



Dr. Betty Lentz Siegel

*As a tribute to Dr. Betty Siegel, Kennesaw College, and all the many people who have helped to make this institution the great place that it is, the SENTINEL is proud to present our version of . . . .*

# Inauguration '82

## Chronology

**1963:** Junior College to be located in Cobb County approved by the Board of Regents October 9.

**1964:** Groundbreaking ceremonies held November 18.

**1965:** Horace W. Sturgis appointed founding president of Kennesaw Junior College July 1

**1966:** First classes held Fall quarter in temporary quarters at Southern Tech, Banberry Elementary School and the Marietta Housing Authority

**1967:** The college moves to its new campus in January; first five associate degrees awarded to graduates in June

**1969:** Kennesaw College Foundation, Inc., established June 13

**1973:** First cooperative associate degree programs of study offered in conjunction with the Marietta-Cobb Area Vocational-Technical School

**1975:** James V. Carmichael Student Center completed

**1976:** Conversion to senior college approved by Board of Regents; original student services building renovated and converted to administration annex

**1977:** Kennesaw College Alumni Association incorporated

**1978:** Four-year conversion becomes effective

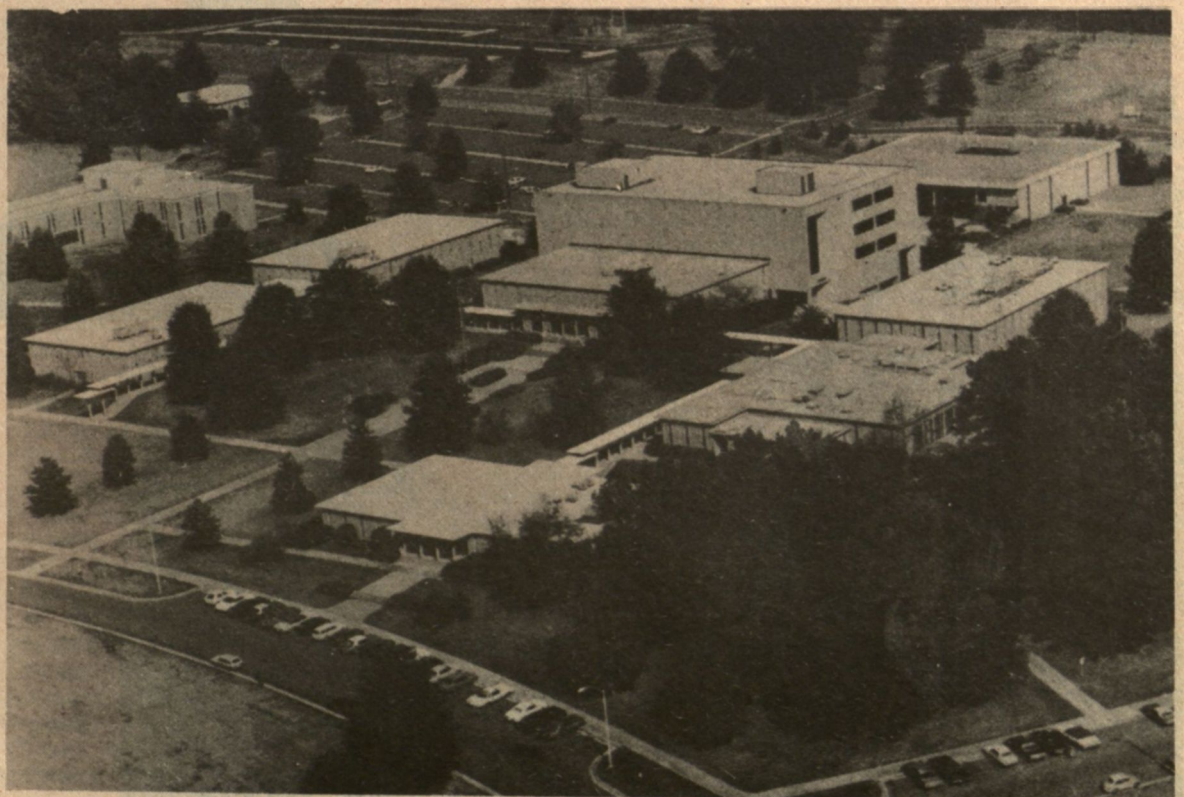
**1979:** New Plant Operations building completed; construction begun on new humanities building and library annex

**1980:** First baccalaureate degrees awarded; remodeling and conversion of original maintenance building to the music building completed; President Horace W. Sturgis announces retirement; Dean of the College Eugene R. Huck named acting president; new humanities building completed

**1981:** Five-story library completed. Dr. Betty L. Siegel announced as new president.



Kennesaw's beginnings 1967 - site of KJC's original library.



K.C. today: a growing center of intellectualism. Photo by Gail W. Cowart.



# Kennesaw College's Heritage

## President Sturgis Gets KJC Off the Ground

When Dr. Horace W. Sturgis retired as president of Kennesaw College on March 10, 1981, an era in the history of the college came to an end. During his fifteen years as president, Dr. Sturgis has seen the college progress from a junior college of 1000 students to a full four-year college with an enrollment of almost 4000.

Horace W. Sturgis was born on May 12, 1912, in Grand Valley, Pennsylvania. He entered Piedmont College in 1931, and

graduated in 1935 with a B.S. degree in chemistry. He began his first teaching job that year at Fayetteville High School. In 1936, he became principal of Eatonton High School, where he also served as a teacher and coach. On October 9, 1939, he married Sue Cowan. In 1940, he and Mrs. Sturgis moved to Atlanta, where he taught math and science at North Fulton High School.

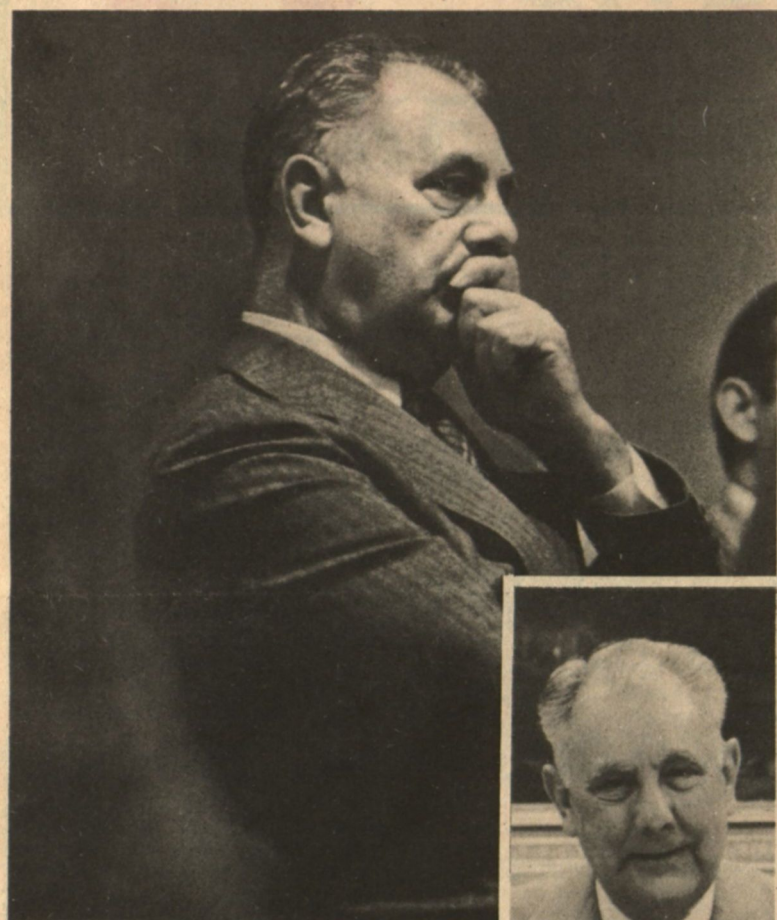
During the years of World War II, Dr. Sturgis tem-

porarily left his teaching career to serve in the war effort. In 1942, he became an instructor of the War Training Program at Georgia Tech. In 1943, he moved to Athens, where he acted as director of the Ground School of Aviation at the University of Georgia. He returned later that same year to Georgia Tech as a physics instructor; in 1945, he served in the Navy.

