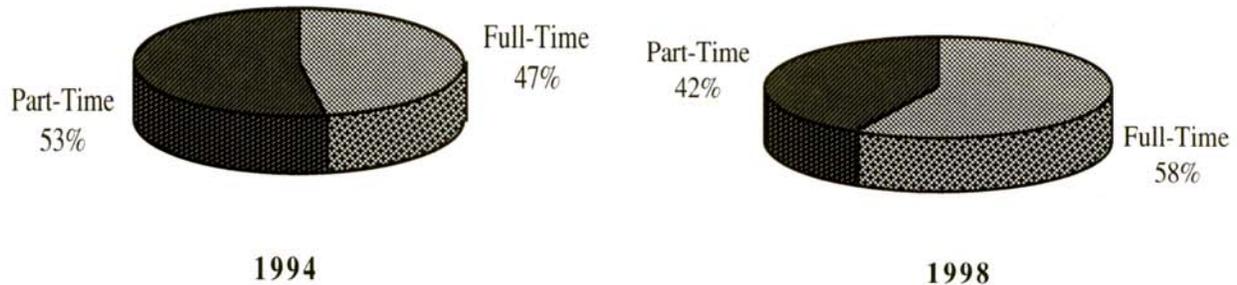
ENROLLMENT BY CREDIT HOURS							
Credit Hours	Fall 1994	Fall 1995	Fall 1996	Fall 1997	Fall 1998	5-Year # Change	5-Year % Change
1-5	2,782	2,686	2,517	2,417	1,465	(1,317)	(47%)
6-11	3,399	3,427	3,578	3,785	4,726	1,327	39%
12-15	4,807	5,025	5,342	5,525	5,880	1,073	22%
16 +	927	962	1,100	1,367	790	(137)	(15%)
Totals	11,915	12,100	12,537	13,094	12,861	946	8%
Total Full-Time*	5,734	5,987	6,765	6,892	6,969	1,235	22%
Total Part-Time*	6,181	6,113	5,770	6,202	5,892	(289)	(5%)
Average Hours/Student:	11	11	11	10	10		

**Prior to 1998, a full-load was defined as 12 or more hours for undergraduate and 10 or more for graduate students. Beginning Fall 1998, a full-load is defined as 12 or more hours for undergraduate and 9 or more for graduate students.*

HIGHLIGHTS

- The average student course load over the last five years has remained relatively stable even after semester conversion in fall 1998. In order to maintain a 9-hour load under semesters, students had to take at least 3 semester courses (3 hours each) compared to two quarter courses (5 hours each).
- Under the semester system substantially fewer students took more than 16 hours since that would have required taking five courses simultaneously instead of 3.

UNDERGRADUATE ENROLLMENT BY FULL-TIME/PART-TIME STATUS



Comparison of Full-Time and Part-Time Enrollments

UNDERGRADUATE ENROLLMENT STATUS							
Status	Fall 1994	Fall 1995	Fall 1996	Fall 1997	Fall 1998	5-Year # Change	5-Year % Change
Full-time (12 hrs or more)	5,141	5,938	6,344	6,818	6,548	1,407	27%
Annual % Change	(6%)	16%	7%	7%	(4%)		
Part-time (11 hrs or less)	5,737	5,175	4,998	4,901	4,790	(947)	(17%)
Annual % Change	3%	(10%)	(3%)	(2%)	(2%)		

(Numbers include all undergraduate classifications.)

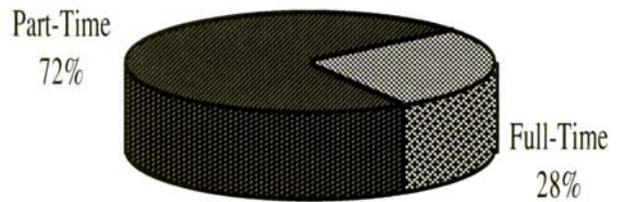
HIGHLIGHTS

- Georgia's strong economy and low unemployment in the 1990's may be the principal reason why part-time enrollment declined in recent years.
- Full-time undergraduates started outnumbering the part-time students in 1995 and over the last five years grew substantially (up 27%).
- Over half (58%) of the KSU undergraduates were full-time in the fall of 1998.

GRADUATE ENROLLMENT BY FULL-TIME/PART-TIME STATUS



1994



1998

GRADUATE ENROLLMENT STATUS							
Status	Fall 1994	Fall 1995	Fall 1996	Fall 1997	Fall 1998	5-Year # Change	5-Year % Change
Full-time							
9 hours or more	409	364	462	636	421	12	3%
Annual % Change	(24%)	(11%)	27%	27%	(34%)		
Part-time							
Less than 9 hours	628	623	733	739	1,102	474	75%
Annual % Change	(14%)	(1%)	18%	<1%	49		

** First term on semester calendar. Part-time is less than 9 semester hours; full-time is 9 or more hours.*

HIGHLIGHTS

- The expansion of graduate program offerings in the 1990's has occurred largely for the benefit of adults who are employed full-time and attend classes on nights and weekends which explains the growth of the part-time enrollment.
- Whereas four out of 10 graduate students were full-time in 1994, only three out of 10 were full-time in 1998.

ENROLLMENT BY COUNTRY OF ORIGIN

DISTRIBUTION OF INTERNATIONALS					
Country of Origin (10 or more students)	Fall 1994	Fall 1995	Fall 1996	Fall 1997	Fall 1998
Kenya	36	45	47	52	71
Nigeria	60	60	50	59	60
Canada	43	46	43	44	45
Japan	31	43	44	41	42
China	4	9	13	24	36
United Kingdom	31	34	32	38	35
India	14	16	22	28	27
Jamaica	13	19	19	18	24
Pakistan	6	10	13	22	22
Iran	18	19	17	18	19
Germany	12	12	11	17	18
Cameroon	13	14	14	17	17
Korea	12	16	17	16	15
Thailand	7	5	15	19	13
Vietnam	9	7	7	11	10
Other Countries	181	206	240	299	344
Total International Students	506	578	633	723	798
Total Countries Represented	85	89	91	104	105

	5-Year # Change	5-Year % Change
International Students	292	58%
Number of Countries	20	24%

HIGHLIGHTS

- The number of international students increased substantially over the last five years and now represents just over 6% of the student body.
- The number of countries represented (105 in 1998) continues to increase annually.

ENROLLMENT BY COUNTY OF RESIDENCE

	Fall 1994	Fall 1995	Fall 1996	Fall 1997	Fall 1998	5-Year # Change	5-Year % Change
PRIMARY SERVICE AREA *							
Cobb	7,544	7,533	7,749	7,661	7,280	276	4%
Cherokee	1,386	1,432	1,464	1,423	1,300	(86)	(6%)
Fulton	1,037	1,075	1,113	1,204	1,109	72	7%
Paulding	353	416	434	423	418	65	18%
Bartow	376	366	419	418	407	31	8%
Douglas	141	139	134	152	132	(9)	(6%)
Subtotal	10,837	10,961	11,313	11,281	10,646	(191)	2%
SECONDARY SERVICE AREA							
DeKalb	222	218	234	252	276	54	24%
Gwinnett	129	193	190	210	225	96	74%
Pickens	95	82	92	95	103	8	8%
Gordon	74	82	84	88	108	34	46%
Floyd	62	55	54	68	64	2	3%
Gilmer	24	39	30	28	32	8	33%
Polk	29	34	34	30	30	1	(3%)
Subtotal	635	703	718	771	838	203	32%
ALL OTHER COUNTIES							
Other	443	436	506	1,042	1,377	(71)	16%
Grand Totals	11,915	12,100	12,537	13,094	12,861	946	8%

* *Cobb and contiguous counties*

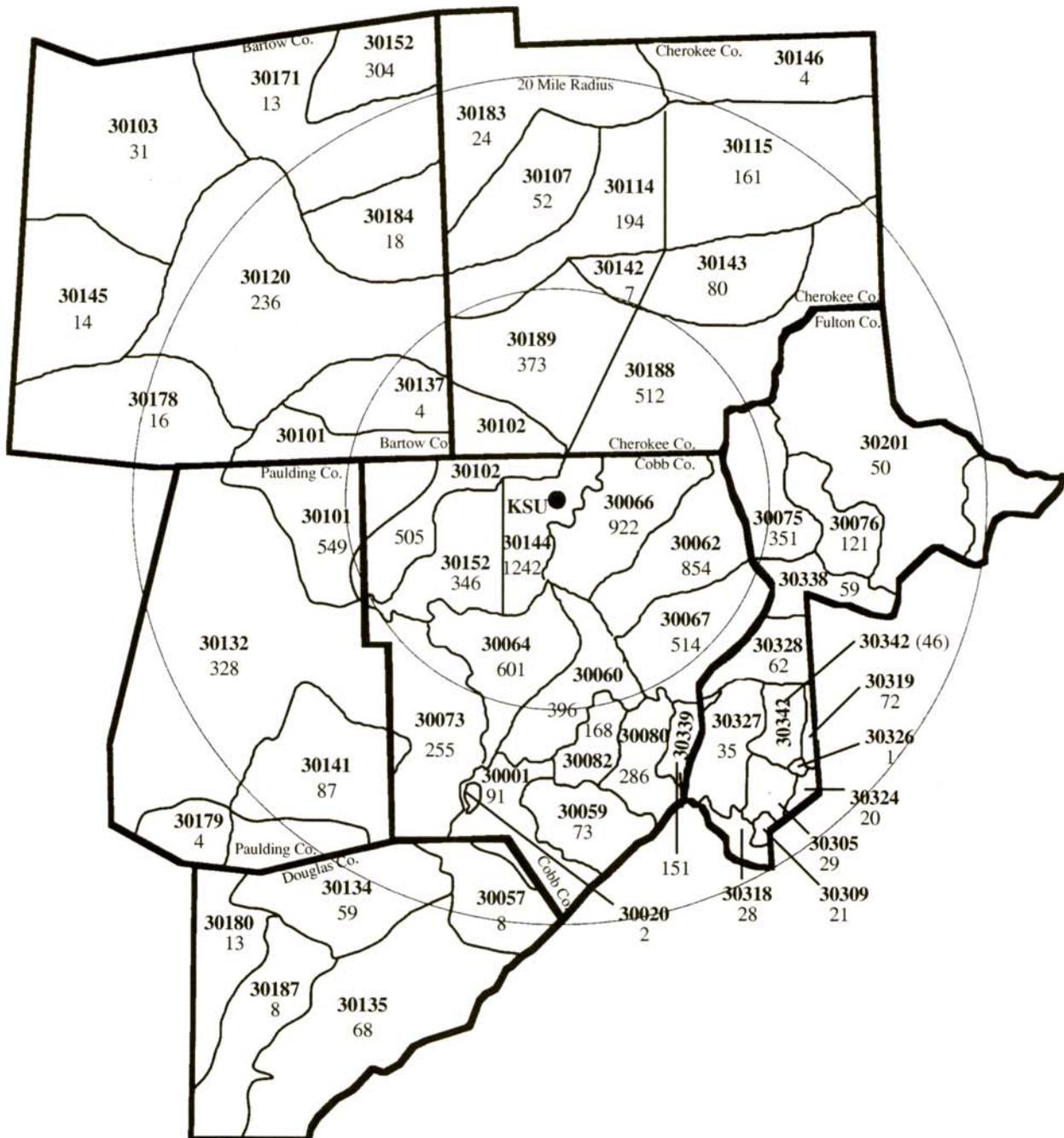
HIGHLIGHTS

- Eight out of ten students at KSU reside in one of the six counties in the university's primary service area.
- Approximately two of every three students come from Cobb County; this proportion is declining as the rate of growth in enrollment from other counties increases.
- Enrollment from the primary service area has changed very little over the last five years, but has grown substantially (32%) from the secondary service area; thus more students are traveling longer distances to attend classes at KSU.

GEOGRAPHIC DISTRIBUTION OF KSU STUDENTS IN THE UNIVERSITY'S PRIMARY SERVICE AREA

Fall 1998

(Zip Code and Number of Students *)



* Approximately 2,742 additional students were enrolled in fall 1998 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 KSU's Division of Continuing Education enroll an additional 28,000 students.

ANALYSIS OF ENROLLMENT BY ZIP CODES

- KSU's fall 1998 enrollment included students who reside in 79 counties in Georgia. However, for the majority of KSU's students, the university's reach extends only 20 miles. About 9 out of every 10 KSU students reside within 20 miles of the campus in either Cobb or one of the five counties contiguous to Cobb.
- Almost 60 percent of the students live within 10 miles of the campus in either the northern half of Cobb or the southern half of Cherokee counties.
- One fourth of the students reside in East Cobb, one fourth in North or West Cobb, and another one-fourth of the students commute from either South Cobb, Marietta, South Cherokee or North Fulton.
- Cobb County is the residence of two out of every three students (57%). The next largest (and fastest growing) feeder county is Cherokee with 10%, followed by Fulton with 9%. Bartow and Paulding each provide only 3% of the student body.
- Zip code areas in the northern half of Cobb and southern half of Cherokee yielded the greatest gains in KSU 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 KSU's primary service area correspond generally to the proportional differences in total population among those counties. Cobb and Cherokee's projected growth through 2010 substantially outpaces the growth rates of the other four counties. This suggests that these two counties will continue to be the residential home for 75% of KSU's students over the next 20 years and the primary source of the university's enrollment growth.
- Bartow's population in 1990 was less than half of the number living in Cobb 30 years ago when KJC was being planned. The growth of Bartow County's population over the next 20 years is not projected to be great, nor will it reach the population level of Cobb in 1960. Thus, the town of Cartersville and Bartow County may continue to contribute only a small percentage of the university'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 KSU's direct-mail marketing, expanding the reach of the university's regional impact will require target marketing in the population centers 10 to 20 miles from the campus (e.g. Woodstock, Canton, Roswell, Alpharetta, Dallas and Cartersville).

UNDERGRADUATE APPLICATION STATISTICS

	FALL 1994	FALL 1995	FALL 1996	FALL 1997	FALL 1998	5-Year # Change	5-Year % Change
NEW FRESHMEN APPLICANTS							
Applied	1,059	1,118	1,183	1,702	1,460	401	38%
Rejected	65	51	59	212	232	167	257%
Incomplete	68	95	89	280	226	158	232%
Accepted	926	972	1,035	1,189	1,002	76	8%
Enrolled	757	713	821	799	755	(2)	<1%
SAT averages of applicants who enroll							
Verbal	430	433	523*		548		
Math	482	470	504*		534		
Composite	912	903	1,027*		1,082		
LEARNING SUPPORT APPLICANTS							
Applied	837	1,050	1,056	844	1,125	288	34%
Rejected	204	208	239	202	340	136	67%
Incomplete	55	74	61	45	52	(3)	(5%)
Accepted	578	768	756	590	733	155	27%
Enrolled	411	413	471	509	456	45	11%
SAT averages of applicants who enroll							
Verbal	375	379	451*		471		
Math	369	366	429*		458		
Composite	744	745	880*		929		
NEW TRANSFER APPLICANTS							
Applied	2,129	2,321	2,382	2,144	2,191	62	3%
Rejected	90	82	75	96	109	19	21%
Incomplete	219	311	277	188	387	168	31%
Accepted	1,820	1,928	2,030	1,830	1,692	(128)	(7%)
Enrolled	1,058	1,193	1,149	939	1,054	(4)	<1%
SAT averages of applicants who enroll							
Verbal	419	417	500*	505	500		
Math	447	465	473*	492	491		
Composite	866	882	973*	997	991		

* Recentered SAT scores

HIGHLIGHTS

- Out of the three classifications, 72% of those who applied were accepted for admission. Of those accepted 47% actually matriculated for the fall quarter 1998.
- The highest acceptance (77%) and the lowest enrollment (62%) rates are in the new transfer category. Seventy-five percent of new eligible freshmen enrolled during fall 1998.

KSU'S PRINCIPAL FEEDER HIGH SCHOOLS FOR FALL 1998

HIGH SCHOOL (10 or more enrolled students)	NUMBER APPLIED	NUMBER ACCEPTED	NUMBER ENROLLED*
Harrison (Cobb County)	189	147	114
Lassiter (Cobb County)	185	151	108
North Cobb (Cobb County)	145	101	80
McEachern (Cobb County)	131	94	74
Sequoyah (Cherokee County)	110	84	71
Sprayberry (Cobb County)	106	79	63
Etowah (Cherokee County)	111	80	61
Pope (Cobb County)	111	83	58
Cherokee (Cherokee County)	82	65	48
East Paulding (Paulding County)	65	54	44
Wheeler (Cobb County)	78	58	41
South Cobb (Cobb County)	57	37	30
Osborne (Cobb County)	65	44	27
Paulding (Paulding County)	52	39	26
Cass (Bartow County)	34	27	25
Walton (Cobb County)	53	39	25
Marietta (Cobb County)	46	33	20
Cartersville (City)	30	26	19
Pebblebrook (Cobb County)	28	19	18
Campbell (Cobb County)	60	32	17
Roswell (Fulton County)	29	22	16
Pickens (Pickens County)	20	14	12

* These totals include information on learning support students.

HIGHLIGHTS

- The feeder high schools with the greatest number of new Kennesaw State University students tend to be in north Cobb and south Cherokee counties.
- Among the principal feeder high schools for the fall of 1998 more than 56% of the new freshmen and learning support students came from a Cobb County school.

