

Celebrating Our Past

Building On Success

Inspiring Our Future

KENNESAW STATE UNIVERSITY

COMMEMORATING



35

YEARS OF HISTORY



**Associate Vice President
for External Affairs
and University Relations:
Gordon A. Harrison**

**Director of
University Relations:
Annette Hannon Lee**

**Copywriter/Editor:
Lorraine Murray**

**Art Director:
Jeanne Sperry**

**Contributing Editor:
Betsy Robertson**

**Contributing Writers:
Diane Payne
Claudine Williams**

**Photography:
Mimi Fittipaldi**

**Intern:
Margaret Robbins**

HONORING SERVICE IN OUR 35TH YEAR

By President Betty L. Siegel

Celebrating Our Past

This publication celebrates our university's many accomplishments throughout our 35 years of service to the community. As we celebrate during the coming months, we must recognize that this university is more than a litany of impressive accomplishments.

We are more than our facilities, more than our honors and our many successes. We are, first and foremost, a learning community dedicated to making a difference in the lives of thousands of students and community members throughout our region.

This is why we have named this 35th year the "Year of Honoring Service." It is to honor the many examples of community service that have been the bedrock of our university since its founding. In concert, the faculty, staff, students, trustees and donors have created a university that is known for its commitment to civic engagement. Service must be the stance of a university of great character, and this is our hallmark.

I remember reading that Kennesaw Junior College's first faculty and staff members were so anxious to see the campus completed for the opening of school back in the fall of 1966 that some of them actually took tools in hand to help finish the job themselves. They moved furniture, washed windows, installed light bulbs — some even paved concrete and laid bricks. It's instructive to think about their example — what it says about duty, about service, about community. Show me an institute of higher education where a professor or administrator takes trowel in hand, and I'll show you a visionary learning community.



President Betty L. Siegel

"During our 35 years, we have grown not only in size, but also in stature, in sophistication, in selectivity and in spirit."

REMEMBERING

B U I L D I N G

Building on Success

I came to Kennesaw in 1981, almost exactly halfway through its 35 years. In my inaugural speech I made a point of calling for a commitment from each of us to move beyond what the Southern novelist Walker Percy calls the “two-percent self”: “A person nowadays is two percent himself. And to arrive at a diagnosis is already to have anticipated the cure: How to restore the ninety-eight percent?” (*The Second Coming*). This question is another way of rousing yourself to action and discovering how you can be most fully present in your life — in family, in work, in community. It’s a question I put to myself often as an impetus to change.

Throughout my tenure at KSU, I’ve been proud to work with so many people who have restored — or perhaps had never lost — that ninety-eight percent. They demonstrated this fact daily with their contributions to our learning community. Think about the amazing growth in our enrollment since 1981. Think about the increasing number of undergraduate and graduate degrees we offer. Consider the exciting initiatives we’ve created over these last years: the Freshman and Senior Year Experience courses, the Honors and Joint Enrollment Honors programs, the Center for Excellence in Teaching and Learning, the expanding international programs. Think about our campuswide commitment to diversity. Look at pictures of the campus from 1966 or 1981 or even 1995, and then look around us today.

In this last year, continuing to expand upon the “New View of the Future” and its follow-up, “Values in a Learning Community,” we have again exceeded our already high expectations. A few highlights from the last twelve months include: the Summit on Diversity, the new Office of Institutional Technology, the Service Learning Task Force, the Dialogue on Race, the STARS program, the Center for Industrial Collaboration. We dedicated the beautiful Legacy Gazebo to honor our retirees. The Coles College of Business won national recognition for its entrepreneurship program. The “Year of the Arts” brought unprecedented visibility to our campus, as we signaled our role as the leading advocate for the arts in Northwest Georgia. The list goes on and on.

As with any anniversary, this is a time to reflect on where we have been. As you can see, it is clear that we have done quite well. We have created a university that is known for growth, for quality and for a dedicated faculty committed to the centrality of teaching. We must be careful, however. If we find ourselves immersed too deeply in the past, we are in danger of losing the momentum that creates the future. This momentum arises out of the past but also transcends it. This is what a great university is about: transcendence. Great artists never rest on their laurels; nor should a university. Instead, we must seize the energy of past accomplishments to shape a vibrant and ever-evolving future.

Inspiring Our Future

We are blessed to be working with people who share a dynamic vision for higher education, as well as an entrepreneurial spirit. And we should always be grateful to be serving such a diverse and inspiring student body. At that inaugural address back in 1981, I also asked everyone to keep faith in the personal belief that our profession matters. Surely we all know this, but we must strive always to act on that belief. In discussing the life of the educator, J.D. Salinger writes that “all we do our whole lives is go from one little piece of holy ground to the next.” There are several possible meanings, of course, to that phrase “holy ground.” For me such ground is defined by quality interactions with our students and far-reaching service to our community.