After the war ended, Dr. Sturgis' academic reputation and achievements grew rapidly. In 1946, he was promoted to assistant professor at Georgia Tech; the next year, he was made assistant registrar. In 1948, he became both an associate professor and associate registrar. In 1958, he received his Ph.D. from New York University. And on July 1, 1965, Horace W. Sturgis was appointed founding president of Kennesaw Junior College.

Since his inception as president, Dr. Sturgis has seen, and has helped, the college achieve many milestones. The student population has almost quadrupled since the college opened; the number of programs of study offered has expanded greatly. Dr. Sturgis has been instrumental in the establishment of the school's excellent academic reputation. Most significantly, it was during his term that Kennesaw College achieved four-year status.

With the inception of Dr. Betty Lentz Siegel as the new president of Kennesaw College, a new and exciting chapter in the college's history has begun. But the students, staff and faculty will continue to remember Dr. Horace W. Sturgis for his fine work in making Kennesaw College the excellent institution it is today.



**President Sturgis spent fifteen years with Kennesaw as it grew from a few classrooms at Southern Tech into one of the most prestigious institutions in North Georgia.**



### Highlights

**1912:** Born May, 27, Grand Valley, Pennsylvania

**1931:** Entered Piedmont College

**1935:** Received BS (Chemistry) from Piedmont College; served as principal, math/science teacher and basketball/track coach at Fayetteville (Ga.) High School

**1936:** Served as principal, Math teacher and basketball/track coach at Eatonton (Ga.) High School; first met Sue Cowan, then a second grade teacher in Eatonton

**1939:** Received MS (education) from the University of Georgia; married Sue Cowan October 6 in Eatonton

**1940:** Took position as teacher of math and science at North Fulton High School in Atlanta

**1943:** Took temporary assignment as director of the Ground School of Aviation at the University of Georgia; returned to Georgia Tech as instructor of physics.

**1945:** Served in the U.S. Navy

**1946:** Promoted to assistant professor of physics at Tech

**1947:** Appointed assistant registrar at Tech

**1948:** Promoted to associate professor and associate registrar at Tech

**1958:** Received PhD (Higher Education) from New York University

**1965:** Appointed founding president of Kennesaw Junior College July 1

**1975:** Named Cobb County Citizen of the Year by the Marietta Daily Journal

**1976:** Awarded Cobb County Bar Association Liberty Bell Award

**1980:** Conferred first baccalaureate degrees from Kennesaw College at June commencement ceremonies; worked last day as president of Kennesaw College December 31

**1981:** Officially retires, March 9; becomes President Emeritus of Kennesaw College March 10





# KJC Gets the "J" Out

As Cobb County's new college grew at an unprecedented pace, the need for a 4-year conversion became apparent.

In 1970, while men were walking on the moon, various Cobb delegations brought up the idea in legislative meetings and Regent's sessions. Thanks to the urgings of one particular Cobb delegate, Senator Henderson, Governor Jimmy Carter was finally persuaded to make an appeal to Regent's Chancellor Simpson. On August 4, 1973 Governor Carter sent a letter to Chancellor Simpson saying, "based on the information I've received about Kennesaw Junior College...conversion to a 4-year school seems to be the next logical step."

The determination of Cobb Countians got them a liberal arts college in 1966 and now they were pushing for a senior college status. Two months later, a group of prominent citizens, local politicians, and KJC students dropped in on a Regent's meeting held in Carrollton. The group was led by Senator Henderson, a dedicated servant to KJC and an admirer of the college's dynamic president, Dr. Horace Sturgis. Senator Henderson made his plea before a skeptical Board of Regents. At one point the question of community support was raised.

"Community support?" he said, "When we originally asked for a college in Cobb you told us that \$1 million of the cost would have to be raised by the community. A bond issue we enthusiastically passed and Cobb County gave 155 acres for the college's use. In the end, con-

tributions from the local community amounted to nearly \$3 million.

At the end of the meeting, KJC's student government president presented the Regent's with a petition signed by over 800 students.

Though Chancellor Simpson was impressed by the Cobb delegation, he still did not hesitate to point out the fact that enrollment increases were slowing down dramatically and state funds were unusually tight.

The group from Cobb County went home-dismayed, but not beaten.

In the following months, students organized an even greater petition to be presented to the Regent's. Charlie Copeland and other KJC students signed up students and then went out into the community to get more signatures. While some students walked the streets, others set up booths in local malls such as Cumberland, Perimeter, and Lenox. In one day alone, students were able to collect 2,000 signatures at Cumberland.

Meanwhile, a feasibility study was conducted and a proposal was submitted for the orderly conversion of KJC into KC. The plan's timetable called for official conversion by September 1978 with the first junior class beginning that fall. The first senior class was proposed for 1979 and KC's first 4-year graduates were scheduled to graduate in June 1980.

The plan was submitted to the Board of Regents, and again it was met with resistance. This time the proposal was challenged by those who feared



Joyous students revel in newly won victory as Kennesaw achieves long awaited recognition.

that KJC's conversion would cause unwanted competition to other senior colleges in the area.

Downtown Atlanta politicians and citizens were determined to protect their beloved Georgia State University. Central Atlanta Progress (CAP), an influential group of Atlanta leaders, attended several Regent's meetings to argue against KJC's conversion. Besides the competition, representatives of CAP also argued that "Kennesaw's conversion might drain whites out of the city which would affect the racial balance of GSU by increasing the percentage of blacks."

For allies, members of CAP brought in the Department of Health Education, and Welfare, (HEW) and the NAACP. HEW conducted an impact study on KJC's planned conversion, making sure that the change would fit into the Department's desegregation guidelines.

The NAACP filed an official

complaint with the Board of Regent's stating that an unreasonable amount of segregation would occur from the change. They then pointed out the estimated impact it would have on GSU and also the white to black ratio of students and teachers at Kennesaw.

However, KJC was able to show that the percentage of blacks at Kennesaw would be high enough to stay within HEW guidelines.

The battle lines were drawn on the traditional line between Atlanta interests on one side and north metro communities on the other. The defenders of Kennesaw included such names as Joe Frank Harris, Joel Mack Wilson and Al Burruss.

In April 1976, the proposal came before the Regent's for a final vote. Though some shouted it was an ill-advised expansion (especially the people from West Georgia) the motion was approved by an 11-2 vote.