TRANSFER STUDENTS FROM OTHER COLLEGES AND UNIVERSITIES IN FALL 1998

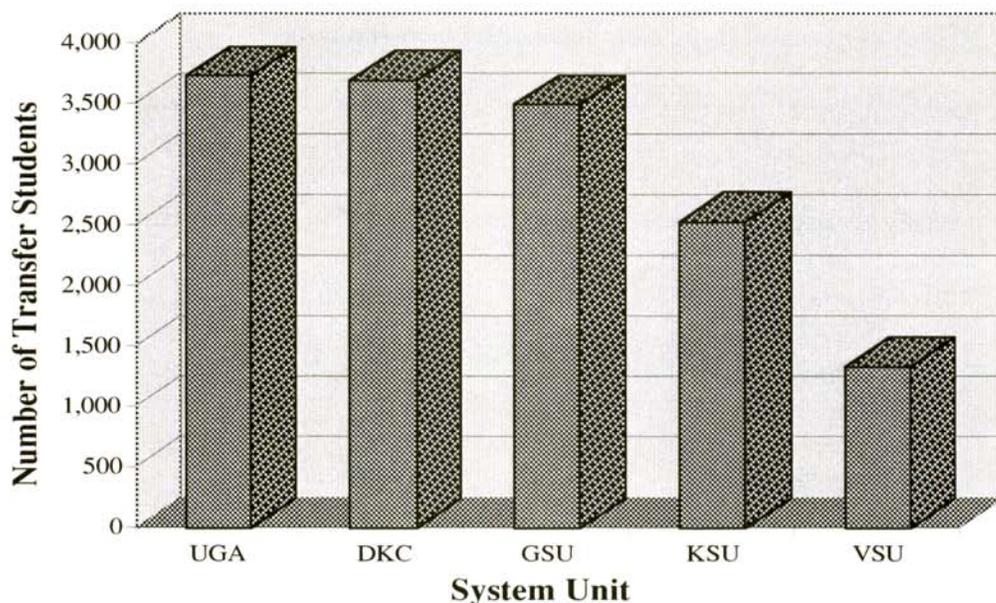
TRANSFER INSTITUTION	NUMBER APPLIED	NUMBER ACCEPTED	NUMBER ENROLLED*
University System of Georgia Institutions (8 or more enrolled):			
Georgia Perimeter	141	125	97
Dalton College	80	78	52
Georgia State University	87	82	51
Georgia Southern University	72	59	44
Floyd College	69	61	39
University of Georgia	54	50	33
State Univ. of West Georgia	41	35	25
Southern Polytechnic	31	28	24
Georgia Tech	24	24	20
Clayton College & State Univ.	20	20	15
Gainesville College	18	18	12
Valdosta State University	19	14	11
Atlanta Metropolitan College	17	15	11
North Georgia College	11	9	9
Gordon College	19	15	9
Other University			
System Institutions	89	76	50
Total University System Transfers	792	709	502
Transfers (all others)	1,399	983	552
Total Transfers	2,191	1,692	1,054

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

HIGHLIGHT

- Only 48% of the new transfer students at Kennesaw State University came from other units of the University System of Georgia; the large number of out-of-state transfers is attributed to nontraditional students relocating to the Atlanta area.

TOP UNIVERSITY SYSTEM UNITS' TRANSFER ACTIVITY FY 1997

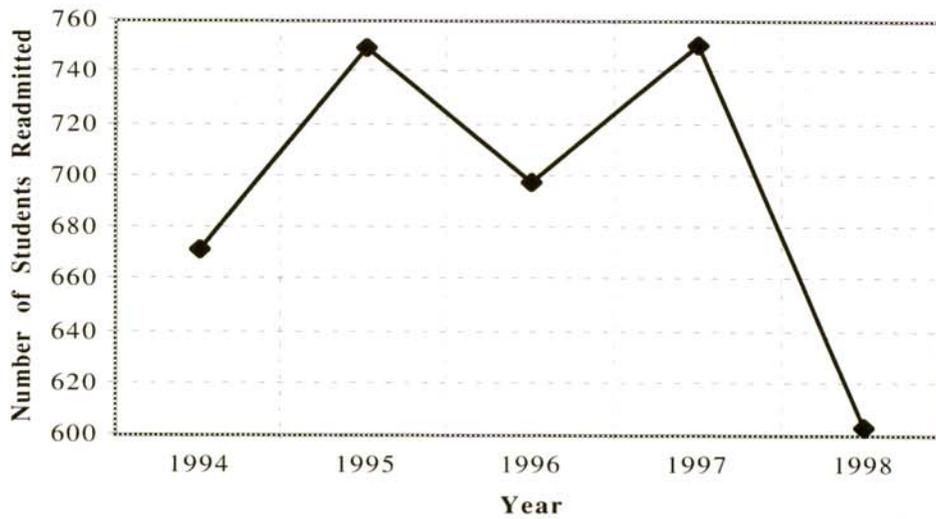


Rank	System Unit	In-System Transfers	Out-of-System Transfers	Total # Transfers	# Transferred to System Unit
1	Georgia State University	1,880	1,502	3,382	669
2	Georgia Perimeter	410	2,960	3,370	2,112
3	<i>Kennesaw State University</i>	<i>1,148</i>	<i>1,550</i>	<i>2,698</i>	<i>558</i>
4	University of Georgia	1,692	968	2,660	823
5	Valdosta State University	689	549	1,238	579
6	Georgia Southern University	603	337	940	1,110

HIGHLIGHTS

- Kennesaw State is the third largest (up from fourth in FY 96) receiver of transfer students in the University System. Two other metro-Atlanta area, commuter institutions enrolled a larger number of transfers.
- According to the University System data of transfer activity from one system unit to another, KSU ranked 7th out of all 34 institutions sending transfers to other units.

READMISSION OF FORMER STUDENTS



READMISSION BY CLASSIFICATION							
	Fall 1994	Fall 1995	Fall 1996	Fall 1997	Fall 1998	5-Year # Change	5-Year % Change
Freshman	191	216	170	339	193	2	1%
Sophomore	170	149	158	131	141	(29)	(17%)
Junior	110	138	120	67	85	(25)	(23%)
Senior	103	104	118	52	89	(14)	(14%)
Learn. Support	26	28	26	50	19	(7)	(27%)
Other	72	115	106	112	76	4	6%
TOTAL	672	750	698	751	603	(69)	(10%)
Annual % Change	7%	12%	(7%)	8%	(20%)		
Number of Applications	1,098	1,279	1,152	1,270	1,094	(4)	(<1%)
Annual % Change	1%	16%	(10%)	10%	(14%)		

HIGHLIGHT

- The re-enrollment of “stopouts,” i.e. students who have not been enrolled for four or more terms at KSU, accounts for approximately 5% of the total headcount enrollment each year.

STATE AND NATIONAL SAT COMPARISONS

SAT SCORES					
	Fall 1994	Fall 1995	Fall 1996	Fall 1997	Fall 1998
VERBAL SCORES:					
National Mean	423	428	505	505	505
State Mean	398	406	484	486	486
KSU (full admits only)**	430	433	523*	N/A	548
KSU (all freshmen)**	420	421	501	506	524
MATH SCORES:					
National Mean	479	482	508	511	512
State Mean	446	448	477	481	482
KSU (full admits only)**	482	470	504	N/A	534
KSU (all freshmen)**	461	448	480	495	510
COMPOSITE SCORES:					
National Mean	902	910	1013	992	1017
State Mean	844	854	961	967	968
KSU (full admits only)**	912	903	1027	N/A	1082
KSU (all freshmen)**	881	869	981	1001	1034

* Fall 1996, 1997, and 1998 scores reflect the "recentered" means.

** All freshmen total includes students admitted with Academic Assistance or Developmental Studies requirement; full admits do not.

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.

HIGHLIGHTS

- KSU's average SAT scores have tended to be higher than the state mean but below the national mean, when all freshman are considered in the comparisons.
- Phasing out Developmental Studies beginning in fall of 1997 should improve KSU's average SAT comparisons.

**COLLEGE PREPARATORY CURRICULUM
(CPC) DEFICIENCIES
FALL 1998**

**Percent of Entering Freshmen with a
College Preparatory Curriculum Deficiency**

English	Math	Social Science	Science	Foreign Language	Unduplicated Number of Students
2%	2%	1%	1%	3%	7%

**Number of Entering Freshmen with
Respective Number of CPC Deficiencies**

Number of Deficiencies	English	Math	Social Science	Science	Foreign Language	Unduplicated Number of Students
1	14	10	7	7	19	57
2	7	9	7	5	12	20
3	2	2	1	1	3	3
4	1	1	2	2	2	2
5	0	0	0	0	0	0

Students Enrolled in Learning Support

	Reading	English	Math	Unduplicated Number of Students	Percent of Freshmen Enrollment
Developmental Studies	60	58	177	231	7%
Academic Assistance	151	119	169	317	10%
Total	211	177	346	548	16%

HIGHLIGHTS

- KSU's percentage of traditional freshmen in Developmental Studies is lower than most state universities and will be phased out in 1997-98.
- According to new admission standards adopted by Board of Regents, KSU will phase out all CPC deficiencies by 2001.

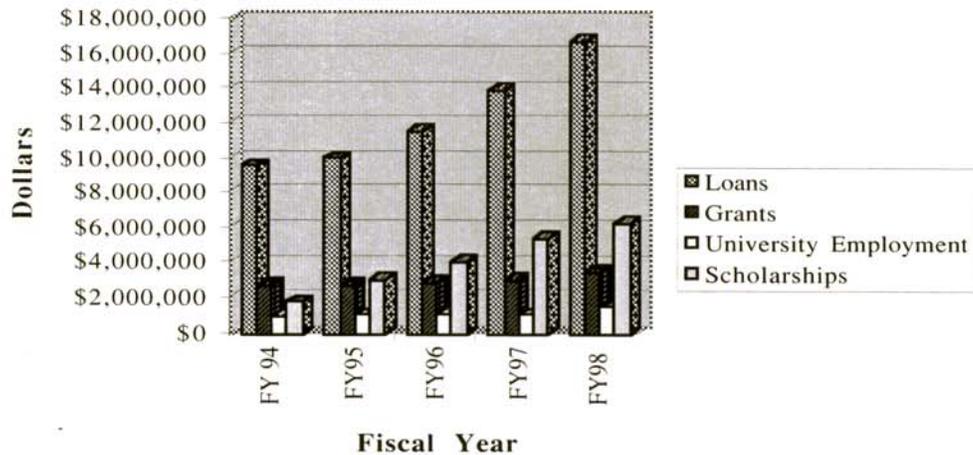
GEORGIA HOPE SCHOLARSHIPS AT KENNESAW STATE UNIVERSITY

	FALL 1997	FALL 1998	1-Year # Change	1-Year #Change
HOPE Recipients				
Total Students Receiving HOPE	2,738	2,881	143	5%
Percent of Total Enrollment	21%	22%		
New First-Time Freshmen	790	854	64	8%
Percent of First-Time Freshmen	64%	71%		
New Undergraduates at KSU (Freshmen and Transfers)	894	969	75	8%
Percent of First-Time at KSU	47%	52%		
HOPE Recipients by Class:				
Freshmen	1,142	1,102	(40)	(4%)
Sophomores	716	777	61	9%
Juniors	468	549	81	17%
Seniors	412	453	41	10%
Total	2,738	2,881	143	5%

HIGHLIGHTS

- The number of students who received HOPE scholarships increased by 5% even though the headcount enrollment declined by 2%.
- Over two-thirds of new freshmen at KSU received HOPE scholarships.
- While at the Freshmen and Sophomore levels, one-third of the students received HOPE scholar ships. This number drops to less than one-fourth at the upper division level.

STUDENT FINANCIAL AID



DOLLARS AWARDED						
Type	FY 94	FY95	FY96	FY97	FY98	5-year % Change
Loans	\$9,600,000	\$10,038,274	\$11,595,439	\$13,943,410	\$16,691,585	74%
Grants	2,765,000	2,767,325	2,921,051	3,000,066	3,452,895	25%
University Employment	954,022	1,083,000	1,127,200	1,056,144	1,509,843	58%
Scholarships	1,800,450	3,008,272	4,057,436	5,372,720	6,247,191	247%
TOTAL	\$15,119,472	\$16,896,871	\$19,701,126	\$23,372,340	\$27,901,514	85%

COMPARISON OF NUMBER OF AWARDS BY TYPE OF FINANCIAL AID				
Type	1994	1998	# Change	% Change
Loans	3,555	4,972	1,417	40%
Grants	1,711	3,175	1,464	86%
Employment	694	1,168	474	68%
Scholarships	1,654	3,808	2,154	130%

HIGHLIGHTS

- 2,881 students at KSU received financial aid in fall 1998 from the HOPE scholarship program. This comprised almost 22% of the student body. HOPE scholarships alone accounted for over \$5.5 million in the FY98 scholarships number.
- The number of students at KSU who received some sort of financial aid in fall 1998 was 7,136 or 55% of the student body.

ACADEMIC PROGRAMS

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**DEGREES AND MAJORS AUTHORIZED BY THE
BOARD OF REGENTS 1998**

BACHELOR OF ARTS

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

BACHELOR OF BUSINESS ADMINISTRATION

Accounting
Economics
Finance
Management
Marketing
Operations and Purchasing
Professional Sales

BACHELOR OF MUSIC

Music Education (P-12)
Music Performance

BACHELOR OF SCIENCE

Art Education (P-12)
Biology
Chemistry
Communication
Computer Science
Early Childhood Education (P-5)
Exercise and Health Science
Middle Grades Education (4-8)
French Education (P-12)
Health and Physical Education
Information Systems
Mathematics
Political Science
Psychology
Public and Social Services
Secondary Education (7-12)
English Education
Mathematics Education
Science Education
Social Studies Education
Spanish Education (P-12)
Sport Management

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BACHELOR OF SCIENCE IN NURSING

MASTER OF ACCOUNTING

MASTER OF ARTS IN PROFESSIONAL WRITING

MASTER OF BUSINESS ADMINISTRATION

MASTER OF BUSINESS ADMINISTRATION FOR EXPERIENCED PROFESSIONALS

MASTER OF EDUCATION

Early Childhood Education
Middle Grades Education
Special Education

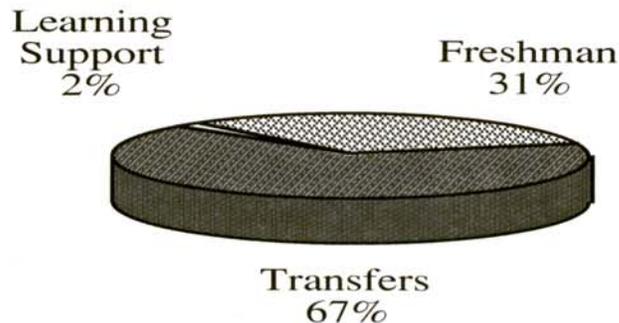
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MASTER OF PUBLIC ADMINISTRATION

MASTER OF SCIENCE IN NURSING

MASTER OF SCIENCE IN INFORMATION SYSTEMS

CHARACTERISTICS OF THE 1997-98 BACCALAUREATE GRADUATING CLASS



Status at Initial Matriculation

HIGHLIGHTS

- Only one in three baccalaureate students began at KSU as a beginning freshman or learning support student, while 67% of the baccalaureate graduates were transfer students.
- Of the 1997-98 bachelor's degree graduates who began as freshmen (486), 38% completed their program in five years or less, 49% took six to ten years and 9% took eleven to fifteen years to graduate. Twenty-five students (5%) who began as freshmen took more than 15 years to complete their degrees. One student who graduated began at KSU in 1967, 33 years ago.
- Many of the transfer graduates (797 or 75%) completed their degrees within five years; 20% took six to ten years, and 5% took 11-20 years. One transfer student initially enrolled at KSU in 1969.
- Of the graduates who began as learning support students (37), only 35% completed their degree requirements in five or less years. Fifty-seven percent completed their degrees within six to ten years. Three students took 15 years to finish their degree programs.
- Fifty-seven percent of the graduates matriculated at KSU in a fall quarter; 43% began in one of the other three academic quarters of the year. Slightly less than one half, (48%) of the transfers chose fall as the term to begin, while the freshmen and developmental studies students were more traditional, with 74% of the freshman students beginning in a fall quarter.
- The average age of the bachelor's degree recipients at KSU in 1997-98 remained at 30 which is about seven years older than the average age at traditional residential campuses, reflecting the non-traditional nature of KSU's student body.
- Of the 1,582 graduates, 64% were female; 88% were white, 6% were black and all other minorities made up six percent. (Female graduates were up 10% over the class of 1997.)