On April 15, 1976 just before 1:00 p.m., Chip Russell ran up the steps of the student center, grabbed the microphone from the information booth, and shouted, "we did it." The student center went into an uproar as students hugged and kissed their neighboring classmates. Confetti was dropped and posters were hung over the balcony rails. Students below began screaming "Cobb's Harvard in the Pines made it, God Bless Governor Busbee and President-elect Carter." T-shirts were sold and a massive celebration began.

Shortly thereafter, a call went out from the college to the U.S. Department of Highways. The Highway department was informed that signs to be put up at the yet-to-be completed Chastain Road Exit should read "Kennesaw College" instead of "Kennesaw Junior College."

## History Unfurled at KJC

After attending the Day Students' Pre-Inaugural Assembly, it was interesting to note the recent interest in flags at Kennesaw. Two examples of such interest were the stirring presentation of the colors by the ROTC and the collection of student funds to go toward the purchase of the very first representative flag of Kennesaw College. Although most students are aware of the present interest in flags, few students know the history of Kennesaw's first flags.

The first flags at Kennesaw date back to 1967 when the college first opened and were gifts donated by the Marietta chapter of the United Daughters of the Confederacy (UDC), a human interest group dedicated to the preservation of Southern history and service to the community. In an interview with Mrs. Regina Smith, today's President of the UDC, it was stated that the organization inquired as to what it could con-

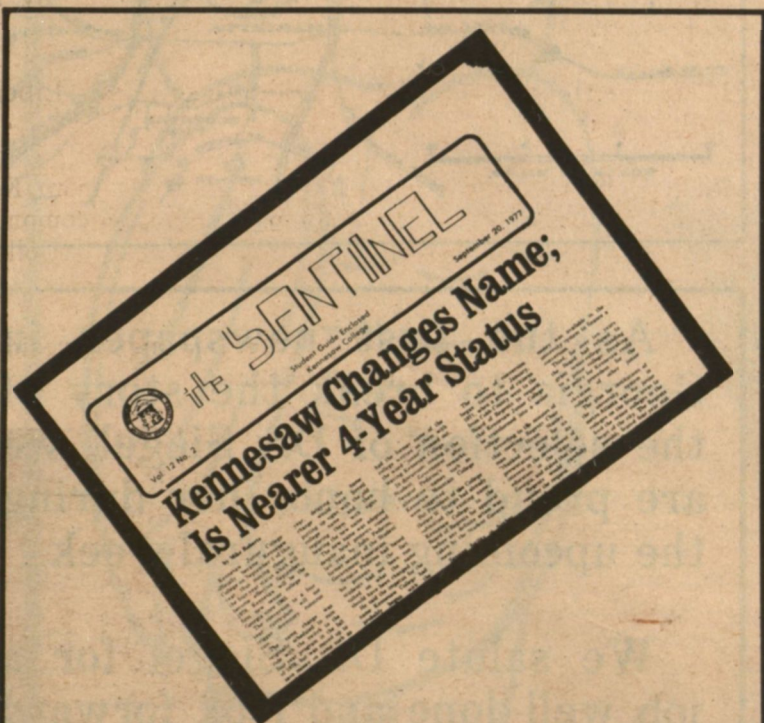
tribute to the college, whereupon Dr. Sturgis requested a flagpole and two flags, one for outdoor and one for indoor display. Pictured with Dr. Sturgis is Mrs. Warner L. Baker, who served as UDC representative at the dedication. Mrs. Baker is the mother of Mrs. Regina Smith and the grandmother of Kennesaw

student, Carole Jordan.

Flags have been an important element in the history of Kennesaw. While some students walked into the future. In 1967, they symbolized the birth of Kennesaw; in 1982, they symbolize Kennesaw's renaissance—the rebirth of spirit and dedication to knowledge with commitment.

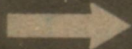


Dr. Sturgis raises flag.

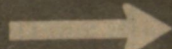


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KENNESAW  
COLLEGE





## 'Kennesaw, All Hail to Thee'

Oh Kennesaw, all hail to thee,  
Forever let us stay,  
Within your halls, a memory  
And guide us on our way.

How dimly now we view the past  
Veiled only by tomorrow  
Of days that seemed to lend no rest,  
Days mixed with joy and sorrow.

While traveling down the roads of life  
We never shall forget  
Such words as "victory through strife,"  
Your wisdom echoes yet.

To those who follow us behind  
We leave both hope and cheer  
For that we leave is proof to find,  
That wisdom comes from here.

John Boyd  
(1977)



Kennesaw's first graduates pose for a proud moment in posterity.



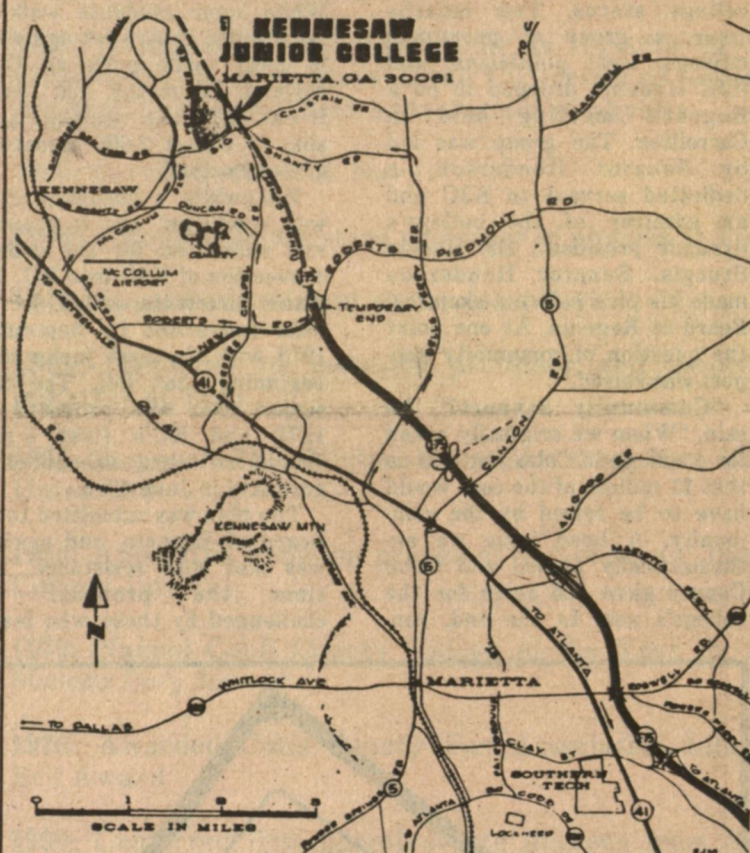
### Student Center

As Kennesaw Junior College grew by leaps and bounds the old student center which was located in the present Administration Annex rapidly became overcrowded.

Eventually, the Board of Regents awarded a \$1.4 million allotment for a new student center.

On October 2, 1975, the student center was opened and dedicated in honor of James V. Carmichael, a former Regent's member from Marietta.

The opening of I-75 proved beneficial to KJC making the 'path to knowledge' accessible to area residents.



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As the first newspaper in Georgia to break the story of the selection of Dr. Siegel, we are proud to honor her during the upcoming inaugural week.

We salute Dr. Siegel for a job well-done and look forward to covering her gains and accomplishments in the future.

**Congratulations KC!**

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and  
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# A PAGE FROM THE PAST



K.C. Day's popular tug-of-war, 1978



Huh?



Kicking off the Turkey Trot, 1980



K.C.'s junior image is put to rest, 1981



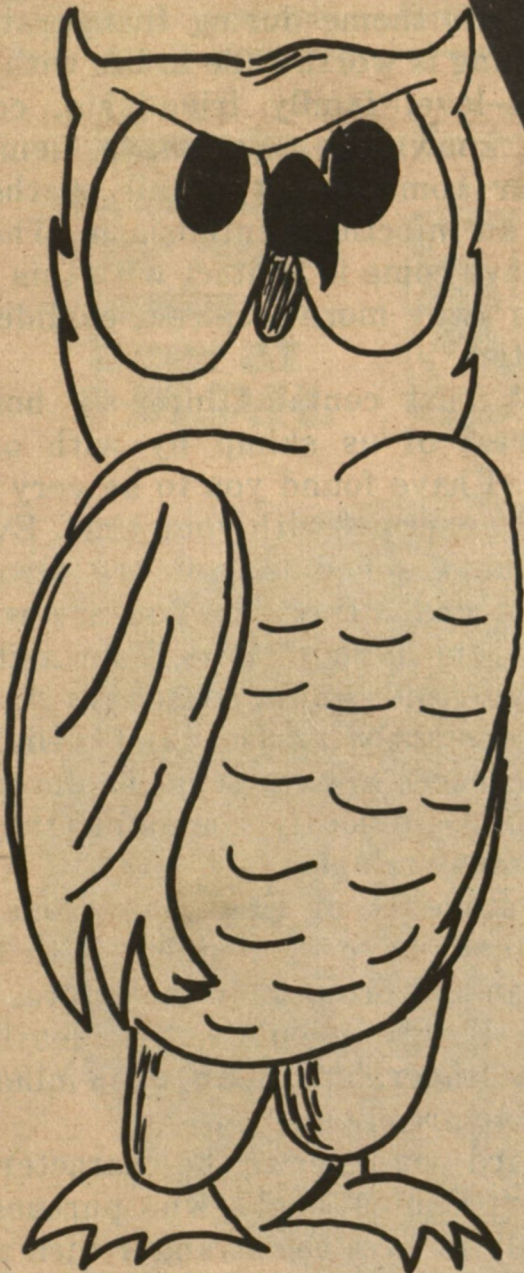
The gas crunch of 1979



Break between classes, 1976



Our First Class Ring, 1979



Rumor has it that Dr. Sturgis' wife came up with the idea of an owl for K.C.'s mascot.



# THE TURNING POINT

## An Informal Chat with Dr. Betty Siegel

*As her inauguration approaches, Dr. Betty Siegel takes time out to reflect on her first year at Kennesaw College. In the following interview she shares both her professional and personal feelings about her life.*

*In what ways has your first year as president been a growth experience for you?*

One of the things I have grown in is an awareness of the importance of teamwork. With each new leader there comes new alignments, new relationships and a fresh way of looking at things just by the very volition of being new. Struck by the enormity of my position as president, I've found that the best way for me to do my job is with a team and this view has been affirmed by the excellent team I work with.

I have also discovered that all my past experiences at both large and small universities have helped. There are always unrecognized dimensions in



as a professor, Boyd McCandless, a psychologist, believed in me, put me to work and nurtured me. The Chancellor of the State University System of Florida, Dr. E.T. York, also believed in me. He saw me as an administrator and gave me responsibility.

I realize now that because I was a woman who was recognized when other women were not, I have missed the opportunity of having women mentors. I didn't even have a woman professor at Wake Forest or Chapel Hill. Now at this stage of

***"You don't get anywhere today without intelligence, talent and raw ability, but the critical factor is being able to work with people."***

yourself that you can tap. My previous experience has helped me realize that even though I may not always feel confident, I am equal to the job.

Most important, this past year has made me more aware of the importance of family. We had to leave a wonderful life in Western North Carolina. It was a real commitment of my family to come with me. My boys were in high school and very happy. To their credit when they came down here they did not put up a big fight and really approached it in a super way. It was also remarkable that my husband gave up his job to come here. I probably don't acknowledge it as much as I should, but I really appreciate what they have done. Other things may happen, but nothing can take the place of my family in my life.

*Has it been difficult for you as woman to attain the degree of success that you have?*

I can quite honestly say that I have been happy in my professional growth. I have had a series of successes with a lot of hard work attending them, but fortunately I've been rewarded for what I enjoy doing. Plus I've had a great deal of encouragement from people who were significant and saw fit to reward me. For instance, my professor at Florida State, Dr. Frick, was a very critical man in my life. I didn't know until years later that I was his first doctoral student who was a woman. He always accepted me for what I am and thought of me as being someone of value.

Then during my early years

*as president gives you the most pleasure?*

Perhaps it is just the first year phenomenon, but there is nothing that I don't enjoy right now. I've heard that presidents often don't like their jobs, but I haven't found that yet. I really like it. I am particularly pleased that we have good people looking at the view of the future at our college. I like thinking through what new programs we need to get.

Also, I enjoy working in the community. It is an exciting community with many good people who care for Kennesaw. It is a happy experience for me to go out at night speaking to various groups. As long as people keep wanting me to come, I will. It is important for Kennesaw to be spotlighted and luckily I have a high energy level for doing these kinds of things.

*You have a tremendous amount of responsibility in your position as president. Does this fact ever frighten you?*

Sometimes I fear not being up to the demands. None of us glitters when we walk. I really believe, however, that if you surround yourself with good people, people whose knowledge, experience and integrity you can trust, then no problem is more than what you can solve. If I had to think that I was the sole repository of all that was wise and right and true at this college, it would scare me to death. But I know that I've got all these people out here with all these resources and that I can call on them for help. Ultimately, of course, the decision and responsibility are mine, but I don't often get fearful about what my decision will be if I have been given good information from people who have considerable talents.

*You do a considerable amount of public speaking. What is it about lecturing that you find so appealing?*

I love addressing large audiences. It's like teaching a giant class and through these experiences I am keeping my teaching expertise alive. Because I am a psychologist across the life span, I am truly a generalist. As a consequence of this, I find myself speaking on what it is that make us fully human and how we can be the best that we can. To me that is an exciting topic. In talking to any group I take not only a professional dimension but also a personal one. An artist has the painting, a sculptor has the sculpture, but a lecturer has nothing but herself as an instrument to the group which makes it a very personal involvement. Of course, when it goes well you are exhilarated. If I weren't doing this, I definitely would miss teaching.

*What plans do you have for your future?*

I have not really set long range goals in my life, although people tell me that is important to do. I like what I'm doing and want very much to grow with

this school. I can't imagine being at any other place that could be more exciting than being here at this time. There are smaller goals, extensions of what I am already doing, and I would like to do more of that, such as my lecturing and writing.

### An Open Letter to Dr. Betty L. Siegel

Dear Dr. Siegel,

Writing this letter has proved to be a most difficult task. Not because of any problem finding complimentary things to say, but because I have such strong, positive feelings about your presidency and what it means to Kennesaw College that when I try to express these feelings in words it sounds trite, flowery, and maybe even fakey. Let me assure you that everything I say here is sincere and unembellished.

"Knowledge With Commitment" could be your own personal motto as well as Kennesaw College's theme during Inauguration Month. Nothing is worthwhile in life without commitment--love, family friendship, community, or knowledge. You have demonstrated your commitment in all of these areas with an infectious enthusiasm. Those of us who have come in contact with this enthusiasm go away more inspired, confident, and committed.