SIX-YEAR GRADUATION RATES AMONG COMPARABLE (COMMUTER) SYSTEM INSTITUTIONS

Institutional Graduation Rates for Students Entering Fall Terms 1984-91*								
Institution	Fall 84	Fall 85	Fall 86	Fall 87	Fall 88	Fall 89	Fall 90	Fall 91
<i>Kennesaw State University</i>	21%	18%	21%	20%	31%	28%	25%	25%
Georgia State University	26%	22%	26%	22%	24%	24%	25%	24%
Armstrong Atlantic State University	15%	14%	13%	16%	14%	14%	17%	18%
Columbus State University	23%	22%	21%	22%	20%	29%	23%	19%
Augusta State University	19%	22%	20%	20%	19%	17%	19%	16%

**Institutional graduation rates reflect the number of the first-time, full-time entering freshmen who completed a bachelor's degree within six years of starting college at that same institution.*

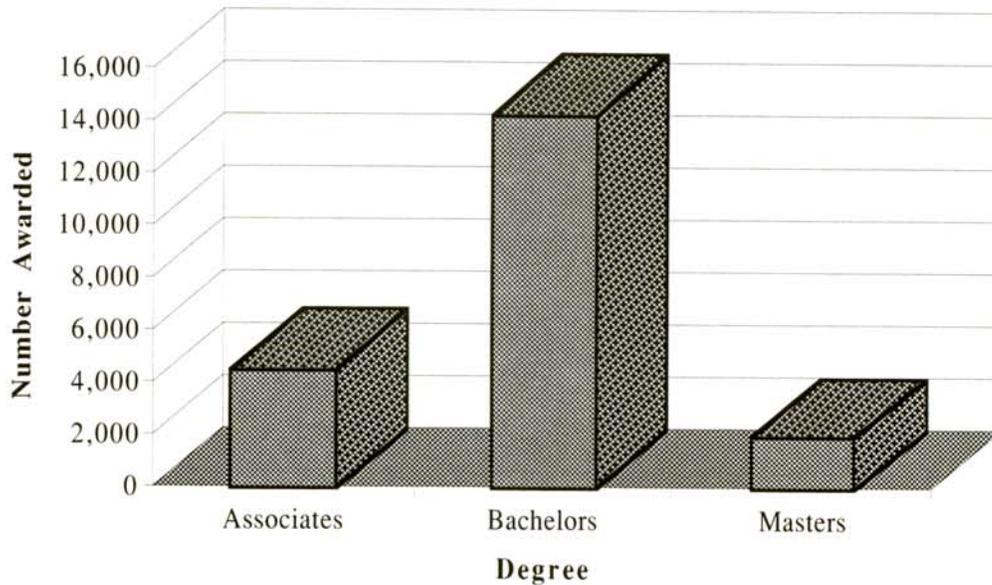
USG Actual Graduation Rates for Students Entering Fall Terms**			
Institution	Fall 1989	Fall 1990	Fall 1991
<i>Kennesaw State University</i>	36%	33%	33%
Georgia State University	29%	30%	28%
Armstrong Atlantic State University	22%	23%	27%
Columbus State University	33%	26%	22%
Augusta State University	25%	29%	25%

***University System of Georgia (USG) graduation rates reflect the number of first-time, full-time freshmen who began at the institution but transferred to and graduated from another USG institution.*

HIGHLIGHTS

- KSU's graduation rate is better than most commuter institutions within the University System of Georgia.
- The graduation rates are based on first-time, full-time students which represent only between 50% and 60% of KSU's total new freshmen each fall.
- Many community students who started their college experience on a full-time basis do not continue to enroll on a full-time basis through graduation; part-time students can take longer than six years to graduate.

TOTAL DEGREES AWARDED SINCE 1966



NUMBER OF DEGREES AWARDED FROM 1966-98			
Associates	Bachelors	Masters	Total
4,534	14,312	2,009	20,855

HIGHLIGHTS

- The last of the associate degree programs was discontinued in 1997.
- Bachelors have been awarded since 1980, and masters have been awarded since 1986.
- The rapid growth of upper division and graduate programs at KSU over the last ten years has been paralleled with number of bachelors and masters degrees awarded.
- Seven out of ten degrees awarded in KSU history were bachelor degrees.

DEGREES AWARDED FY 1994 - FY 1998

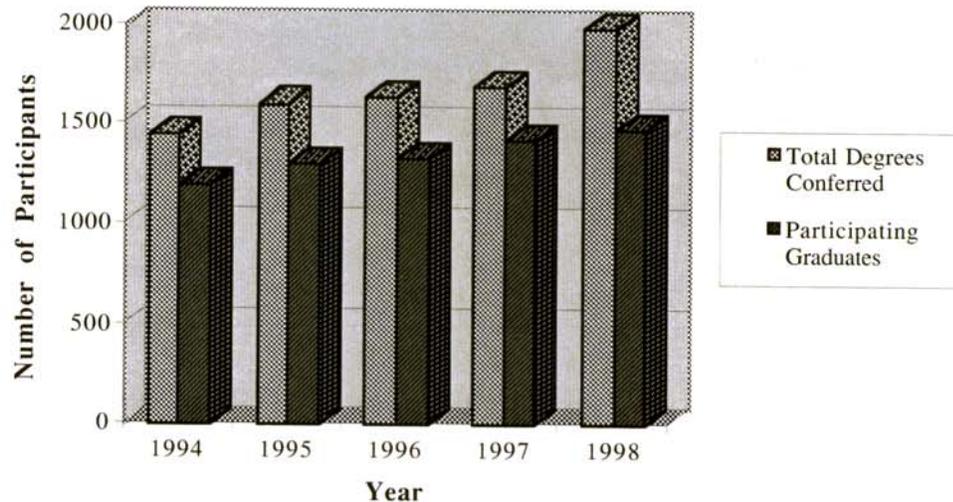
NUMBER OF DEGREES CONFERRED SINCE 1994							
	FY 1994	FY 1995	FY 1996	FY 1997	FY 1998	5-Year # Change	5-Year % Change
Associates							
AS	108	81	85	59	2	(106)	(98%)
Total	108	81	85	59	2	(106)	(98%)
Bachelors							
BA	118	115	150	109	140	22	19%
BBA	428	424	450	437	498	70	16%
BM	8	4	5	9	13	5	63%
BS	522	613	621	669	812	290	56%
BSN	63	67	67	92	119	56	89%
Total	1,139	1,223	1,293	1,316	1,582	443	39%
Masters							
MAcc		9	4	13	8	--	--
MBA*	171	226	213	220	267	96	56%
MEd	35	58	34	36	48	13	37%
MPA		6	9	18	31	--	--
MAPW		--	--	10	16	--	--
MSN				16	26	--	--
Total	206	299	260	313	396	190	92%
Total Degrees	1,453	1,603	1,638	1,688	1,980	527	36%
Annual % Change	5%	10%	2%	3%	17%		

* includes MBA-EP

HIGHLIGHTS

- Continued maturation of many relatively new programs started in the 1980s resulted in a 39% increase in bachelors degrees conferred over the last five years.
- The number of BSN degrees has increased substantially in the last year. This is credited to the faculty resources being redirected from the ADN program.
- Interest in the arts and science programs has grown rapidly and is reflected in large increases in BS degrees awarded over the last five years.
- KSU's MBA program is the second largest only to Georgia State University.
- KSU is the only university in the state with an MBA for Physician Executives.

GROWTH OF GRADUATES PARTICIPATING IN COMMENCEMENTS



FALL COMMENCEMENTS					
	December 1993*	December 1994*	December 1995*	December 1996*	December 1997*
Total Degrees Conferred	528	550	610	632	797
Participating Graduates	403	399	457	470	466
WINTER COMMENCEMENTS					
	April 1994	April 1995	April 1996	April 1997*	April 1998*
Total Degrees Conferred	230	338	326	346	398
Participating Graduates	190	280	263	270	308
SPRING COMMENCEMENTS					
	June 1994*	June 1995*	June 1996*	June 1997*	June 1998*
Total Degrees Conferred	695	715	702	710	785
Participating Graduates	610	624	605	613	708
Annual Total	1,453	1,603	1,638	1,688	1,980
Participating Graduates	1,203	1,303	1,325	1,353	1,482

*Because of space limitations, more than one commencement was offered on the same day.

HIGHLIGHT

- To accommodate the rapid growth in the number of graduates, KSU has had to schedule May graduation ceremonies each year. In the year prior to semester conversion, eight ceremonies were offered.

DEGREES AWARDED: SUMMARY BY COLLEGES



FY 1998

DEGREES CONFERRED BY COLLEGES/SCHOOL								
COLLEGE/DEGREES	FY 1994	FY 1995	FY 1996	FY 1997	FY 1998	5-Year # Change	5-Year % Change	
Arts								
Bachelors	32	33	48	34	47	15	47%	
Total	32	33	48	34	47	15	47%	
Business								
Associates	1	0	0	0	0	—	—	
Bachelors	435	426	450	437	498	63	14%	
Masters	171	235	217	233	275	104	61%	
Total	607	661	667	670	773	166	27%	
Education <i>(excluding teacher education programs in other colleges)</i>								
Bachelors	105	172	133	160	200	95	90%	
Masters	35	58	34	36	48	13	37%	
Total	140	230	167	196	248	108	77%	
Health and Human Services								
Associates	107	81	85	59	2	—	—	
Bachelors	150	151	156	189	240	90	60%	
Masters	—	6	9	34	57	—	—	
Total	257	238	250	282	299	42	16%	
Humanities and Social Sciences								
Bachelors	304	309	351	325	383	79	26%	
Masters	—	0	0	10	16	—	—	
Total	304	309	351	335	399	95	31%	
Science & Mathematics								
Bachelors	113	132	155	171	214	101	89%	
Total	113	132	155	171	214	101	89%	
UNIVERSITY TOTAL	1,453	1,603	1,638	1,688	1,980	527	36%	
Annual % Change	5%	10%	2%	3%	17%			

DEGREES CONFERRED IN THE SCHOOL OF THE ARTS

DEGREE PROGRAM	FY 1994	FY 1995	FY 1996	FY 1997	FY 1998	5-Year % Change
Bachelors Degrees:						
Art	21	19	21	14	16	(24%)
Music	2	3	9	6	8	300%
Theater ¹	1	2	9	2	4	300%
SubTotal	24	24	39	22	28	17%
Education Programs:						
Art Education (P-12)	2	6	5	7	11	450%
Music Education (P-12)	6	3	4	5	8	33%
SubTotal	8	9	9	12	19	138%
Total School Degrees	32	33	48	34	47	47%
Annual % Change	N/A	3%	45%	(29%)	38%	
School % of Total Degrees Awarded	2%	2%	3%	2%	2%	

¹ New program in 1994

HIGHLIGHTS

- The number of degrees conferred in the School of the Arts is relatively small (2% of the total for the University).
- Among the degree program options in this school, the study of art and art education has been the most popular.
- Almost half of the degrees in music and art have completed education programs.

DEGREES CONFERRED IN THE COLES COLLEGE OF BUSINESS

DEGREE PROGRAM	FY 1994	FY 1995	FY 1996	FY 1997	FY 1998	5-Year % Change
Associates Degrees: ¹						
Sub Total	1	0	0	0	0	--
Bachelors Degrees:						
Accounting	103	120	132	115	149	45%
Economics	10	6	8	8	16	60%
Finance	45	48	55	59	57	27%
Management	154	160	153	150	175	14%
Marketing	112	88	97	92	77	(31%)
Professional Sales ³	5	2	5	13	24	380%
Sub Total	429	424	450	437	498	16%
Business Education ²	6	2	0	0	0	--
Total Bachelors Degrees	435	426	450	437	498	14%
Masters Degrees:						
Accounting ⁴	—	9	4	13	8	--
Business Administration	121	169	158	154	212	75%
MBA EP	50	57	55	66	55	10%
Sub Total	171	235	217	233	275	61%
Total College Degrees	607	661	667	670	773	27%
Annual % Change	(4%)	9%	1%	0%	15%	
College % of Total Degrees Awarded	42%	41%	41%	40%	39%	

¹ Associate degrees discontinued, fall 1988.

² Discontinued program

³ New Program in 1990

⁴ New Program in 1993

HIGHLIGHTS

- The Coles College continues to graduate the largest proportion of students (4 out of every 10) among all six units within KSU.
- Almost seventy percent of the graduate degrees awarded at KSU are MBAs.

DEGREES CONFERRED IN THE BAGWELL COLLEGE OF EDUCATION

DEGREE PROGRAM	FY 1994	FY 1995	FY 1996	FY 1997	FY 1998	5-Year % Change
Bachelors Degrees:						
Early Childhood (P-5)	80	128	99	117	142	78%
Middle Grades (4-8)	25	44	34	43	58	132%
SubTotal	105	172	133	160	200	90%
<i>All Grades (P-12)--These numbers are counted in their respective colleges.</i>						
Art Education	2	6	5	7	11	450%
French Education ²	0	0	1	3	2	--
Health & Physical Ed.	26	29	24	39	49	88%
Music Education	6	3	4	5	8	33%
Spanish Education ²	2	2	3	4	7	250%
<i>Secondary Education (7-12)--These numbers are counted in their respective colleges.</i>						
Business Education ¹	6	2	0	0	0	--
English Education	7	16	8	8	20	186%
Math Education	3	3	3	4	13	333%
Science Education	0	2	5	5	8	--
Social Science Education	12	21	16	19	19	58%
SubTotal	64	84	69	94	137	114%
Masters Degrees:						
Early Childhood (P - 5)	26	31	20	15	23	(12%)
Middle Grades (4 - 8)	9	27	14	21	25	178%
SubTotal	35	58	34	36	48	37%
Total College Degrees	140	230	167	196	248	77%
Annual % Change	(10%)	64%	(27%)	17%	27%	
College % of Total Degrees Awarded	10%	14%	10%	12%	13%	

¹ Discontinued² New program in 1990

HIGHLIGHTS

- Of the six colleges and school, Education grew by 77%, second only to the College of Science and Mathematics in degrees conferred over the last five years.
- The programs in P-12 and Secondary Education showed the largest increases.

DEGREES CONFERRED IN THE COLLEGE OF HEALTH AND HUMAN SERVICES

DEGREE PROGRAM	FY 1994	FY 1995	FY 1996	FY 1997	FY 1998	5-Year % Change
Associate Degrees¹:	107	81	85	59	2	(98%)
Bachelors Degrees:						
Nursing	63	67	67	92	111	76%
Health and Physical Education	26	29	24	39	49	88%
Public and Social Services	61	55	65	58	80	31%
SubTotal	150	151	156	189	240	60%
Masters Degrees:						
MSN-Primary Care Nurse Practitioner	--	--	--	16	26	--
Master of Public Administration	--	6	9	18	31	--
SubTotal	--	6	9	34	57	--
Total College Degrees	257	238	250	282	299	16%
Annual % Change	N/A	(7%)	5%	13%	6%	
College % of Total Degrees Awarded	18%	15%	15%	17%	15%	

¹ Discontinued program in 1997.

HIGHLIGHTS

- The changing nature of health care delivery has resulted in greater interest in BSN graduates; the associates degree program was discontinued in 1997. The masters for Primary Care Nurse Practitioners serves a new niche in health care systems.
- Approximately one in ten KSU graduates is a nursing major.

DEGREES CONFERRED IN THE COLLEGE OF HUMANITIES AND SOCIAL SCIENCES

DEGREE PROGRAM	FY 1994	FY 1995	FY 1996	FY 1997	FY 1998	5-Year % Change
Bachelor's Degrees:						
Communication	85	85	94	90	108	27%
English	28	32	45	32	31	11%
French	0	1	0	2	5	--
History	22	15	23	19	20	(9%)
International Affairs	24	20	20	20	31	29%
Political Science	40	38	43	50	36	(10%)
Psychology	78	73	92	74	97	24%
Spanish	6	6	6	4	7	17%
Sub Total	283	270	323	291	335	18%
Education Programs:						
English Education	7	16	8	8	20	186%
French Education ²	0	0	1	3	2	--
Social Sci. Education	12	21	16	19	19	58%
Spanish Education ²	2	2	3	4	7	250%
SubTotal	21	39	28	34	48	129%
Master's Degrees:						
MAPW	--	--	--	10	16	--
SubTotal	--	--	--	10	16	--
Total College Degrees	304	309	350	335	399	31%
Annual % Change	--	2%	14%	(4%)	19%	
College % of Total Degrees Awarded	21%	20%	21%	20%	20%	

HIGHLIGHTS

- One out of every five students completed a program in the College of Humanities and Social Sciences.
- There has been substantial growth in the number of graduates from programs in the College of Humanities and Social Sciences (31%).
- Almost half of the graduates in this college were associated with 2 of the 13 degree programs (communication and psychology).

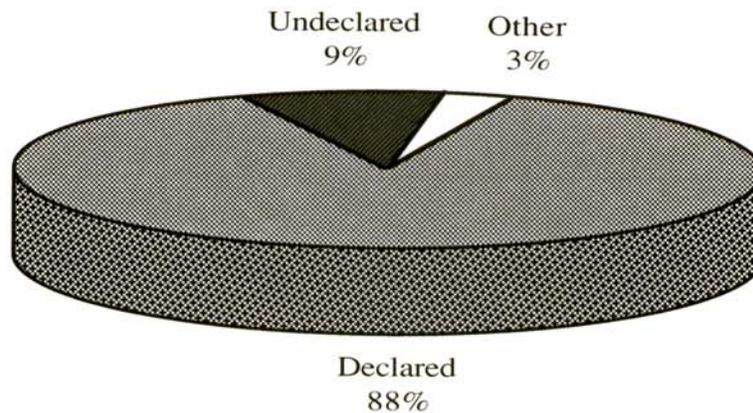
DEGREES CONFERRED IN THE COLLEGE OF SCIENCE AND MATHEMATICS

DEGREE PROGRAM	FY 1994	FY 1995	FY 1996	FY 1997	FY 1998	5-Year % Change
Bachelor's Degrees:						
Biology	46	60	57	68	70	52%
Chemistry	8	6	11	13	12	50%
Computer Science	16	21	33	16	36	125%
Information Systems	30	29	37	53	64	113%
Mathematics	10	11	9	12	11	10%
Sub Total	110	127	147	162	193	75%
Education Programs:						
Math	3	3	3	4	13	333%
Science	0	2	5	5	8	--
SubTotal	3	5	8	9	21	600%
Total College Degrees	113	132	155	171	214	89%
Annual % Change	--	17%	17%	10%	25%	
College % of Total Degrees Awarded	7%	8%	9%	10%	11%	

HIGHLIGHTS

- Of the six colleges and school, the College of Science and Mathematics had the greatest growth of the number of degrees awarded (89%).
- Nearly half of degrees awarded in the college were in either information systems or computer science.
- The opening of the new Science Building in 1995-96 is credited with the increased student interest in and graduation from programs in this college.

DECLARED MAJORS IN ALL UNITS OF THE UNIVERSITY



Fall 1998 Undergraduate Students

Bachelors Programs	FALL 1994	FALL 1995	FALL 1996	FALL 1997	FALL 1998
Total Declared Majors	8,880	8,982	9,166	10,261	8,810
Undeclared	1,662	1,729	1,776	1,112	2,308
SUBTOTAL	10,542	10,711	10,942	11,373	11,118
Other (Joint Enrollment Audits, Provisional)	336	402	400	346	220
Total Undergraduates	10,878	11,113	11,342	11,719	11,338
Graduate Programs	1,037	987	1,195	1,375	1,523
GRAND TOTAL	11,915	12,100	12,537	13,094	12,861

HIGHLIGHTS

- During the fall of 1998, close to 20% of undergraduate students did not have a declared major.
- The number of undeclared majors in the fall of 1998 may be a reflection of semester and Banner conversion difficulties.