Your day must contain thirty-six hours while the rest of us skimp by with only twenty-four. I have found you to be very accessible and generous with your time. Even with your busy schedule you are always well-groomed and attractive. You are well-read and current in your views. Your ability to remember and quote passages from literature constantly amazes and delights me; the references always seem so apropos and meaningful. Obviously, communication is one of your many talents.

We, the students of Kennesaw College, are fortunate to have a president with the ability to plan and project for the future. "A View of the Future" would not be feasible without the leadership of an open-minded and innovative president.

I have heard you refer to the character in one of Albert Camus' books who pursues a stranger, only to have the stranger turn and be recognized by the character as the child he used to be. I have the feeling that you see a little of yourself in each of us, and would like to impart to each and everyone the power of knowledge with commitment.

*To what personal quality do you attribute your success?*

I think it is my interest in and feeling for people. What I have found is that working with people, looking for possibilities in them and then tapping that resource, is the most exciting part of my life. You don't get anywhere today without intelligence, talent and raw ability, but the critical factor is being able to work with people.

*How have you dealt with professional disappointments that you have faced during your career?*

I have been up for some jobs that I did not get and instead of thinking that it was awful, I really had whatever it takes to tell myself that it was not meant to be. I've had the ability to look back at these and realize that it may have been nice but that I am happy with what I do have and then go on with something else.

*What aspect of your varied job*



After One Long Year

## Dr. Siegel Selected KC President

One might think the appointment and arrival of Dr. Betty L. Siegel on Kennesaw's campus just happened. It didn't. It was a very complicated, legalistic, and lengthy process.

Much time and effort went into the selection of the Search and Screen Committee selected by University System of Georgia Chancellor Vernon D. Crawford. Chancellor Crawford spent two days at Kennesaw interviewing faculty members, staff, and students. As a result, he appointed fifteen persons to join selected alumni and community members to form an eighteen member search committee with Dr. Fred Roach, Jr., Professor of History as Chairperson of the committee.

According to Dr. Roach, "The process by which a college secures a new president is regulated by law." The college must advertise publicly and nationally with the ads running specified lengths of time. Dr. Roach says, "Kennesaw met all of these requirements. We advertised in such publications as 'The Affirmative Action Register,' 'The Equal Opportunity Forum,' and 'The Chronicles of Higher Education.' We sent copies of the ad to eighteen states and

mailed five hundred letters to the chief executive officers in institutions throughout the country. It was a massive effort."

After all of the publicity there were one hundred and fifty applicants. Public hearings were held to find out the community's concerns for the profile of a new president. Evaluation of the applicants was lengthy and rigorous as well. Dr. Roach stated with pride, "All applications were examined by virtually all members of the committee." "Not one committee member dropped out during the entire ten month process!" Roach further exclaims.

The candidates were finally selected and each was brought to the campus for a two day interview. These candidates had a non-stop schedule while on campus. They were interviewed by the major groups on campus, by the faculty, the staff, students, and community leaders. "It is very important," says Dr. Roach, "for this interviewing process to be a two way street. While we're interviewing the candidates, they're interviewing us. The candidate needs to get the feel for the school and the situation."

"One of the things that im-

pressed us with Dr. Siegel," says Roach, "is she slipped away from her escort and went to the student center and talked to students who had not been selected to interview her. She went straight to what this college is about—students."

"It is also interesting," comments Roach, "that Dr. Siegel is the only candidate we made any errors with. The letter inviting her to campus had a typographical error which was not noticed until after it was mailed to her. I also forgot to give her an expense voucher for her trip and had to mail it to her at a later time."

After all candidates had been interviewed and evaluated, the committee sent a list of five unranked names to the Board of Regents and Chancellor Crawford. They then re-evaluated all candidates and made the final choice of the President. Dr. Roach quotes Chancellor Crawford as saying, "He felt he had the best person for the job." Roach further says, "It is clearly obvious she is good with people and knows her field academically."

So ended ten months of rigorous painstaking work and the Odyssey of Dr. Betty L. Siegel, President of Kennesaw College, takes another turn.

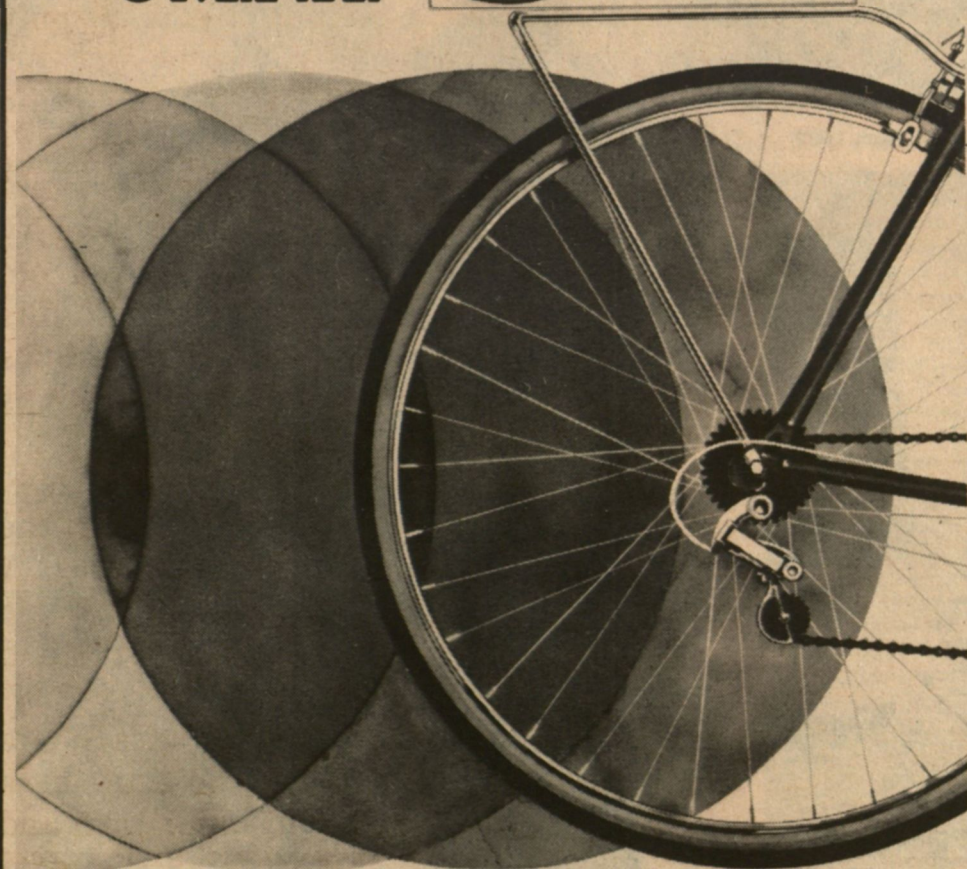
### Kennesaw College Alma Mater

Kennesaw, Dear Kennesaw  
Nestled in the Georgia pines,  
What a special place you hold,  
Treasured in this heart of mine.  
For the candles you set burning,  
Lighting paths of love of learning  
For gifts you have given me,  
Kennesaw, I will cherish thee.

Kennesaw, Dear Kennesaw  
Fairest of the Southland's fame,  
Sons and daughters gathered here,  
Stand to praise thy lovely name,  
For the friendships that were made here,  
For the dreams we dared to dream here,  
Kennesaw, we will cherish thee,  
Kennesaw, we will cherish thee.

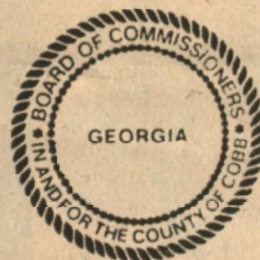
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To**

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**On Her Inauguration  
As  
President Of Kennesaw College!**

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Western District

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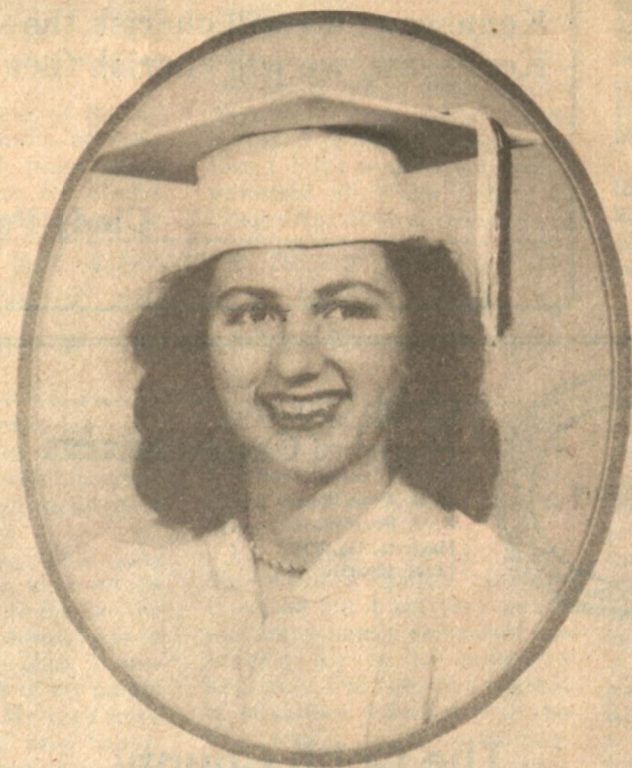


# The Odyssey Of Dr. Betty L. Siegel

## PROFILE

**Education:** A.A. from Cumberland Junior College, B.A. from Wake Forest, Masters of Education from Florida State University, and Phd. from Florida State University.

**Accomplishments:** Highest ranking woman administrator in Florida University System, co-author of a book, **Problem Situations in Teaching**, has served as special assistant to the president for affirmative action for the University of Florida, immediate past president of the Southern Council of Teacher Education of the Southern Association of State Colleges and Universities, served as an educational consultant for six states, first woman president in the history of Georgia University System.



Valeictorian of Cumberland High School, 1948.



Symposium 1982



KC's new president and successor to Dr. Horace Sturgis.

Photos by Tim Jackson and Bob Brooks



An informal chat with counselor Kathy Pollard.



David, 15, Dr. Siegel, Dr. Joel H. Siegel, and Michael, 14.



Dr. Siegel gives a high priority to her family and home.



Dr. Siegel also holds the distinction of being the family "Around-the-World" champ.



# Academics Keep Pace With Growing KC

PE Degree, Nursing, Computer Science, and Masters Degrees are all in the works

As Kennesaw College continues to expand number-wise, it will also grow academically both in number and quality of programs.

Dr. Eugene R. Huck, Dean of the College, is the man in charge of curriculum improvements at KC and he predicts the addition of several new programs here in the next few years. He stresses that the selection of any new program is by no means an arbitrary one. Five criteria must be met before a new major can be seriously proposed.

First, there must be sufficient student interest. Obviously, if no students apply for the major it all but ceases to exist.

Secondly, a qualified faculty must be either in place or obtainable at reasonable cost. Dean Huck personally feels that five is a reasonable minimum number.

The third requirement calls for library materials in quantity and quality to support the major.

Fourthly, there must be an adequate physical plant. This includes classroom space, laboratories, and special equipment, if needed.

Last, but not least, there must exist a market for graduates with that major. To determine this, says Dean Huck, a number of statistical reports are utilized. In addition, KC conducts its own feasibility survey, sending out questionnaires to employers to seek out critical area of need.

With these criteria in mind, several programs are being considered.

The outline for the proposed "Program of Study in Health and Physical Education leading to an Undesignated Bachelor of Science Degree" has been published. This program should enable students to earn a major in Health and Physical Education with a kindergarten through twelfth grade teaching certification. Also, it is unique in that it offers a non-teaching alternative to students who want to be come qualified Health and Physical Education specialists. Such specialists would be prepared to fill positions in business, industry, health, and service agencies. There are four areas of specialization from which to choose: Elementary Physical Education; Exercise Physiology; Health Education; and Sports Management. According to the outline the two major factors considered in assessing the need for this program were the employment opportunities available to graduates and student demand. Career opportunities are broad; this is reflected in the set-up of the program. Dean Huck adds, "We're anxious to get the P.E. academic program in place before we expand too much in extramural or intercollegiate athletics. Otherwise, it's the tail wagging the dog." He points out that KC

facilities are designed for an educational program rather than extramural activities. The program's proposed starting date is September, 1982.

Also proposed for this Fall is a Bachelor of Science in Nursing degree. The current degree leads to a R.N. also but is not as competitive in a field increasingly desiring nurses with a year degree. According to this program outline, the demand for nurses is expected to increase from 7-53 per cent by 1985 (depending on developments in the Health Care System.) This prediction is especially valid for the Atlanta area where the population is expected to rapidly grow. This program seeks to serve both registered nurses who want to continue their education as well as matriculating freshmen without previous nursing experience. Demand for a degree by the latter group is high at KC as shown by the admittance of 10 more than capacity in the Fall, 1981 quarter. Thirty were denied admission at that time nonetheless.

Other reasons KC can be considered a desirable candidate for a BSN include its geographic location, reputation for academic excellence, faculty qualifications, and the available facilities, including the many area hospitals. Concerning the proposed BSN, Dean relates that it is virtually impossible to get through the current 2-year program in two years. Many students need to take 3 years, so intensive and rigorous is this program, yet the 4-year program does carry greater credibility.

The problems associated with the BSN include expense such as the hiring of new faculty.

Computer Science "is a hot item" says the Dean. But this much desired program is at a standstill at the present because all of the 5 necessary criteria cannot be met. Although there is a very high student demand and an exceptionally favorable market for graduates, it will be difficult to hire faculty at a reasonable cost, and library materials are limited as are the

physical assets needed. At this time, it is unknown when this much sought after program will be in place.

Just as programs are added, some can be deleted if interest in them wanes. At KC, the 2-year Criminal Justice degree is being phased out for this reason. Although several years ago there was a demand for majors in this field, recently classes have become hard to fill as demand has dropped. In a year, this program will be concluded.

As for new individual courses, Dean Huck says they are researched in a similar way to majors, only on a smaller scale. There must be interest and usually a new course requires the deletion of an old course in that subject. There is a restriction also, on the number of courses that can be offered in a non-major subject; 29 hours is the maximum. The new catalog coming out next month will list the revised course offerings.