DECLARED MAJORS IN THE SCHOOL OF THE ARTS

	FALL 1994	FALL 1995	FALL 1996	FALL 1997	FALL 1998	5-Year % Change
Bachelors Programs						
Art	139	149	160	210	203	46%
Music	59	60	81	94	80	36%
Theater	18	30	44	47	61	239%
SubTotal	216	239	245	351	344	59%
Education Programs						
Art Education (P-12)	40	54	51	51	59	48%
Music Education (P-12)	38	64	67	66	34	(11%)
SubTotal	78	118	118	117	78	--
SCHOOL TOTAL	294	357	363	468	422	44%

Note: The School of the Arts was established in the fall of 1998.

HIGHLIGHT

- Among all of the colleges and school, this school had the greatest increase in the number of majors in the past five years (up 44%).
- Six out of every 10 majors in this school were in either art or art education.
- As a relatively new program, growth in the number of declared majors in theater has exceeded the growth in the other arts areas.

DECLARED MAJORS IN THE COLES COLLEGE OF BUSINESS

	FALL 1994	FALL 1995	FALL 1996	FALL 1997	FALL 1998	5-Year % Change
Associate Programs¹						
SubTotal	2	2	0	0	0	--
Bachelors Programs						
Accounting	605	647	647	617	553	(9%)
Data Processing ¹	3	0	0	0	0	-
Economics & Finance ²	9	13	10	8	6	(33%)
Economics	40	35	36	33	43	8%
Finance	199	196	195	259	254	28%
Management	628	574	562	624	630	<1%
Marketing	325	338	330	350	376	16%
Professional Sales	21	30	26	30	44	110%
Undecided in Business	646	647	622	640	547	(15%)
SubTotal	2,476	2,480	2,428	2,561	2,453	<1%
Graduate Programs						
MBA Concentrations						
Accounting	56	44	40	54	50	(11%)
Business Administration	88	84	129	123	117	33%
Business Economics	2	1	4	5	13	550%
Business Information Systems Mgt	74	69	82	103	115	55%
Entrepreneurship	33	39	50	49	51	55%
Finance	120	100	120	116	110	(8%)
Human Resource Management & Dev	61	51	48	53	50	(18%)
International Business	-	-	-	31	34	-
Marketing	77	64	91	94	82	6%
Operations Management	-	-	-	10	18	-
Non-degree	14	19	28	24	24	71%
MBA-SubTotal	525	471	592	662	664	26%
MBA for Experienced Professionals ²	58	52	46	75	130	124%
MBA --EP(Physicians)	-	30	57	54	39	-
Master of Accounting	14	29	35	40	49	250%
Graduate SubTotal	597	582	730	831	882	48%
COLLEGE TOTAL	3,075	3,064	3,158	3,392	3,335	8%

¹ Discontinued, fall 1988

² Graduate program began fall 1995

HIGHLIGHT

- The number of declared undergraduate majors has remained level over the last five years while graduate enrollment has increased substantially (up 48%).

DECLARED MAJORS IN THE BAGWELL COLLEGE OF EDUCATION & PTEU*

	FALL 1994	FALL 1995	FALL 1996	FALL 1997	FALL 1998	5-Year % Change
Bachelors Programs						
Early Childhood (P-5)	552	583	678	787	872	58%
Middle Grades (4-8)	155	160	230	221	165	6%
SubTotal	707	743	908	1,008	1,037	47%
<i>All Grades (P-12)--These numbers are also counted in their respective colleges.</i>						
Art Education	40	54	51	51	59	48%
French Education	3	8	13	15	14	367%
Health and Physical Education ²	228	232	284	293	299	31%
Music Education	38	64	67	66	34	(11%)
Spanish Education	10	25	32	47	56	460%
Secondary Education Programs (7-12)						
Business Education ¹	11	2	0	0	0	--
English Education	78	74	83	94	87	12%
Math Education	30	36	40	63	66	120%
Science Education	31	46	52	47	47	52%
Social Science Education	107	112	107	101	125	17%
Undecided in Education	294	287	290	232	313	7%
SubTotal	870	940	1,019	1,009	1,100	26%
Graduate Programs						
Early Childhood (P - 5)	54	47	68	76	67	24%
Middle Grades (4 - 8)	43	45	59	58	53	23%
Special Education				54	62	-
Non-degree	274	152	133	90	99	(64%)
SubTotal	371	244	260	278	281	(24%)
COLLEGE TOTAL	1,948	1,927	2,187	2,295	2,418	24%

¹ Discontinued, Fall 1994² Non-teaching tracks in Health and Physical Education were separated out in 1998.

* PTEU (Professional Teacher Education Unit)

HIGHLIGHTS

- Early childhood education, health and physical education, and middle grades education continue to be the most popular degree programs within the PTEU.
- Growth in student interest of P-12 programs in Art Education, Spanish Education and Secondary (7-12) programs in education was substantial.

DECLARED MAJORS IN THE COLLEGE OF HEALTH AND HUMAN SERVICES

	FALL 1994	FALL 1995	FALL 1996	FALL 1997	FALL 1998	5-Year % Change
Associate Program¹						
Nursing	414	268	129	0	0	(100%)
Bachelors Program						
Nursing	589	636	654	709	577	(2%)
Health and Physical Education	228	232	284	293	134	--
Health and Sport Science	--	--	--	--	114	--
Health Promotion and Wellness	--	--	--	--	20	--
Physical Education	--	--	--	--	8	--
Sport Management	--	--	--	--	15	--
Exercise Science	--	--	--	--	8	--
Public and Social Services	276	268	322	317	276	<1%
Undecided	2	3	2	2	1	(50%)
SubTotal	1,095	1,139	1,262	1,321	1,153	5%
Graduate Programs						
MSN-Primary Care Nurse Practitioner	--	--	46	73	87	--
Master of Public Administration						
Community Service Administration	37	59	41	49	25	(32%)
Governmental Administration	27	40	34	37	21	(22%)
Non-degree	5	4	12	30	28	460%
SubTotal-MPA	69	103	87	116	74	7%
Graduate SubTotal	69	103	133	189	161	133%
COLLEGE TOTALS	1,578	1,510	1,524	1,510	1,227	(22%)

¹ Discontinued Fall 1997. The College of Health and Human Services was established in fall 1998.

HIGHLIGHTS

- When the discontinued associate degree program in nursing is removed from consideration, the number of declared majors in the College actually increased slightly over the last five years.
- Nearly half of all declared majors in this College are pursuing a degree in nursing.

DECLARED MAJORS IN THE COLLEGE OF HUMANITIES AND SOCIAL SCIENCES

	FALL 1994	FALL 1995	FALL 1996	FALL 1997	FALL 1998	5-Year % Change
Bachelors Programs						
Communication	409	402	393	379	385	(6%)
English	192	193	180	184	184	(4%)
French	16	17	21	23	13	(2%)
History	130	144	141	140	137	5%
International Affairs	120	117	140	145	147	23%
Political Science	188	208	203	186	193	3%
Psychology	518	520	550	532	499	(4%)
Pre-Law (undeclared)	92	91	64	58	42	(54%)
Spanish	25	23	31	36	33	32%
Undecided in HSS	2	3	7	8	2	<1%
SubTotal	1,692	1,718	1,730	1,691	1,635	(3%)
Education Programs						
English Education	78	74	83	94	87	12%
French Education	3	8	13	15	14	367%
Social Science Education	107	112	107	101	125	17%
Spanish Education	10	25	32	47	56	460%
SubTotal	198	219	235	257	282	42%
Graduate Programs						
Master of Arts in Professional Writing	--	51	72	72	60	--
Graduate SubTotal	--	51	72	72	60	--
COLLEGE TOTAL	1,890	1,988	2,037	2,020	1,977	5%

HIGHLIGHT

- The number of declared majors in this college has increased 5% in the last five years. Overall, the education programs grew at a faster rate than other programs.

DECLARED MAJORS IN THE COLLEGE OF SCIENCE AND MATHEMATICS

	FALL 1994	FALL 1995	FALL 1996	FALL 1997	FALL 1998	5-Year % Change
Bachelors Programs						
Biology	357	401	442	415	398	11%
Chemistry	87	93	93	85	75	(14%)
Computer Science	303	305	310	399	408	35%
Information Systems	275	335	360	423	499	81%
Mathematics	78	58	56	64	62	(21%)
Pre-professional	449	427	402	359	269	(40%)
Undecided in Science	87	53	26	14	4	(95%)
SubTotal	1,636	1,672	1,689	1,759	1,715	5%
Education Programs						
Math Education	30	36	40	63	66	120%
Science Education	31	46	52	47	47	52%
SubTotal	61	82	92	110	113	85%
COLLEGE TOTAL	1,697	1,754	1,781	1,869	1,828	8%

HIGHLIGHTS

- Over half of the declared majors in the College of Science and Mathematics are either in information systems or computer science.
- Growth in student interest in the information systems, computer science, and teacher education programs was especially noteworthy. Education programs showed significant growth over 5 years.

**UPPER DIVISION MAJORS
SCHOOL OF THE ARTS**

Number of Enrolled Juniors and Seniors						
PROGRAMS	FALL 1994	FALL 1995	FALL 1996	FALL 1997	FALL 1998	5-Year % Change
Art	77	66	71	99	94	22%
Music	31	30	32	40	30	(3%)
Theater	15	18	13	16	26	73%
SubTotal	123	114	116	155	150	22
Education Programs						
Art Education (P-12)	26	38	31	36	41	58%
Music Education (P-12)	27	35	36	33	15	(44%)
SubTotal	53	73	67	69	56	6%
SCHOOL TOTAL	176	187	183	224	206	17%

**UPPER DIVISION MAJORS
COLES COLLEGE OF BUSINESS**

Number of Enrolled Juniors and Seniors						
PROGRAMS	FALL 1994	FALL 1995	FALL 1996	FALL 1997	FALL 1998	5-Year % Change
Accounting	394	409	436	412	356	(10%)
Data Processing	1	0	0	-	-	-
Economics & Finance	5	11	7	8	4	(20%)
Economics	28	26	26	24	19	(32%)
Finance	145	136	127	166	173	19%
Management	389	391	388	432	414	6%
Marketing	228	231	225	218	231	1%
Professional Sales	16	17	17	21	31	94%
Undecided in Business	194	197	187	175	130	(33%)
COLLEGE TOTALS	1,400	1,418	1,413	1,456	1,358	(3%)

**UPPER DIVISION MAJORS
BAGWELL COLLEGE OF EDUCATION & PTEU**

Number of Enrolled Juniors and Seniors						
PROGRAMS	FALL 1994	FALL 1995	FALL 1996	FALL 1997	FALL 1998	5-Year % Change
Early Childhood P-5	333	354	411	478	539	62%
Middle Grades 4-8	115	122	180	186	127	10%
SubTotal	448	476	591	664	666	49%
<i>All Grades (P-12)--These numbers are counted in respective colleges</i>						
Art Education	26	38	31	36	41	58%
French Education	3	4	10	9	11	267%
Health and Physical Education	154	144	176	193	299	94%
Music Education	27	35	36	33	15	(44%)
Spanish Education	6	17	24	29	39	550%
Secondary Education Programs (7-12)						
Business Education ¹	8	2	0	0	0	-
English Education	49	43	54	63	67	37%
Math Education	20	25	27	36	35	75%
Science Education	19	34	36	34	33	74%
Social Science Education	58	63	73	76	85	47%
SubTotal	370	405	467	509	625	69%
Undecided in Education	97	69	72	99	22	(77%)
COLLEGE TOTALS	545	545	663	763	688	26%

**UPPER DIVISION MAJORS
COLLEGE OF HEALTH AND HUMAN SERVICES**

Number of Enrolled Juniors and Seniors						
PROGRAMS	FALL 1994	FALL 1995	FALL 1996	FALL 1997	FALL 1998	5-Year % Change
Health and Physical Education	154	144	176	193	191	24%
Nursing	342	346	377	369	343	0%
Public and Social Services	195	176	206	231	197	1%
Undecided in HHS	0	2	3	2	0	0%
SubTotal	691	668	762	795	731	6%
COLLEGE TOTALS	691	668	762	795	731	6%

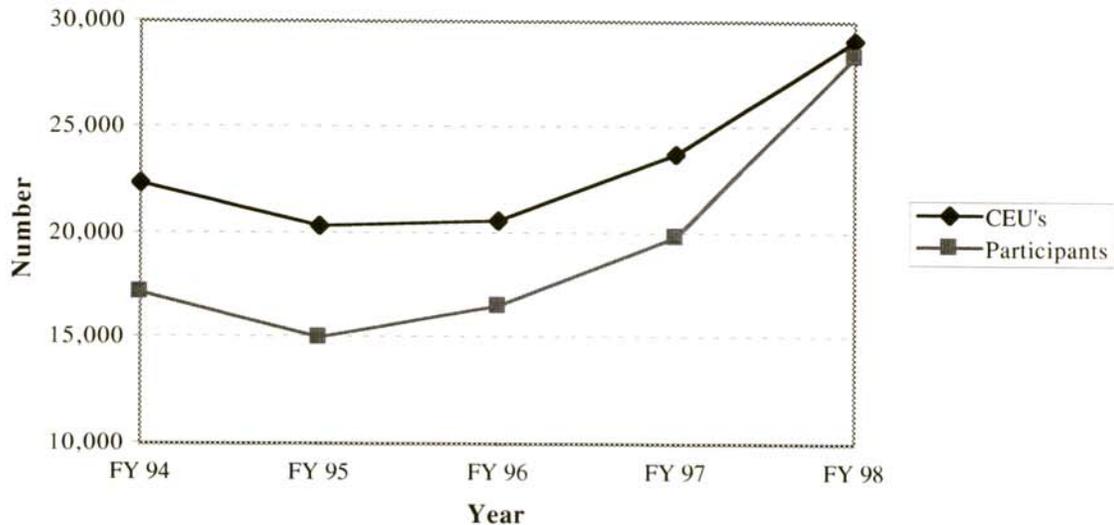
**UPPER DIVISION MAJORS
COLLEGE OF HUMANITIES & SOCIAL SCIENCES**

Number of Enrolled Juniors and Seniors						
PROGRAMS	FALL 1994	FALL 1995	FALL 1996	FALL 1997	FALL 1998	5-Year % Change
Communication	245	244	241	237	231	(6%)
English	127	121	105	108	120	(6%)
French	10	10	14	12	8	(20%)
History	85	90	89	94	94	11%
International Affairs	61	60	80	85	93	52%
Political Science	102	124	123	114	103	(0%)
Psychology	296	272	300	271	285	(4%)
Pre-Law (undeclared)	19	17	10	7	6	(68%)
Spanish	17	14	22	26	21	24%
Undecided in HSS	0	2	3	2	1	0%
SubTotal	962	954	987	956	962	(0%)
Education Programs						
English Education	49	43	54	63	67	37%
French Education	3	4	10	9	11	3%
Social Science Education	58	63	73	76	84	45%
Spanish Education	6	17	24	29	39	550%
SubTotal	116	127	161	177	201	73%
COLLEGE TOTALS	1,078	1,081	1,148	1,133	1,163	8%

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

Number of Enrolled Juniors and Seniors						
PROGRAMS	FALL 1994	FALL 1995	FALL 1996	FALL 1997	FALL 1998	5-Year % Change
Biology	205	235	246	235	223	9%
Chemistry	51	61	63	50	44	(14%)
Computer Science	135	137	136	172	184	36%
Information Systems	183	212	230	272	333	82%
Math	43	32	37	38	43	0%
Pre-Professional	138	110	93	81	72	
Undecided in Science	12	12	8	5	1	(92%)
SubTotal	728	740	750	773	832	14%
Education Programs						
Math Education	20	25	27	36	35	75%
Science Education	19	34	36	34	33	74%
SubTotal	39	59	63	80	68	74%
COLLEGE TOTALS	767	799	813	853	900	17%

DIVISION OF CONTINUING EDUCATION



CONTINUING EDUCATION: 1994-1998

	FY 94	FY 95	FY 96	FY 97	FY 98	5-Year # Change	5-Year % Change
Programs/Courses	1,351	1,101	1,526	1,844	2,052	701	52%
Participants	17,146	14,989	16,588	19,827	28,355	11,209	65%
Participant Hours	223,886	203,761	205,213	236,711	290,697	66,811	30%
CEUs	22,389	20,376	20,521	23,671	29,069	6,680	30%
Revenues	\$2,575,582	\$2,388,039	\$2,430,220	\$2,399,583	\$3,200,502	\$624,920	24%

HIGHLIGHTS

- Approximately 28,000 students were served in more than 2,000 continuing education courses offered through the Division of Continuing Education.
- Through the continuing education division, KSU became the first state university in Georgia to be designated by Microsoft Corporation as a technical education center.
- KSU was selected as the only public university in Georgia to participate in Lucent Technologies' National project on curriculum design for workforce education.
- The International Training Program has been authorized by the Chinese central government to provide training for Chinese government officials and business executives and has received both national and international recognition.