Other academic developments involve honor societies. Presently, the College boasts honor fraternities for English, Sigma Tau Delta, Music, Sigma Alpha Iota, and most recently, history, Phi Alpha Theta.

Dean Huck predicts more such fraternities in the future and believes that each discipline will want this. Also, honor classes will probably be offered in several subjects including English and Math. The Dean stresses that the reputation of one's degree is important, adding that these things contribute to its value.

What about graduate degrees at KC? The first logical masters program, Dean Huck believes, is a Masters in Education. He bases this assumption on the fact that in Cobb County and Marietta alone there are approximately 2300 public school teachers. Most of these do not have masters, he says. Therefore, because Georgia law requires that all teachers in public schools have masters by 1985 and that those with masters need graduate courses periodically to remain certified, the demand is there for such a program here.

If all facets can be worked out, the program can start in the fall of 1983. The Dean points out that there is such a masters at Georgia State less than an hours drive from campus. However, most senior colleges offer this

and the Cobb area should produce plenty of candidates for the degree.

When asked about the possibility of an advanced business degree, Dean Huck is less certain. Even though 60 per cent of 1981 graduates were business majors, the future of such a degree is very hazy. Georgia State has a fine business school and the need in the Cobb County area has not been fully assessed.

In conclusion, Dean Huck claims that the College attracts a good quality student interested in their studies. He fully intends to give them their money's worth.



Members of Cobb County Chamber of Commerce dine at Early Bird Breakfast.

Photos by Gail W. Cowart

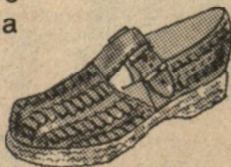
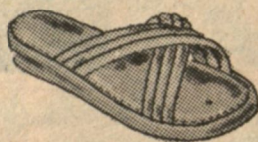


Student leader Ken Bass presents Balloons to Cindy Parks, author of new lyrics to KC's alma mater. Photos by Gail W. Cowart

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## Inauguration '82

This special edition of the **SENTINEL** HAS BEEN PRESENTED BY THE Student Sub-Committee of the Presidential Inauguration Committee and the **SENTINEL** supplement staff.

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"Knowledge  
With  
Commitment."



# TOMORROW, TOMORROW, TOMORROW

**"Our major goal is to be a fully functioning, exciting, dynamic four year college with all the vigor and vitality of a four year college".**

"Our major goal is to be a fully functioning, exciting, dynamic four year college with all of the vigor and vitality of a four year college," says Dr. Betty L. Siegel, President of Kennesaw College. "We are building on good sound traditions, and we owe a debt of allegiance to the charter members of this college as well as to the charter President, but we are now advancing to the next stage of development," continues Dr. Siegel.

"Obviously we are already a strong liberal arts college, which is reflected in our nursing scores, Regent's scores, education major's CRT scores, and our business majors' exam scores which are above the national average. Specifically we need to enhance our regular offerings," Dr. Siegel further states.

When asked how Kennesaw plans to institute this growth, Dr. Siegel replied, "Colleges reflect ebb and flow just as

other institutions do--there's a time to build, there's a time to consolidate your growth, there's a time yet again to build. I think a school like Kennesaw has its good reputation built on good solid underpinnings, but now we can look to the program growth." She further says, "One of the things I would like to see us do is to institute a four year nursing program; maybe, we will develop a viable masters program in education."

Dr. Siegel is firm in her belief that Kennesaw's sister colleges, Georgia State and West Georgia, have excellent masters programs. She thinks Kennesaw must ask the question, "Are there some things that we might do that would be different enough from what they do that would not threaten the integrity or the composition of their programs but would enable us to be attentive to what is needed in this area? Perhaps a masters in business. These colleges have fine programs in

business, but are there some things that we might do that would supplement and not substitute for their programs?" "We need to look closely into the data processing area; there seems to be a dynamic need in this area. We need to build in the area of the fine arts, perhaps dance and drama. Maybe move in the direction of extra-mural and perhaps later some competitive athletics," continues Dr. Siegel. She further states, "I just think these things would round out a good college that makes us give a quality of life for students in a number of dimensions. I don't think those are unrealistic goals."

"Kennesaw College is in a tremendous pattern of growth. This spring enrollment is up approximately fifteen percent from last year," Dr. Siegel says. "As we grow and as our student base becomes broader and broader, as we pull from further and further, we will all need to

be attentive to how we improve the range of our professional offerings and how we can make life more interesting and more inviting to our students who come to us across a life-span. We already have good faculty in place and quality students who are well motivated and want to come to professional and personal development."

Another area in which Dr. Siegel and her staff are vitally interested is the non-credit students. There are approximately five thousand students who take advantage of Kennesaw's non-credit programs. According to the President, "That is just the tip of the iceberg. We must be more attentive to these students. We want to touch these students in such a manner so they will have a good experience and feel good about college and themselves." Dr. Siegel continues, "That is a big thrust of what I am about and what my staff is about. We want to couple strong intellectual growth with the academic world with a strong non-credit delivery system for all circles. We provide a kind of environment on the campus that is more attentive to what

students need and want with a variety of activities for them then you add a rather exciting new view of yourself in a high self-esteem way."

Kennesaw faculty is involved in an innovative "View of the Future" program with Dr. Helen Ridley as its chairman. According to Dr. Siegel, there are four questions being asked of the entire faculty over a one year period. These four questions are: 1. What should be our vision of the future? 2. What should be the best learning, teaching environment possible? 3. What are the publics we should serve? 4. How can we be more flexible in our curriculum and administration? At the end of the year the faculty will compile all answers and suggestions to work on short term and long term goals.

Dr. Siegel confidently sums up her View of the Future with this dynamic statement, "We will build on our strengths and reputation as one of the best colleges in the state system and grow in size, programs, and responsiveness to the community we serve."

## Students Are the Future at KC!

Just as a college shapes students, those students in turn shape that college. Kennesaw College is no exception. Of interest to everyone involved with Kennesaw is the evolving of this symbiotic relationship and the crux of it - student's present and future.

The task of building and maintaining a student body of promise is delegated to many dedicated people at Kennesaw College from President Betty Siegel on down.

Currently, Kennesaw students claim a wide variety of backgrounds. Along with the traditional 18-21 year-old students, the college boasts a large population of older students returning to school after a significant absence. Three-fourths of the students hold down either full or part-time jobs while working toward their degrees. Many international students lend depth to the campus. In short, KC is fortunate to have a serious, hard-working student body.

However, Kennesaw is not content to rest on its laurels. Ideas are rapidly coming forth from people all over campus for improving the status and success of the college further. Working from a very comprehensive perspective is a task force of the Publics We Serve Committee known as "recruitment: Process and Procedures" chaired by Ross Young. According to Mr. Young, this task force will set in motion a planning mechanism, the function of which is to improve p.m. recruitment strategy from various publics the college serves in the metro-Atlanta area. This represents the first step towards a systematic approach for recruitment. Several faculty

discussions have already taken place in an effort to solidify this goal.

The admissions Office is at the forefront of recruiting effort and also believes strongly in KC's ability to remain attractive to prospective students. Tom Rogers, Director of admissions, insists that KC is "here to all students of the community. Their taxes are paying for it." According to Mr. Rogers, who has served KC since its inception 15 years ago, the people of the community started the college, contributing much of the needed funding. But he is not dwelling in the past. "Our future is before us," he enthusiastically attests. He believes that students of the future will find Kennesaw a prime choice for many of the same reasons present students have chosen KC: small classes, qualified instructors (with no student teachers), the exceptionally low price, a good student body, a good campus environment with no crime to speak of, physical availability, and academic reputation including "one of the finest libraries in North Georgia." In addition, as more programs of study are added, more students will find KC a very attractive alternative.