LIBRARY INFORMATION

LIBRARY ACTIVITY: FY 94- FY 98							
	FY 94	FY 95	FY 96	FY 97	FY 98	5-Year # Change	5-Year % Change
Acquisitions							
Volumes	467,231	480,817	494,517	508,417	531,167	63,936	14%
Titles	292,722	302,429	332,640	350,795	369,950	77,228	26%
Periodicals	3,378	3,437	3,507	3,540	3,618	240	7%
Government							
Documents	253,498	271,049	295,749	304,449	308,910	55,412	22%
Microforms	891,312	982,983	1,078,483	1,175,794	1,270,294	378,982	43%
Circulation							
Books	150,343	157,198	169,237	179,773	182,118	31,775	21%
Reserves	38,181	43,209	47,519	53,152	57,203	19,022	50%
Interlibrary Loans							
Borrowed	4,755	5,887	6,738	6,856	7,671	2,916	61%
Loaned	3,982	4,176	5,982	6,391	6,859	2,877	72%

HIGHLIGHTS

- The library subscribes to more than 500 CD and networked database services and is among the most automated and technically advanced of the libraries in the state.
- The DiFazio Children's Collection is the largest pedagogical children's collection in Georgia and is the only K-12 collection of its kind in the state. The Horace W. Sturgis Library and Bagwell College of Education presented a Children's Literature Conference for regional educators and produced a children's literature book review periodical, *When Children Write*.
- The Bentley Rare Book Room and Collection houses 15,000 First Edition volumes and 400 museum/world class quality medieval and renaissance manuscript books, manuscripts and leaves. The library has recently mounted a year long exhibition of rare books from the KSU collection, showcasing the history of books during the last hundred years and has mounted an exhibition of a collection of historic newspapers.
- KSU is part of a University Center and state-wide library network linked by Peachnet and Galileo.

CAREER SERVICES

COMPANIES RECRUITING KSU GRADUATES							
	1994	1995	1996	1997	1998	5-Year # Change	5-Year % Change
Requesting Resumes	288	739	907	1,360	928	640	222%
On-Campus Interviews	222	164	182	234	277	55	25%

PARTICIPATION IN CO-OPS AND INTERNSHIPS 1994-1998							
	1994	1995	1996	1997	1998	5-Year # Change	5-Year % Change
New Co-op Students	117	78	158	246	268	151	129%
Internship Students	318	336	489	371	487	169	53%
Co-op Employers	213	193	365	440	602	389	183%
Internship Employers	263	299	325	405	525	262	100%

HIGHLIGHTS

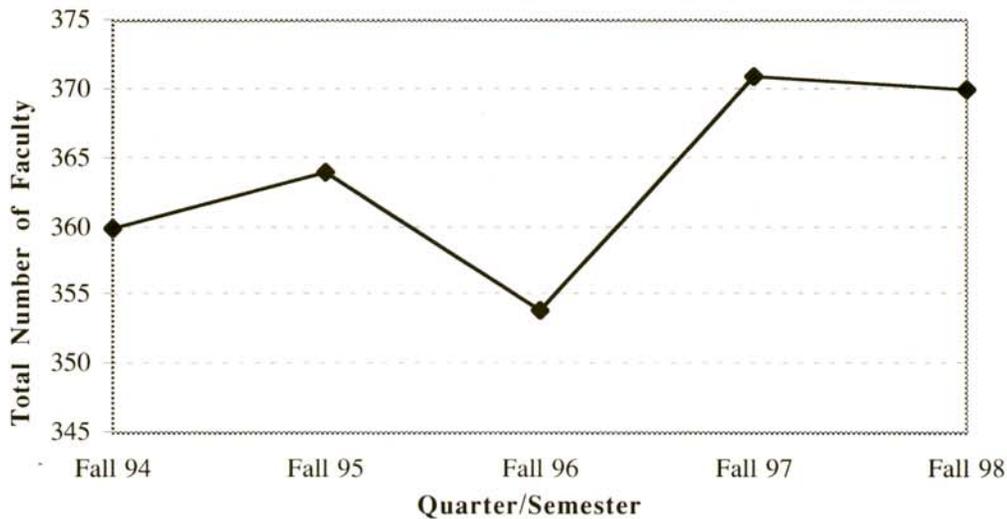
- The Career Services office offers cooperative (co-op) education and internship programs that provide KSU students work experiences related to their majors.
- The number of students participating in co-ops has consistently increased over the last five years and the number of co-op employers grew by almost 200% since 1994.
- Internship numbers showed dramatic increases over the last five years, growing 53% while the number of internship employers increased 100% since 1994.
- The number of companies interested in KSU graduates indicated by requesting resumes grew by 222%.
- The on-campus interviews conducted by companies increased showing a 25% growth over 5 years.

FACULTY AND STAFF INFORMATION

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TOTAL FULL-TIME INSTRUCTIONAL FACULTY



NUMBER OF FULL-TIME FACULTY¹ Fall 1994- Fall 1998

Colleges	Fall 94	Fall 95	Fall 96	Fall 97	Fall 98	5-Year # Change	5-Year % Change
Arts	22	21	20	25	24	2	9%
Business	76	78	78	79	79	3	4%
Education	27	25	23	29	29	2	7%
Health and Human Services	47	47	43	44	45	(2)	(4%)
Humanities and Social Sciences	98	105	105	102	102	4	4%
Science and Mathematics	78	74	73	80	80	2	3%
Learning Support ²	12	14	12	12	11	(1)	(8%)
TOTALS	360	364	354	371	370	10	3%
Number Change	+10	+4	-10	15	-1		
Annual % Change	+3%	+1%	-3%	4%	<1%		

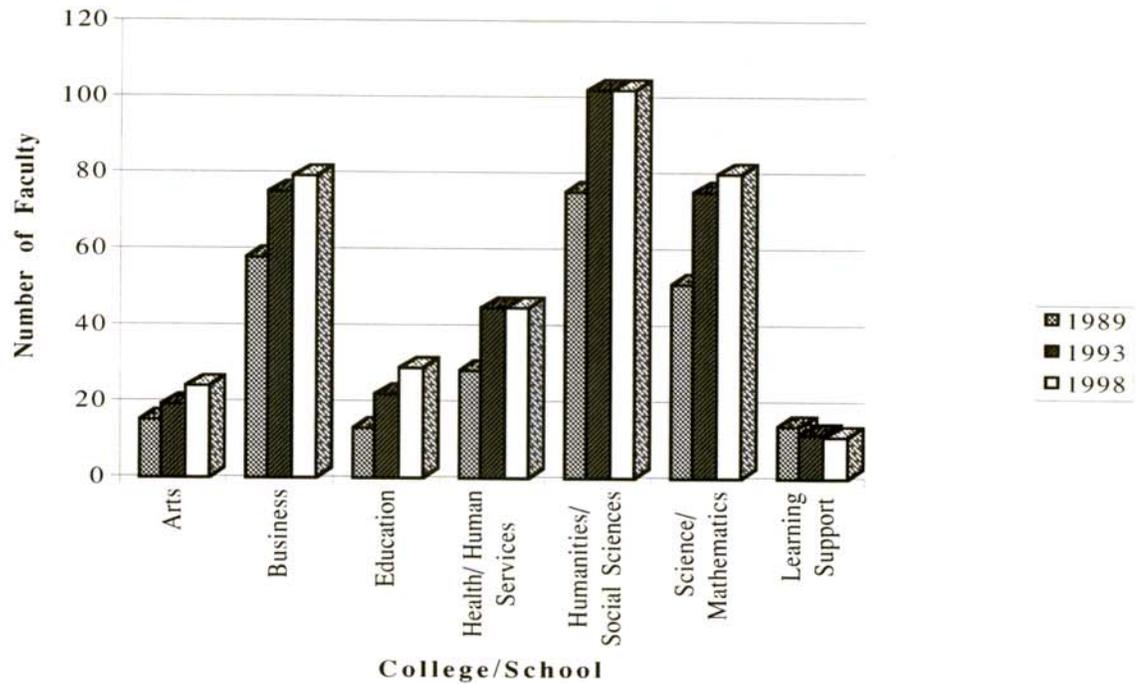
¹ Includes department chairs and other faculty with administrative responsibilities.

² Learning Support programs are housed with the Dean of Academic Services and are not an official college or school, but since they have full-time teaching faculty who generate credit hours, they are reflected here.

HIGHLIGHTS

- As the enrollment growth has leveled off in the 1990s so too has the growth of the full-time faculty.
- Although student headcount increased 8% over the last five years and faculty numbers grew 3%; from 1997 to 1998 students decreased 2% while faculty numbers declined only 1%.

GROWTH IN FULL-TIME FACULTY OVER 10 YEARS

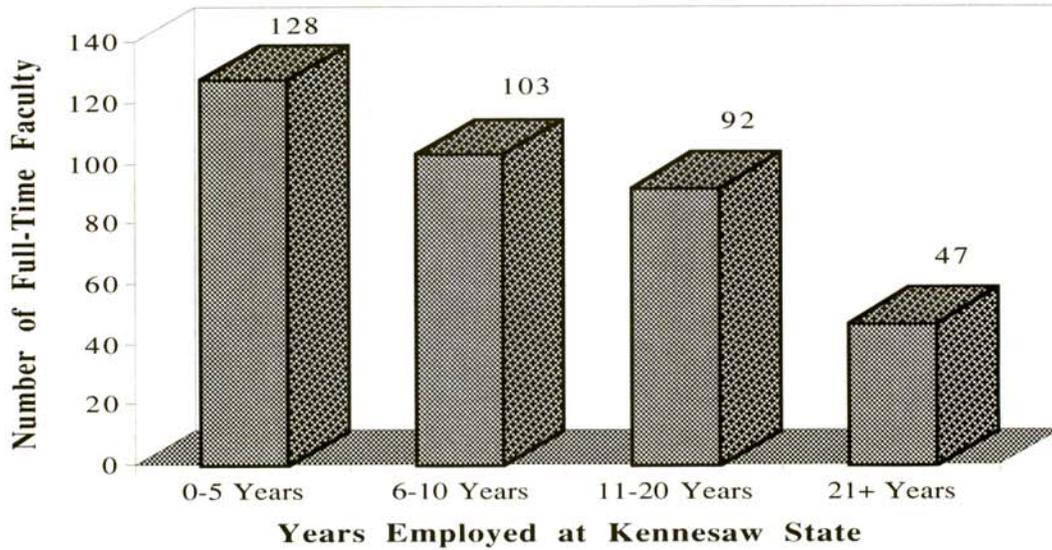


Colleges	Fall 1989	Fall 1993	Fall 1998	10-Year # Change	10-Year % Change
Arts	15	19	24	9	60%
Business	58	75	79	21	36%
Education	13	22	29	16	123%
Health and Human Services	28	45	45	17	61%
Humanities and Social Sciences	75	102	102	27	36%
Science and Mathematics	51	75	80	29	57%
Learning Support Program	14	12	11	(3)	(21%)
TOTALS	254	350	370	116	46%

HIGHLIGHTS

- A growing shift toward graduate studies fueled the faculty increases in business and education, even though business enrollments have plateaued in recent years.
- With the reorganized structure it distributes much of the growth throughout the colleges. Education showed the largest increase as a result of shifting some departments to other colleges and in preparation for NCATE review.

NEW FULL-TIME INSTRUCTIONAL FACULTY



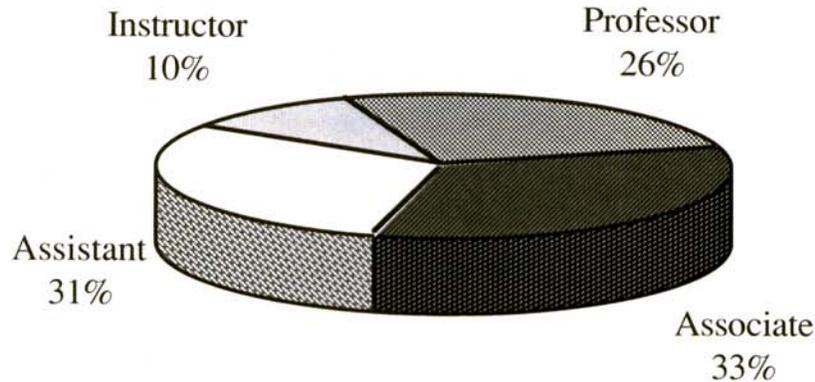
NEW FULL-TIME FACULTY INSTRUCTIONAL APPOINTMENTS*					
	Fall 1994	Fall 1995	Fall 1996	Fall 1997	Fall 1998
Professors	3	1	1	0	1
Associate Professors	7	2	3	7	7
Assistant Professors	18	21	15	14	23
Instructors	7	9	6	9	6
TOTALS	35	33	25	30	37
Total Full-time Faculty	360	364	354	371	370
% New of Total Faculty	10%	9%	7%	8%	10%

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

HIGHLIGHTS

- As a result of resignations, retirements and conversion from temporary to permanent appointments, KSU has employed a large number of new full-time instructional faculty each year despite the lack of growth in the overall number of positions.
- Three out of every 10 faculty in fall 1998 had been at the university five years or less.
- Modest enrollment growth coupled with constrained budgets in recent years has contributed to a declining trend of new faculty hires.

FULL-TIME INSTRUCTIONAL FACULTY BY RANK



Distribution of Faculty by Rank, Fall 1998

NUMBER OF FACULTY BY RANK												
RANK	Fall 94		Fall 95		Fall 96		Fall 97		Fall 98		5-Year Change	
	#	%	#	%	#	%	#	%	#	%	#	%
Professor	76	21	78	21	83	23	90	24	95	25	+19	25
Associate	123	34	123	34	123	35	122	33	125	34	+2	2
Assistant	116	32	118	32	109	31	114	31	113	31	+3	(3)
Instructor	45	13	45	12	39	11	45	12	37	10	(8)	(18)
TOTALS	360	100	364	100	354	100	371	100	370	100	10	30%

* Chairs included, assistant deans, deans not included

HIGHLIGHTS

- Two-thirds of the full-time faculty are at the assistant or associate professor rank.
- Of the tenure-track ranks, the number of professors is growing the fastest.
- The number of instructors continues to decline.

TENURE STATUS OF INSTRUCTIONAL FACULTY



Fall 1998

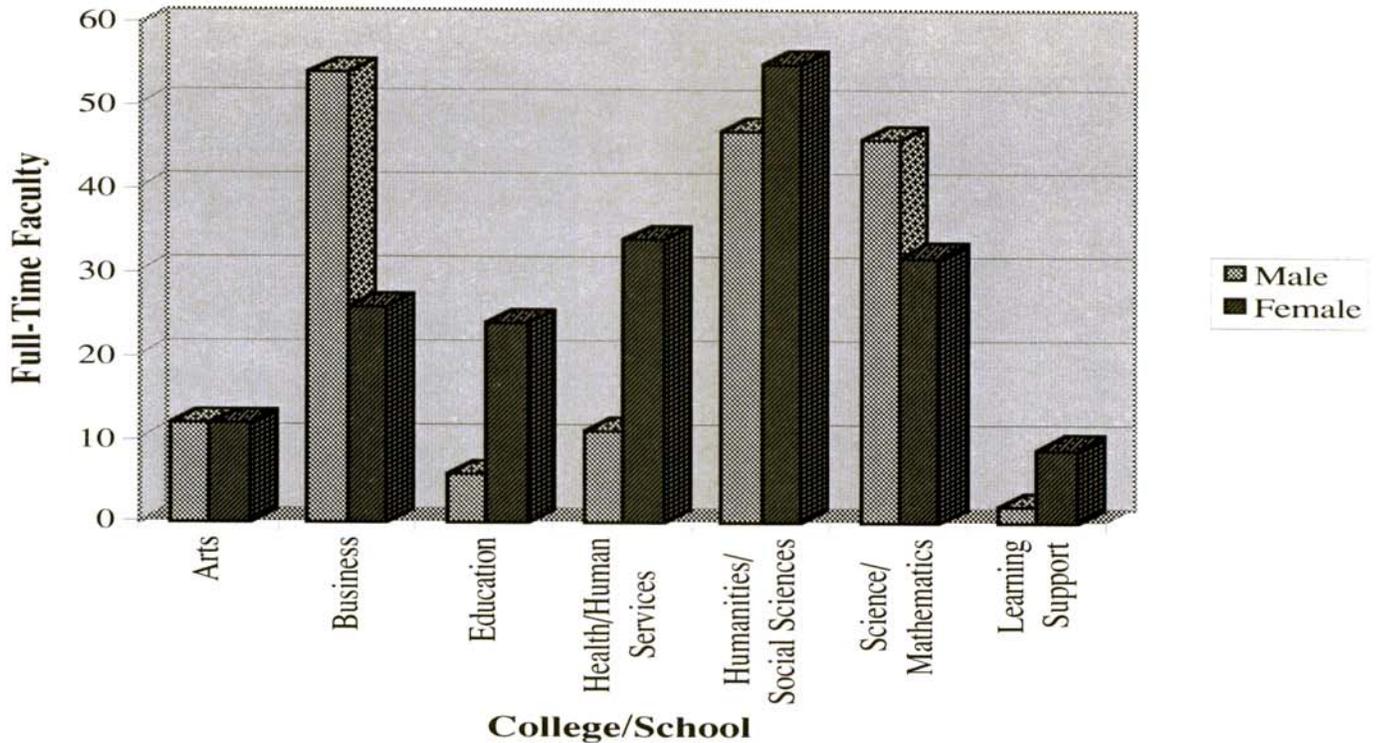
TENURE STATUS BY GENDER						
	Female		Male		Total	
	#	%	#	%	#	%
Tenured	100	52	117	66	217	59
Non-Tenured	92	48	61	34	153	41
TOTALS	192	100	178	100	370	100

TENURE STATUS BY RACE/ ETHNIC GROUP										
	Black		Asian/ Pacific Isl.		Am. Indian/ Alaskan Nat.		Hispanic		White	
	#	%	#	%	#	%	#	%	#	%
Tenured	19	66	7	50	0	0	0	0	191	59
Non-Tenured	10	34	8	53	0	0	3	100	132	41
TOTALS	29	100	15	100	0	0	3	100	323	100

HIGHLIGHTS

- As the number of new hires declines and the number of faculty tenured rises every year, KSU's percentage of tenured faculty grows significantly.
- The percentages of women and minorities who are tenured are high relative to other institutions.

GENDER OF THE INSTRUCTIONAL FACULTY

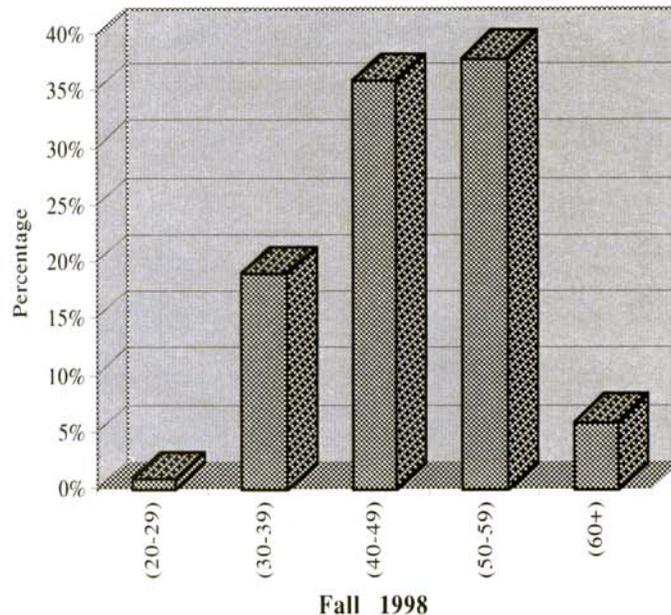
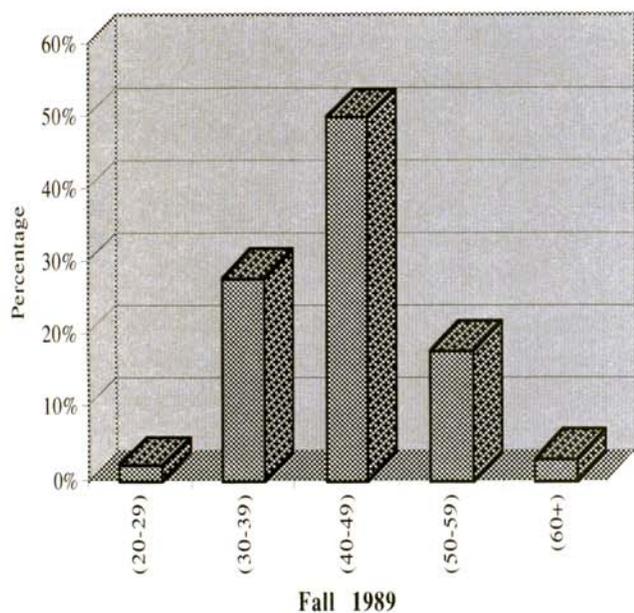


FULL-TIME INSTRUCTIONAL FACULTY BY GENDER												
	Fall 94		Fall 95		Fall 96		Fall 97		Fall 98		5-Year	5-Year
	#	%	#	%	#	%	#	%	#	%	# Change	% Change
Male	185	51	180	49	176	50	191	51	178	48	(7)	(4%)
Female	175	49	184	51	178	50	180	49	192	52	17	10%
TOTALS	360	100	364	100	354	100	371	100	370	100	10	3%

HIGHLIGHTS

- Unlike most universities in the nation where men outnumber women two to one, KSU's faculty is equitably balanced.
- The percentage of female faculty members is among the highest for public four-year colleges and universities in the state.

AGE OF THE INSTRUCTIONAL FACULTY

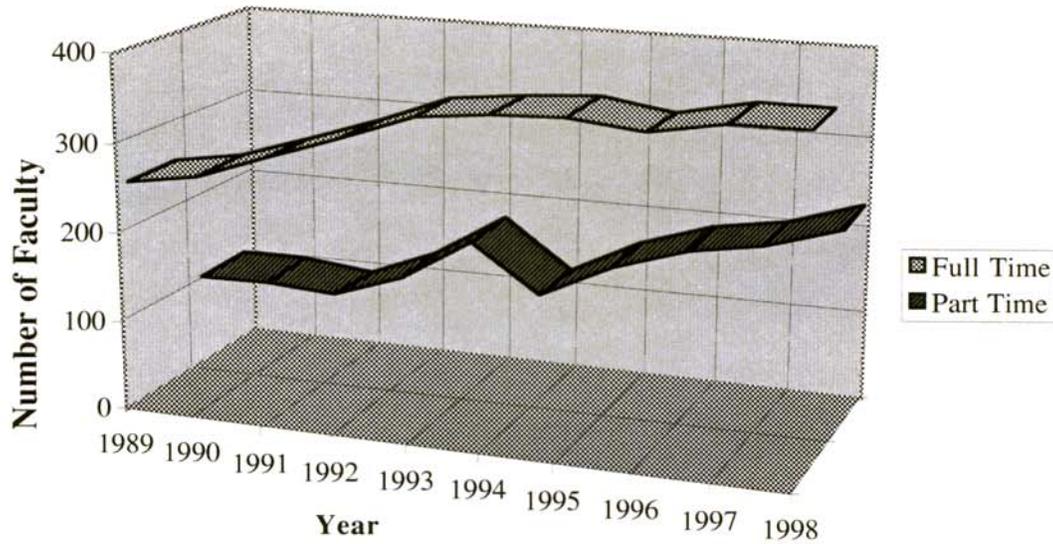


FACULTY AGE GROUPS: FALL 1998						
	20s	30s	40s	50s	60s	Total
Number	2	69	133	142	24	370
Percent	1%	19%	36%	38%	6%	100%

HIGHLIGHTS

- KSU's faculty seems to be maturing in age.
- Compared to the low percentage ten years ago, the growing proportion of faculty in the 50 to 60 age group suggests that KSU will be facing an increasing number of retirements over the next 10 years.
- Kennesaw State has a relatively young faculty; the largest number of the faculty is between the ages of the 50 and 59. However, the percentage has decreased by 11 percentage points from the fall of 1991 when 52% of the faculty were between 50 and 59. Likewise, the percentage of faculty in their 50's has steadily increased.
- For the ten years prior to 1998, KSU had more faculty in the age group 40 to 49 than any other faculty group; in 1998 however, the largest number of faculty are in the 50 to 59 age group.

KSU 10-YEAR FACULTY PROFILE



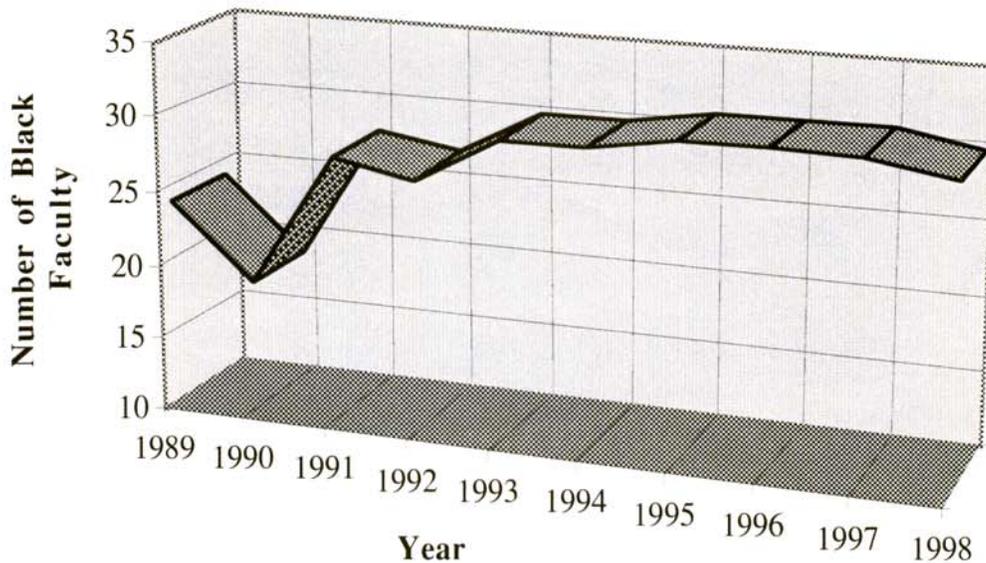
KSU 10-YEAR FACULTY PROFILE 1989-1998

	Fall 1989	Fall 1990	Fall 1991	Fall 1992	Fall 1993	Fall 1994	Fall 1995	Fall 1996	Fall 1997	Fall 1998	10- YR # CHG	10- YR % CHG
Full-time Faculty	254	266	293	320	350	360	364	354	371	370	116	46%
Part-time Faculty	105	106	98	127	178	124	164	190	204	230	125	119%
EFT Students/ FT Faculty	25/1	27/1	27/1	26/1	25/1	24/1	24/1	26/1	27/1	24/1		

HIGHLIGHTS

- Full-time faculty positions have grown substantially over the last 10 years (up 46%).
- Despite tight budgets in the 1990's, student/faculty ratios remained relatively stable.

BLACK INSTRUCTIONAL FACULTY



FULL-TIME BLACK FACULTY: FALL 1998

College/School	Professor	Associate	Assistant	Instructor	Total	% of Total in Units
Arts	1	1	2	0	4	17%
Business	1	2	1	0	4	5%
Education	1	1	3	1	6	20%
Health and Human Services	0	0	1	0	1	2%
Humanities and Social Sciences	3	3	2	0	8	9%
Science and Mathematics	3	2	0	0	5	6%
Learning Support	0	0	0	1	1	9%
TOTALS	9	9	9	2	29	8%

HIGHLIGHTS

- Kennesaw State has achieved notable success in the employment and retention of black faculty at all ranks and in all colleges.
- Kennesaw State University is a leader in the employment, promotion and tenure of black faculty among the state's public universities.

**RELATIVE STANDING OF KSU INSTRUCTIONAL
FACULTY IN TERMS OF HIGHEST DEGREE
FALL 1997**

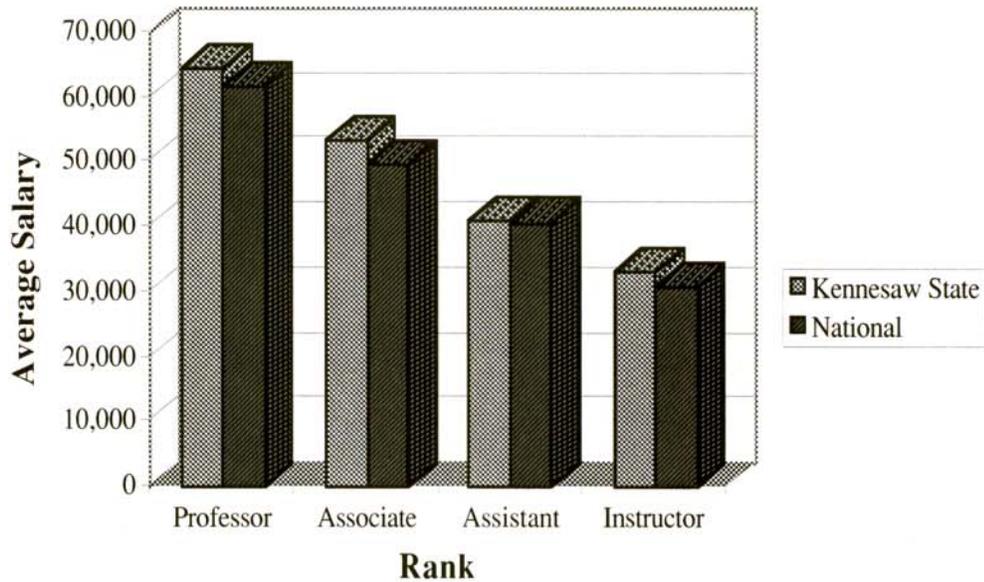
PUBLIC 4-YEAR UNITS IN GEORGIA	% With Doctorate Degree *	% Without Doctorate Degree
Georgia Tech	88	12
University of Georgia	88	12
Georgia State University	81	19
<i>Kennesaw State University</i>	<i>79</i>	<i>21</i>
State University of West Georgia	79	21
North Georgia College & State Univ.	74	26
Augusta State University	73	27
Valdosta State University	71	29
Columbus State University	68	32
Georgia College & State University	68	32
Armstrong Atlantic State University	66	34
Albany State University	65	35
Georgia Southern University	64	36
Savannah State University	63	37
Fort Valley State University	63	37
Georgia Southwestern State University	63	37
Clayton College & State University	57	43
Southern Polytechnic State University	54	46

**Fall 1998 data from the University System of Georgia were unavailable at press time.*

HIGHLIGHT

- KSU has a substantially higher percentage of instructional faculty with doctoral degrees than most regional and state universities in Georgia.

AVERAGE ACADEMIC YEAR SALARIES OF INSTRUCTIONAL FACULTY



AVERAGE SALARIES OF FULL-TIME FACULTY: 1997-98¹				
	Professor	Associate	Assistant	Instructor
Kennesaw State	64,500	53,300	41,000	33,000
South Atlantic	61,416	49,463	41,008	32,397
National ²	61,839	49,577	40,762	31,065

¹ Annual AAUP Salary Study

² Category IIA - Public Comprehensive

HIGHLIGHTS

- Kennesaw State salaries are above the national averages for public, comprehensive universities.
- Salaries in the South generally lag behind the Northeast, the West, and the nation as a whole.

AVERAGE 1997-98 FACULTY SALARIES AT COMPARABLE AASCU* INSTITUTIONS IN THE SOUTH

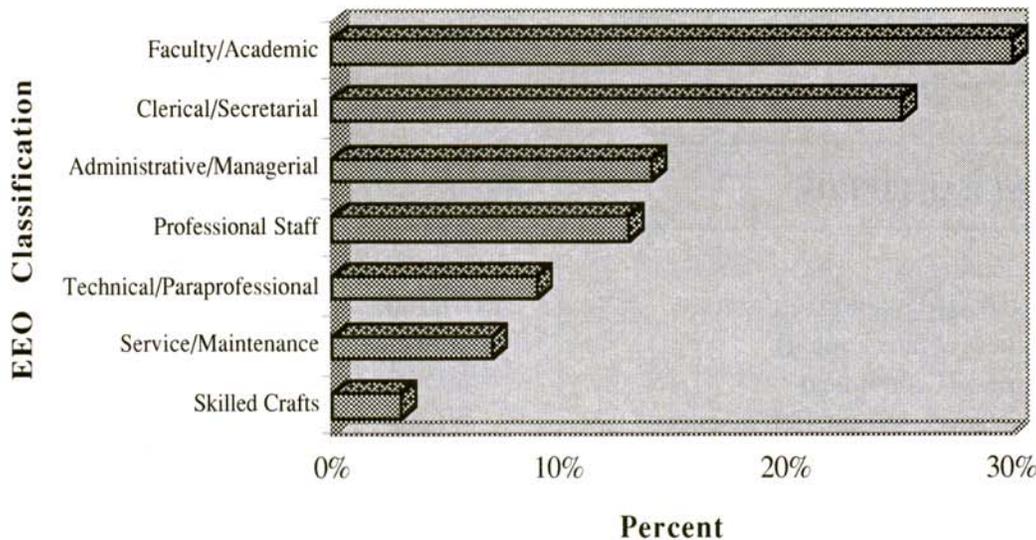
GENERAL FIELDS	Average 9-month Salaries		
	ASSISTANT	ASSOCIATE	PROFESSOR
Accounting	55,328	63,229	72,851
Business (Marketing)	51,190	61,268	68,326
Business (Management)	54,948	59,640	69,999
Business (Economics)	49,390	53,788	65,742
Computer & Information Science	50,209	57,554	68,588
Physics	58,096	49,254	38,803
Nursing	57,730	49,156	40,244
Mathematics	58,159	47,717	39,241
Health & Physical Education	55,797	46,654	39,525
Chemistry	59,770	45,643	38,103
Education	37,930	45,558	59,205
Biology	56,358	44,689	38,498
Communications	55,861	44,635	38,473
Psychology	56,843	43,563	37,310
Visual Arts	55,329	43,619	35,348
Music	53,962	43,641	36,499
Foreign Languages	54,825	43,592	35,369
History	55,968	44,034	35,795
English	54,862	42,944	35,197
Philosophy & Religion	56,015	44,113	35,013
Social Sciences	57,724	49,388	37,116
Theater	55,329	43,619	35,348

* American Association of State Colleges and Universities (AASCU). Comparable institutions included in the study were selected as public institutions offering less than the doctoral degree and with student enrollments from 6,000 to 14,000. A list of the institutions used in the study is provided under Sources, p. 125.

HIGHLIGHTS

- Substantial salary differentials exist among different discipline groups in comparable AASCU institutions as they do at Kennesaw State and throughout the nation.
- Average salaries in the arts and humanities are typically lowest, while those in business fields and computer science are among the highest. Nationally, salaries in medicine, law and engineering programs are even higher.

FULL-TIME EMPLOYEES BY EEO CLASSIFICATION



TOTAL EMPLOYEES : 1994- 1998*							
	1994	1995	1996	1997	1998	5-Year # Change	5-Year % Change
Administrative/Managerial	92	109	118	131	152	60	65%
Faculty, Academic	320	321	298	326	328	8	3%
Professional Staff	106	103	106	113	142	36	34%
Clerical/Secretarial	181	203	215	255	274	93	51%
Technical/Paraprofessional	55	55	67	87	97	42	76%
Skilled Crafts	25	28	33	35	31	6	24%
Service/Maintenance	60	73	65	76	75	15	25%
TOTALS	839	892	902	1,023	1,099	260	31%

* Based on the federal EEO-6 Reports filed by the Affirmative Action/Minority Affairs Officer. EEO-6 classifications for "Faculty" differ from the earlier analyses in that department chairs are shifted to Administration. The effective dates of these tables are October 1 through September 30 of each year.

HIGHLIGHT

- The five-year change in support staff grew at a faster rate than enrollment in an effort to catch up with necessary services.