Other assets that might be available in the future, says Mr. Rogers, include an expanded co-op program, Saturday classes, better policies on credit by exam, CLEP, and advanced placement, honors classes, and independent study. The latter two are especially attractive to academically talented students.

Mr. Rogers' colleague, Joe De Cristoforo, in his capacity as Assistant Director of Admissions, attends to the everyday nittygritty work of an

admissions officer. Along with Diane Sackeyfio, Assistant Director, Jim Dale, Coordinator of Veteran Affairs, Carl Johnson, an Assistant Professor, and Mr. Rogers, he travels many a Mile selling KC. Mr. De Cristoforo says that in the past, KC has tried to attract any students meeting basic admission requirements. A student had to have a high school diploma and a GPA of 1.8 or a verbal SAT score of 250 or a math SAT score of 280 (any one of the last three). The admission policy has been basically open door. This is still the policy but recruiting efforts do not ignore students of academic promise.

One recruiting strategy involves PROBE, which is a vehicle to bring high school students, their counselors, and admissions officers together, usually at malls such as Cumberland. PROBE is valuable in getting information out about the college to a large number of people, a real necessity for a college as young as KC.

The Admissions Officers also work directly with business and industry to recruit sincere students of mature values and direction. Mr. DeCristoforo relates his "red carpet" treatment at Lockheed recently as an example of the interest such industries have in educating their employees better. He was able to talk to over 80 people there and is much encouraged by this success.

The staff also visits area high schools directly. To assist in all of these recruiting efforts, Mr. DeCristoforo proudly pointed out that the Office has recently acquired a new 8-foot portable exhibit station on which to attractively display pictures of the College, programs of study, and

other information.

Dr. Betty Siegel, President of the College, is unable to conceal her exuberant optimism concerning the future of KC and its students. "The mood is up," she exclaims. She is brimming with ideas about attracting and keeping students. She says that "we already have an academically oriented student who wants to come here." But she concedes the KC needs to be more assertive in recruiting, predicting that "students will increasingly come from a wider base than they do now...from here to Dalton." She continues, "Working students will continue to come" so we will "be more attentive to students wanting business degrees."

Another group KC hopes to attract are the Cobb County freshmen who were top students in high school and want to attend college close to home. The economy will indicate this, Dr. Siegel adds. More effort will be made to recruit minorities. International students will be sought, especially considering the International Cultural Center for which Cobb County is striving for. These students add "cultural charisma" which is valuable for all of us. She points to the new thrust in international law and business, too.

One population not tapped, she thinks, is the woman not working outside of the home. Kennesaw has something to offer this group, Dr. Siegel strongly emphasises.

What type of student will NOT be found in abundance on the Kennesaw campus of the future? Those interested in engineering and vocational training will not find green pastures here. Neither will the student whose major interest is

in major collegiate sports since KC has no plans for sports programs of this magnitude. This concerns few folks, if any, on campus. KC hopes to enhance its reputation by attracting good students. Can KC reciprocate by providing her graduates with the needed clout in the job market? Dr. Siegel knows that "industry already thinks highly of our students. Interest will increase in the future." Also, the college is working hard for a better governmental and industrial liaison.

Dr. Siegel's optimism is shared by Deborah Waller, Director of placement. Kennesaw currently has an excellent reputation among prospective employers, most of which are service oriented industries. She proudly told about her visit to IBM; the recruiter knew about KC scoring number one on the Regent's Test again! Overall, recruiters are impressed with KC's high academic level, giving us an edge in these economically bad times.

The future, Ms. Waller predicts, is no less rosy. There will be more campus recruitment when the recession lifts emphasis in the Atlanta area is being placed on data processing and computer science. Also, the greater quantity of graduates in itself will attract more employers. The Placement Office plans to fully utilize their additional space in the old library for all the new attention coming their way.

The school has grown steadily for 15 years at a rate of 7 to 10 per cent; it is projected to exceed 5000 students by 1985. If there is anyone on campus not brimming with optimism concerning Kennesaw College's future, he is yet to be found!



# HIGHLIGHTS

## Lollipops Concert

The Cobb Community Symphony Orchestra's "Lollipops Concert" was held in the gym, Sunday, April 18. Admission was free.

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## Poetry Reading

Poetry reading by Dr. Betty Siegel and Dr. David Jones, was offered to the public on April 8 on campus. Selections included "The Death of the Hired Man" by Robert Frost, "The Woman on 142" by James Thurber.

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## Inauguration and Reception

The Month of Celebration will be concluded with its star event, the inauguration of Dr. Betty Siegel on April 30th in the gym at 10:30 a.m. A reception follows in the Student Center. The public is invited to attend both events.

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## Library Exhibit

In recognition of National Library Week, April 18-23, the KC library exhibited a rare book collection donated by Mr. Fred Bentley, Sr. The collection consisted of first editions primarily of American and British authors. Mr. Bentley also lectured on collecting rare books.

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## Faculty Art

From April 18th until the end of the month, art by the KC art faculty will be on display in the library. Faculty members Thomson Salter, Barbara Swindell, and Olleen Williams are showing paintings, sculpture, and drawings.

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## Pre-Inaugural Assembly

A pre-inaugural assembly was held on April 12th for evening students and April 13th for day students. Both assemblies were addressed by Dr. Siegel. Dr. Cary Turner gave a preview of upcoming inaugural activities, Dr. Virginia Hinton displayed the academic gowns, and the Alma Mater was sung for the first time.

## "Play It Again, Sam"

Woody Allen's "Play It Again, Sam" was performed April 24th and 25th at KC's Student Center, in honor of Dr. Siegel. The play, presented by Cultural Affairs, starred the cast of the Socc and Buskin Players and was directed by Elliot Hill.

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## Open House

Taking place April 18th, the Kennesaw College Open House was organized by Dr. Fred Roach. Campus clubs and organization set up displays of their purpose and activities. Guided tours were given to the public.

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## Student Car Wash

Car washes have been held on campus, sponsored by the Student Subcommittee of the Inauguration Committee. The last one takes place this Tuesday, the 27th from 11 to 2 p.m. at the Student Center parking lot. Proceeds from the \$1.25 price per vehicle go toward the purchase of a gift for the college.

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## Cobb Symposium '82

This year's theme was "Can Free Enterprise Survive?" The first night's lecture, held April 1, was at the Civic Center in Marietta. On April 2, it took place in the Gym in the morning, wrapping up at the Roswell Street Baptist Church that evening.

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## Health Fair

The annual Health Fair took place April 21st in the Student Center on campus. Tests offered included those for anemia, glaucoma, vision, blood pressure, height & weight, feet, and oral health all of which were free. A blood chemistry analysis was available at an added cost of \$8.

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## Indian Art Exhibit

The private contemporary Indian art collection of Mr. and Mrs. Clarence Rogers was shown at the KC library from April 1 'til April 16. The display was primarily paintings but included some baskets.



# SENTINEL

Special Inaugural Edition

Cover Photo By Tim Jackson