FULL-TIME EMPLOYEES BY GENDER AND RACE FY1998

FULL-TIME EMPLOYEES BY GENDER				
	Females	Males	Total	% Female
Administrative/Managerial	80	72	152	53%
Faculty, Academic	168	160	328	51%
Professional Staff	110	32	142	77%
Clerical/Secretarial	247	27	274	90%
Technical/Paraprofessional	40	57	97	41%
Skilled Crafts	0	31	31	0%
Service/Maintenance	29	46	75	39%
TOTALS	674	425	1,099	61%

FULL-TIME EMPLOYEES BY RACE/ETHNIC GROUP							
	Black	Asian Pacific	American Indian/ Hispanic	White	Total	% Minority	
Administrative/Managerial	13	1	0	2	136	11%	
Faculty, Academic	25	15	0	2	286	13%	
Professional Staff	22	3	0	0	117	18%	
Clerical/Secretarial	23	3	0	2	246	10%	
Technical/Paraprofessional	10	3	1	2	81	16%	
Skilled Crafts	0	1	0	0	30	3%	
Service/Maintenance	19	0	0	1	55	27%	
TOTALS	112	26	1	9	951	13%	

HIGHLIGHTS

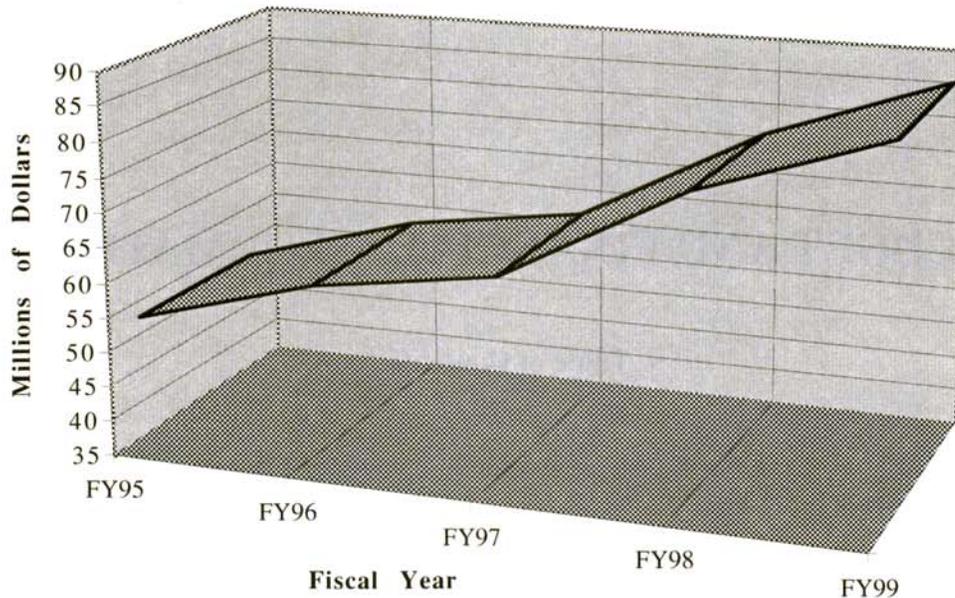
- Females comprise 61% of the total workforce on campus and 66% of "staff".
- The analysis of the staff data shows that 10% of the Kennesaw State employees are Black; and if all minority groups are considered, the percentage rises to 13%.

BUDGET AND FINANCIAL INFORMATION

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TOTAL OPERATING BUDGET



EDUCATIONAL & GENERAL (E & G) BUDGET *					
	FY 95	FY 96	FY 97	FY 98	FY 99
TOTAL	\$52,750,746	\$59,665,384	\$64,036,968	\$78,219,126	\$87,451,580
\$ Change	\$4,964,533	\$6,914,638	\$4,371,584	\$14,182,158	\$9,232,454
Annual % Change	10%	13%	7%	18%	12%

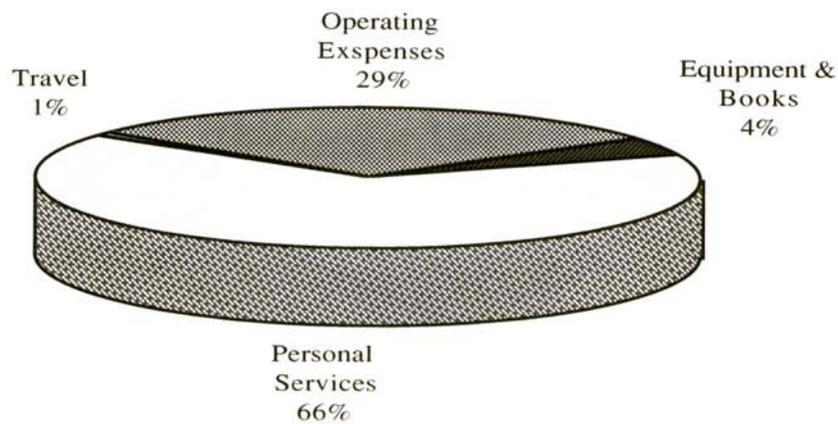
* Educational and General budget excludes auxiliaries.

	5-Year \$ Change	5-Year % Change
INCREASE	\$34,700,834	66%

HIGHLIGHT

- Support for public higher education in Georgia for the 1990's has been strong resulting in substantial budget increases over the past five years.

E & G BUDGET BY FUNCTION



FISCAL YEAR 1998-99 E & G BUDGET ¹						
FY 99	Personal Services	Travel	Operating Supplies & Expenses	Equipment and/or Books	Total Budget	% Total
Instruction	\$33,184,598	\$463,824	\$3,475,227	\$648,472	\$37,772,121	43%
Public Service	1,661,929	47,600	1,000,902	9,000	2,719,431	3%
Academic Support	6,212,981	88,600	1,633,071	2,374,856	10,309,508	12%
Student Services	3,890,399	53,600	391,600	14,900	4,350,499	5%
Institutional Support	8,545,422	141,660	3,541,363*	659,595	12,888,040	15%
Operation & Maintenance of Physical Plant	3,859,439	8,500	4,015,971	105,000	7,988,910	9%
Scholarships & Fellowships			11,423,071		11,423,071	13%
TOTAL	\$57,354,768	\$803,784	\$25,481,205	\$3,811,823	\$87,451,580	100%

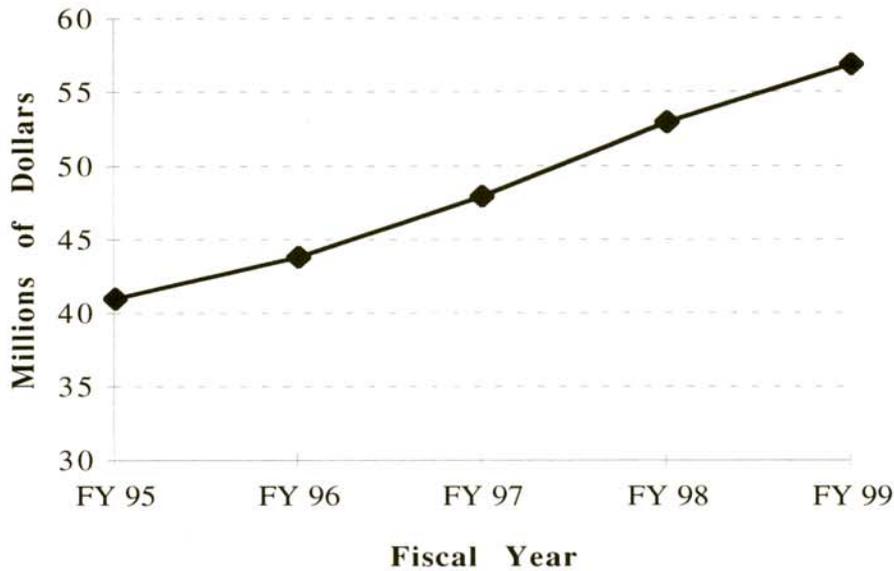
¹ Educational and General budget excludes auxiliaries.

* Technology Fee

HIGHLIGHTS

- Of the total operating budget, 66 cents of every dollar were allocated for personnel throughout the university.
- About two-thirds of the E&G budget is devoted to the instructional function (including academic support.)

PERSONAL SERVICES BUDGET



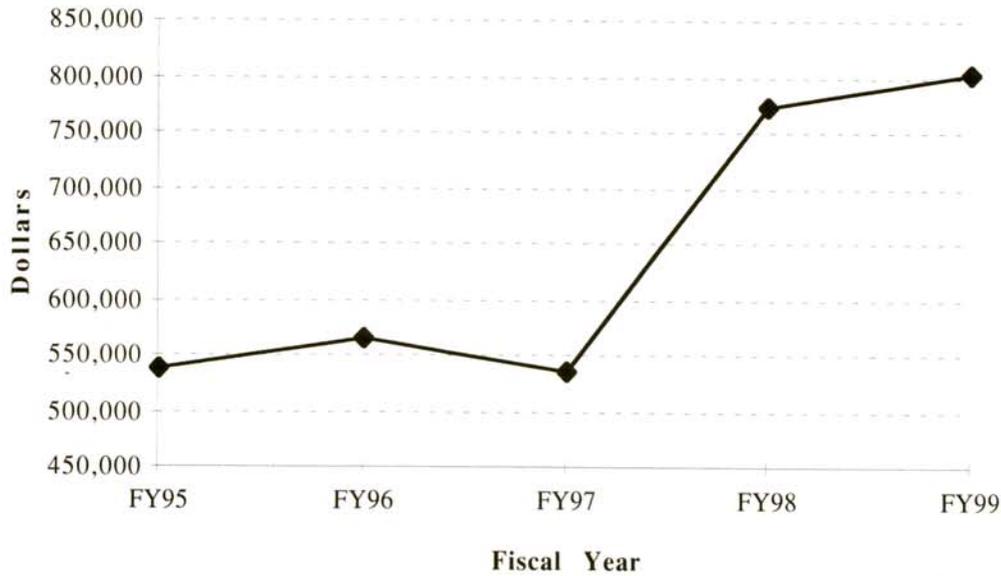
KSU's PERSONAL SERVICES BUDGET					
	FY 95	FY 96	FY 97	FY 98	FY 99
Personal Services	\$40,814,640	\$43,577,565	\$47,800,253	\$52,709,684	\$57,354,768
Annual % Change	13%	7%	10%	10%	9%

	5-Year \$ Change	5-Year % Change
Increase	\$16,540,128	41%

HIGHLIGHTS

- Personal Services grew over \$16 million during the five-year period.
- In recent years most of the increase was attributable to a 6% average salary increase each year for four consecutive years.

TRAVEL BUDGET



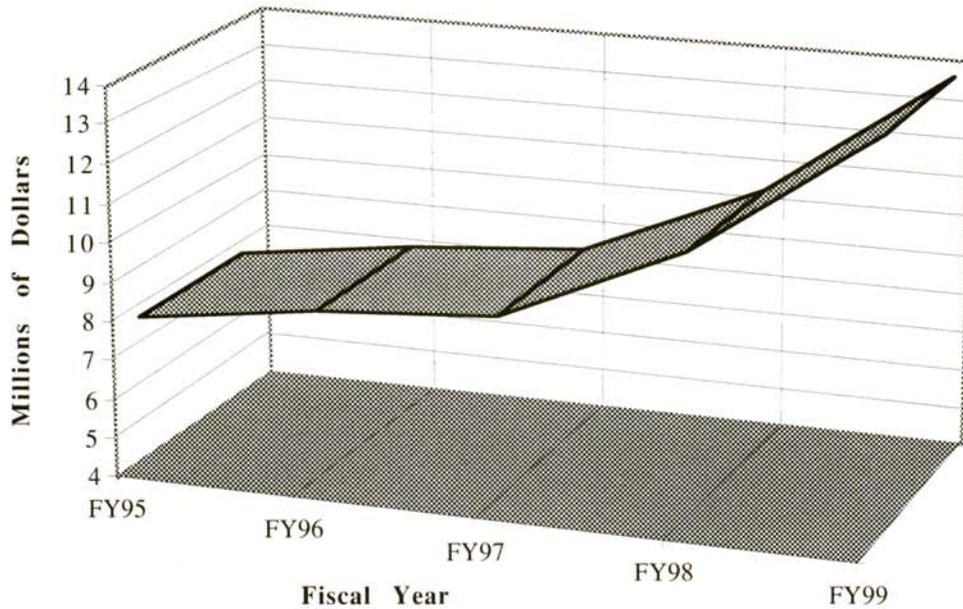
KSU's TRAVEL BUDGET					
	FY 95	FY 96	FY 97	FY 98	FY 99
Travel	\$538,667	\$565,798	\$537,750	\$775,437	\$803,784
Annual % Change	5%	5%	(5%)	44%	4%

	5-Year \$ Change	5-Year % Change
Increase	\$265,117	49%

HIGHLIGHTS

- The University has maintained a healthy commitment to support professional travel.
- Travel money increased by over \$250,000, a 49% growth rate over the last five years.

OPERATING EXPENSES & SUPPLIES BUDGET



KSU's OPERATING EXPENSES BUDGET*					
	FY 95	FY 96	FY 97	FY 98	FY 99
Operating Expenses	\$7,746,497	\$8,380,526	\$8,775,518	\$10,749,289	\$14,058,134
Annual % Change	10%	8%	5%	22%	31%

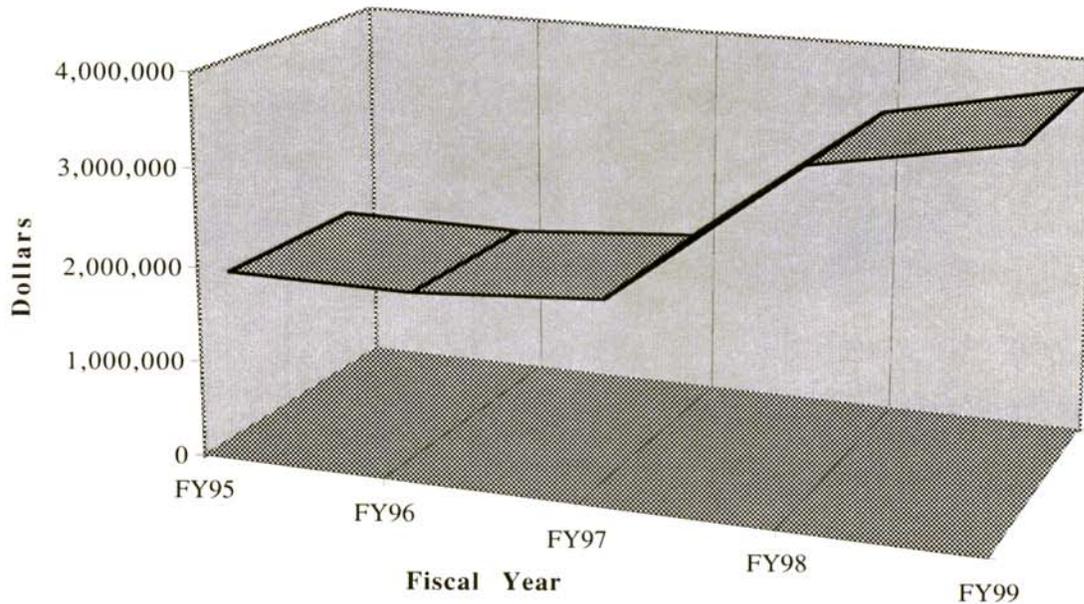
	5-Year \$ Change	5-Year % Change
Increase	\$6,311,637	81%

* Excludes scholarship expenses.

HIGHLIGHT

- Operating expenses experienced some large increases over the last five years.

EQUIPMENT AND/OR BOOKS BUDGET



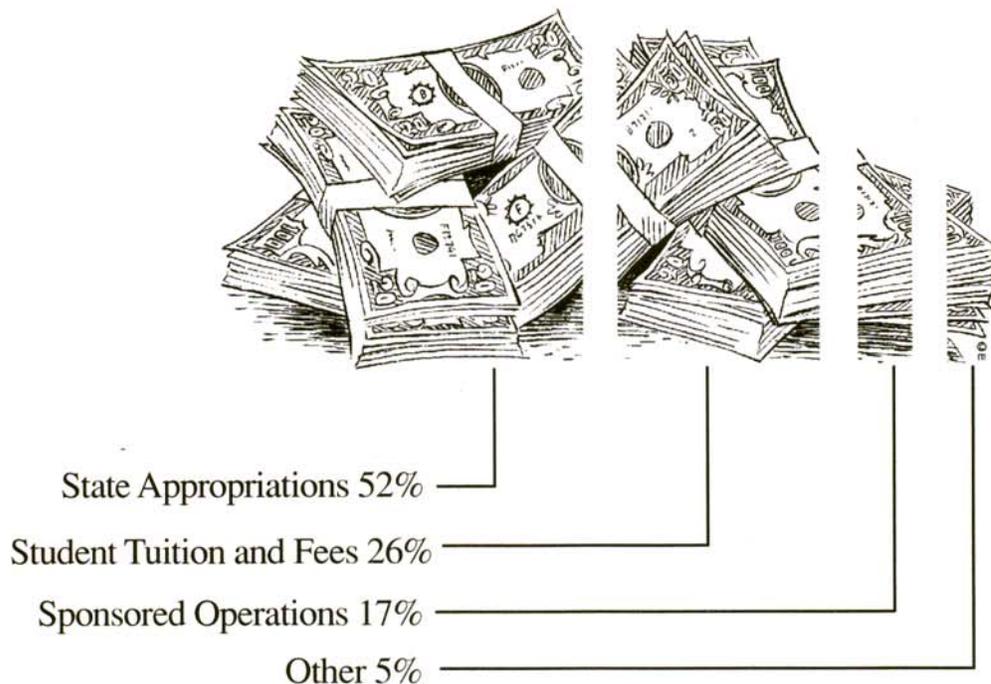
KSU's EQUIPMENT/BOOKS BUDGET					
	FY 95	FY 96	FY 97	FY 98	FY 99
Equipment	\$1,790,371	\$1,759,934	\$1,900,574	\$3,430,876	\$3,811,823
Annual % Change	22%	(2%)	8%	44%	11%

	5-Year \$ Change	5-Year % Change
Increase	\$2,021,452	113%

HIGHLIGHT

- The FY 98 and FY 99 budgets include the student technology fee, increasing the amount for equipment significantly.

REVENUE SOURCES



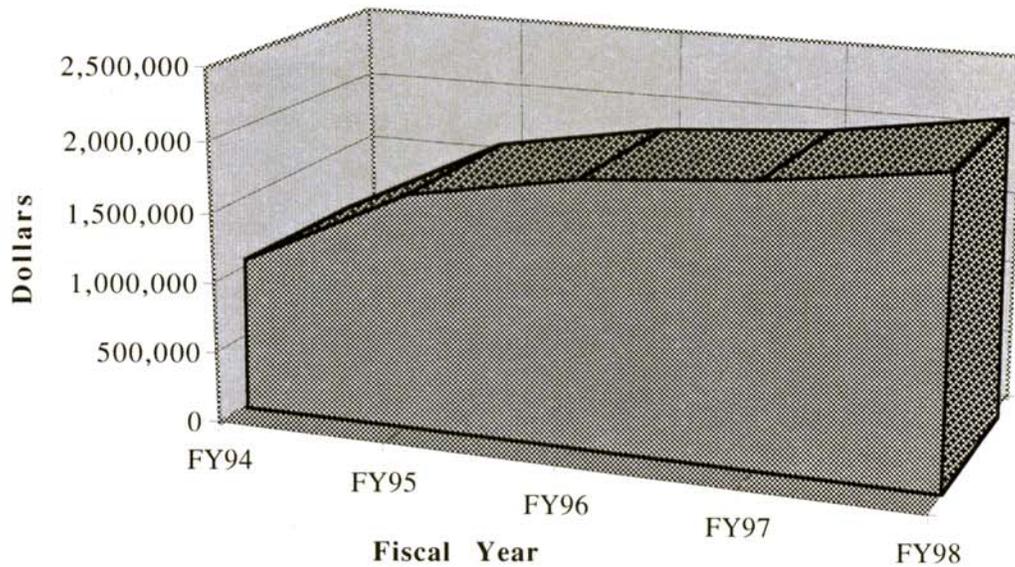
PERCENT OF TOTAL BUDGETED REVENUE					
Sources of Revenue	FY 95	FY 96	FY 97	FY 98	FY 99
State Appropriations	57.1%	54.4%	53%	48.7%	52.3%
Student Tuition & Fees	31.2%	27.2%	29.2%	27.9%	26.2%
Sponsored Operations*	6.3%	11.4%	10.4%	16.2%	16.6%
Other Sources	5.4%	7.0%	7.4%	7.2%	4.9%
Total	100%	100%	100%	100%	100%

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

HIGHLIGHT

- State appropriations account for more than half of all revenue sources at Kennesaw State.

GRANTS AND CONTRACTS



ACTUAL GRANTS & CONTRACTS FUNDS*: FY 94 - FY 98

	FY 94	FY 95	FY 96	FY 97	FY 98	5-Year \$ Change	5-Year % Change
Total Grants & Contracts Funding	\$1,063,162	\$1,650,798	\$1,865,060	\$1,958,754	\$2,140,037	\$1,076,875	101%
Annual % Change	40%	55%	13%	5%	9%		
% of Total E&G Budget	2%	3%	3%	3%	3%		

*Excludes continuing education contracts, see page 81 for continuing education revenue information

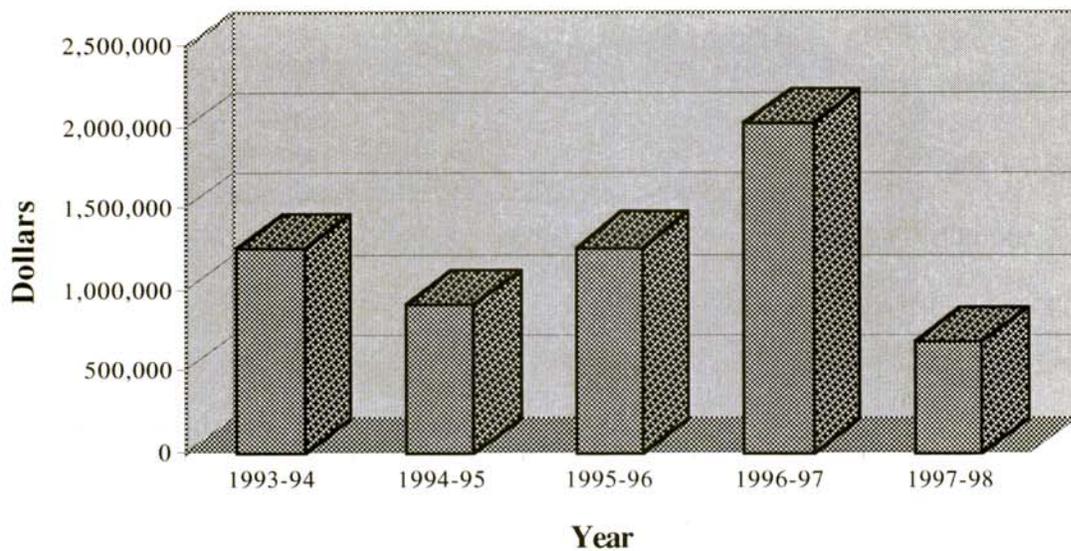
GRANTS & CONTRACTS FUNDING SOURCES IN FY 98

	Federal	State	Other	Total
Sponsored Funds	\$813,882	\$653,474	\$672,681	\$2,140,037
% of Total	38%	30%	32%	100%

HIGHLIGHT

- The dollar value of grants and contracts has increased significantly in recent years.

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



SOURCES OF GIFTS BY FISCAL YEARS

Source	1993-1994	1994-1995	1995-1996	1996-1997	1997-1998*
KSU Alumni	\$51,835	\$49,384	\$48,516	\$72,730	\$79,591
KSU Campus	46,708	30,519	23,379	32,300	46,538
Individual	231,979	140,548	166,800	27,707	110,230
Trustee	177,755	305,840	814,340	1,749,855	150,244
Corporation	162,718	292,847	114,150	51,889	204,428
Foundation/Organization	588,158	98,110	98,149	87,042	94,183
TOTALS	\$1,259,153	\$917,248	\$ 1,265,334	\$2,021,524	\$685,214

* Changes made in data classification in FY 98.

Source	5-Year # Change	5-Year % Change
KSU Alumni	27,756	54%
KSU Campus	(170)	(<1%)
Individual	(121,749)	(52%)
Trustee	(27,511)	(15%)
Corporation	41,710	26%
Foundation/Organization	(493,975)	(84%)

Physical Facilities

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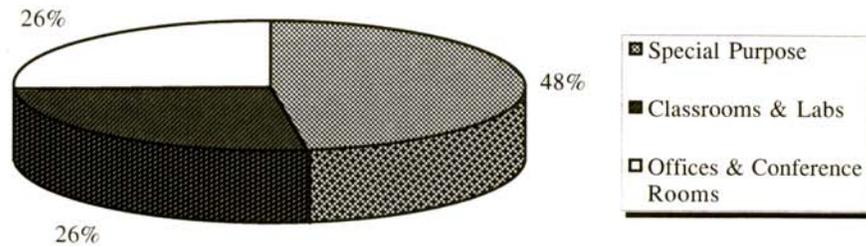
ACCUMULATED INVESTMENT IN PLANT
Year End June 30, 1998

	YEAR ACQUIRED	ACCUMULATED INVESTMENT AS OF JUNE 30,1998
LAND		
Main Campus (183 Acres)		\$3,302,820.87
TOTAL LAND		3,302,820.87
BUILDINGS		
Administration Building	1967	362,100.74
Administration Annex	1967	615,916.05
Education Building	1967	431,835.16
Joe Mack Wilson Performing Arts Building	1989	4,517,776.00
Humanities Building	1979	1,918,307.77
W. Wyman Pilcher Public Service Building	1986	1,037,571.48
Horace W. Sturgis Library	1981	4,555,849.96
Music Building	1967	554,092.56
Natural Sci & Mathematics Building	1975	832,191.79
Physical Education Building	1967	2,695,091.16
Social Science Building	1967	1,607,934.30
James W. Carmichael Student Center	1973	2,808,252.71
Warehouse and Shops	1974	1,016,975.91
A.L. Burruss Building	1989	8,283,205.63
Art Welding Studio	1990	22,421.00
Bookstore	1993	1,423,463.82
LeoDelle and Lex Jolley Lodge	1993	569,929.76
Science and Mathematics	1995	14,331,313.28
Multi-Purpose	1995	9,677,125.49
Concert Hall	1996	50,500.00
TOTAL BUILDINGS		60,421,190.32
TOTAL IMPROVEMENTS OTHER THAN BUILDINGS		4,889,398.57
TOTAL LIBRARY COLLECTIONS		11,546,871.47
TOTAL EQUIPMENT		17,605,512.76
TOTAL INVESTMENT IN PLANT		\$97,765,793.99

HIGHLIGHT

- The total accumulated original investment in KSU's land, buildings, improvements and equipment is over \$97 million.

ANALYSIS OF SPACE USE



Space Allocations

SPACE ASSIGNMENTS: FALL 1998			
SPACE	# ROOMS	SQ FT	% OF SUBTOTAL
Classrooms & Labs	183	135,601	23%
Service Area	81	19,967	3%
SubTotal	264	155,568	
Offices & Conference Rooms	925	139,874	24%
Service Area	146	16,735	3%
SubTotal	1,071	156,609	
Special Purpose Space			
Library	13	42,012	7%
PE/Athletic Arenas	40	30,714	5%
Assembly/Gallery Rooms	18	13,316	2%
Auxiliary Services	35	24,416	4%
Student Rec. & Meeting Rms	36	15,893	3%
Storage	16	21,995	4%
Circulation Areas	397	119,965	20%
Other	15	12,299	2%
Subtotal	570	280,610	100%
Non-assignable	317	130,817	
TOTAL SPACE	2,222	723,604	

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

Fiscal Year 1998-99

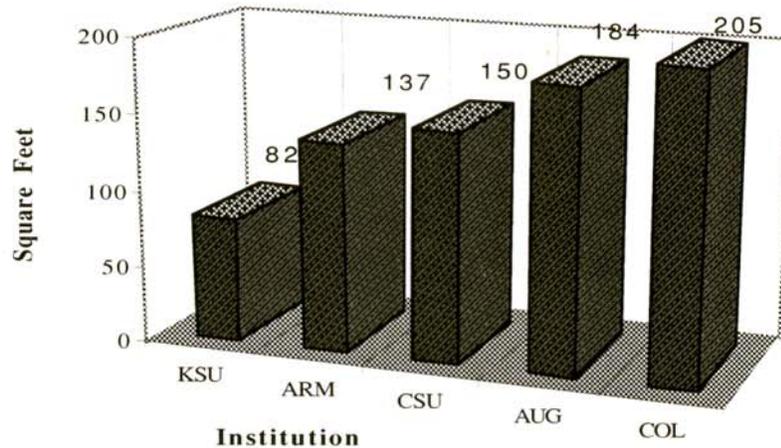
Building	Teaching Faculty Offices	General Classrooms	Instructional Laboratories*	Square Feet (Gross)
Administration	0	0	0	9,365
Administration Annex	0	0	0	12,756
PE Building	10	2	0	40,010
PE Annex	4	1	2	5,760
Education	17	14	1	21,014
Burruss	104	25	7	105,385
Humanities	32	5	9	35,091
Wilson	14	11	2	37,949
Pilcher	0	0	0	21,014
Library	49	6	5	100,617
Music	13	2	1	8,570
Plant Operations	0	0	0	35,335
Nursing	25	3	2	31,615
Social Science	23	16	1	21,014
Science Building	64	4	19	103,911
Office Annex	2	0	0	6,480
Student Center	0	0	0	37,626
Public and Int'l Affairs	30	1	1	7,840
Educational Technology	11	0	3	7,840
Carmichael Bookstore	0	0	0	12,896
Chastain Center	27	10	5	50,110
Jolley Lodge	0	0	0	6,871
Welding Arts	0	0	0	952
Softball	0	0	0	1,733
Baseball	0	0	0	1,850
Total	425	100	58	723,604

* Music practice rooms (21) not included.

HIGHLIGHT

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

COMPARATIVE SQUARE FOOTAGE PER EFT STUDENT FALL 1998



University System State Colleges & Regional Universities	Fall 1998 EFT	Academic SQ FT	Academic SQ FT/EFT	Total SQ FT	*Total SQ FT/EFT
Kennesaw State	8,799	361,826	41	720,838	82
Valdosta State	7,439	415,406	55	1,163,629	156
Augusta College	3,679	246,849	67	675,750	184
West Georgia	6,181	414,371	67	1,220,351	197
Georgia Southern	11,713	867,864	74	2,151,129	184
Clayton State	2,762	215,202	78	412,998	150
Armstrong Atlantic	3,872	296,716	77	530,428	137
Columbus State	3,595	320,665	89	735,570	205
Georgia College	3,733	330,429	89	907,030	243
North Georgia	2,730	230,472	84	591,205	217
Southern Polytech	2,558	236,265	92	518,475	203
Albany State	2,486	234,060	94	548,619	221
Savannah State	1,646	307,740	187	782,160	475
Georgia Southwestern	1,879	249,842	133	616,073	328
Fort Valley State	2,195	448,308	204	902,275	411

* Excludes campus housing

HIGHLIGHTS

- KSU assigns over 50% of the total square footage to academic functions, the highest among the regional universities and senior colleges.
- KSU has the lowest square footage per EFT student among any of the senior colleges and regional universities.

DISTRIBUTION OF CLASSES ACROSS THE DAY

Class Times	Percent of Total Classes Offered					
	MONDAY -- THURSDAY*				WEEKEND	
	# Sections	% Sections	# Enrollments	%Enrollments	# Sections	# Students
Morning						
Early	100	24%	3,608	24%	63	2,131
Mid	157	38%	5,691	38%		
Late	156	38%	5,633	38%		
Morning Sub-total	413	37%	14,932	39%		
Afternoon						
Early	57	22%	2,180	25%	70	2,334
Mid	160	60%	4,993	57%		
Late	48	18%	1,534	18%		
Afternoon Sub-total	265	24%	8,707	23%		
Evening						
Early	279	64%	9,319	63%	24	650
Late	159	36%	5,489	37%		
Evening Sub-total	438	39%	14,808	39%		
TOTAL	1,116	100%	38,447	100%**	157	5,115

* No individual instruction courses or those starting at other than "regular" class periods are included.

** Percents may not total 100 due to rounding.

HIGHLIGHTS

- Classes at KSU are well distributed across the morning, afternoon and evening time blocks.
- The most popular class times continue to be mornings and evenings.

SOURCES OF DATA

Student Information

Pages	Sources
14-16	University System, Semester Enrollment Reports
17	University System, Semester Enrollment Reports Office of Institutional Research
18	Vice President for Academic Affairs
19	University System, Semester Enrollment Reports
20	University System, Semester Enrollment Reports
21-24	University System, Semester Enrollment Reports
25	Computer Services, Analysis of Graduates
26-31	University System, Semester Enrollment Reports
32	University System, Semester Credit Hours Production Report
33	Annual Budget and KSU Summary of Credit Hours
34	Computer Services, Day/Night Reports
35-36	University System, Semester Enrollment Reports
37	Computer Services, Distribution of Student Age
38	Computer Services, Controller Reports
39	Computer Services, Controller Reports Computer Services, Analysis of Undergraduates
40	Computer Services, Analysis of Graduates Computer Services, Controller Reports
41	Computer Services, Analysis by Country
42-44	Computer Services, Analysis by Zip Codes
45	Computer Services, Application Statistical Reports
46	Computer Services, Application Statistical Reports
47-48	University System, Transfer Student Report
49	Computer Services, Readmission Reports
50	Office of Admissions, S.A.T. Scores
51	Computer Services, University System Semester Enrollment Reports
52	Office of Institutional Research
53	Office of Student Financial Aid

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Academic Programs

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57	University System, Program Inventory
58	Computer Services, Graduates Report Office of Institutional Research
59	Office of Institutional Research, University System Reports
60	Office of the Registrar
61	University System, Degrees Conferred Reports
62	Office of the Registrar
63-69	University System, Degrees Conferred Reports
70-79	Computer Services, Analysis of Undergraduates Computer Services, Analysis of Graduates
80	Continuing Education
81	Library Director
82	Career Services Director

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Faculty and Staff Information

Pages	Sources
86-94	Office of Institutional Research and Academic Support Services, Faculty Databases
95	University System, <i>Information Digest</i>
96	AAUP, <i>ACADEME</i> , March-April 1998 Business Services
97	American Association of State Colleges and Universities/ College and University Personnel Association, Salary Study (<i>Institutions included in study:</i> <i>Appalachian State University, Arkansas State University, College of Charleston, Eastern Kentucky University, Georgia Southern University, James Madison University, Kennesaw State University, Marshall University, Morehead State University, Murray State University, Northeastern State University, Radford University, Southeastern Louisiana University, Towson University, University of Central Arkansas, University of Central Oklahoma, University of Houston-Downtown, University of North Carolina-Charlotte, University of North Carolina-Wilmington, University of Tennessee at Chattanooga, University of Texas-Pan American, University of Texas-San Antonio, University of West Florida, Western Kentucky University</i>)
98-99	Higher Education Staff Information (EEO-6) Equal Employment Opportunity Commission Kennesaw State University Office of Minority Affairs

SOURCES OF DATA

Budget and Financial Information

Pages	Sources
104-111	Office of Business Services
112	Office of Development

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117-118	Plant Operations and Academic Affairs (Facilities)
119	University System <i>Information Digest</i> University System Semester Enrollment Report
120	Computer Services, Analysis of Classes

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