With the new millennium approaching, this is an appropriate time to reflect on our direction. We want to shape a future that is truly inspired. In creating this future, we must be proactive. We must be careful not to let the past put a limit on our imaginations; instead, we must create a vision that exceeds the confines of the past and present. It is too easy to congratulate ourselves on our successes; now is the time to embrace a new vision for tomorrow.

This vision must be the outgrowth of strategic planning. As we examine the tremendous growth in programs and facilities on our campus, we must stay true to our noble vision of an innovative, inviting, interactive institution. During our 35 years, we have grown not only in size, but also in stature, in sophistication, in selectivity and in spirit. We’ve grown by adding important areas of specialization, and by expanding our philosophy of service. We have accomplished this growth through careful and strategic planning. Although our triumphs are certainly impressive, it is vital that we realize that the way things fit together — the big, overall plan — matters so much more than the individual accomplishments.

This means that we must continue our work to ensure student success, to take a leading role in supporting diversity, to make KSU a leader in technology and to nurture the spirit of collaboration. It means expanding our focus on the “five-P” approach to school transformation: people, policies, processes, programs and places. If we provide leadership and innovation in each of these areas, then surely we will take our success to an even higher level. Just as a traveler on a journey must always be aware of the road ahead, so must a university. The road may have many twists and turns, but with the vision provided by our faculty, staff, students, alumni, trustees and donors, we can be assured that we will reach our destination.

As always, our movement into this exciting future will be an effort of the whole university, as we marshal our best resources to create positive change on our campus and throughout this region. I can think of no better way to signal our continuing mission as a university, nor can I think of a more appropriate tribute to those first days of Kennesaw Junior College.

Thirty-five years now, and the best is yet to come for Kennesaw State University!

“We are, first and foremost, a learning community dedicated to making a difference in the lives of the thousands of students and community members throughout our region.”



Dr. Horace W. Sturgis became president of the new junior college in 1965.

CELEBRATING

OCTOBER 1963
State Board of Regents approves creation of junior college in Cobb County

JULY 1965
Dr. Horace W. Sturgis becomes college's first president

AUGUST 1965
Regents approve the name Kennesaw Junior College

CELEBRATING OUR PAST

Happy birthday, KJC

Kennesaw Junior College was born on Oct. 9, 1963, when the Georgia Board of Regents decided to create a new junior college in Cobb County. The population of college-aged residents was skyrocketing in Georgia, as baby boomers were reaching maturity nationwide.

Seeking greener pastures

With the groundbreaking for the new college slated for November 1964, the Regents asked Dr. Horace W. Sturgis, then associate registrar at the Georgia Institute of Technology, to serve as president. Dr. Sturgis decided to take his wife, Sue, to visit the site of the future campus, which formerly had been a farm owned by J. Steve Frey, Sr. "We located a little signpost in the ground, oh, about 18 inches long," Sturgis recalled. "It said, 'Future Site of Junior College.' No name. Just a college.... But the actual land around that was all trees; there were cattle grazing in the fields — this was a pasture."

A college by any other name...

No faculty, no students, no buildings — no name. That could have been Dr. Sturgis' mantra on July 1, 1965, as he assumed the presidency of the junior college. As he was ordering stationery, he thought "Marietta College" had a nice ring to it — but that moniker caused a stir among those who didn't want the college identified strictly with Marietta. As a compromise, he suggested "Kennesaw Junior College," figuring that Kennesaw Mountain was a prominent Cobb County landmark. The name soon was approved by the Board of Regents.

A yellow jacket and a 'dawg'

Choosing school colors and a mascot were early decisions on the new president's agenda. He decided on black and gold — black from the University of Georgia and gold from Georgia Tech. The owl became the college's mascot because of its association with wisdom. In the 1990s, the Fighting Owls and the Lady Owls athletic teams have achieved national recognition.

Opening day

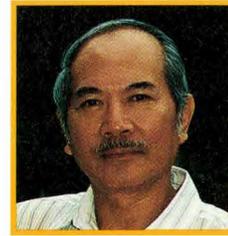
Kennesaw Junior College opened its doors to students in September 1966, with most classes held in spare classrooms on the Southern Institute of Technology campus. A total of 1,014 students registered that first fall quarter. Today, enrollment at KSU is nearly 13,000.

SEPTEMBER 1966
1,014 students begin attending classes in borrowed classrooms in Marietta

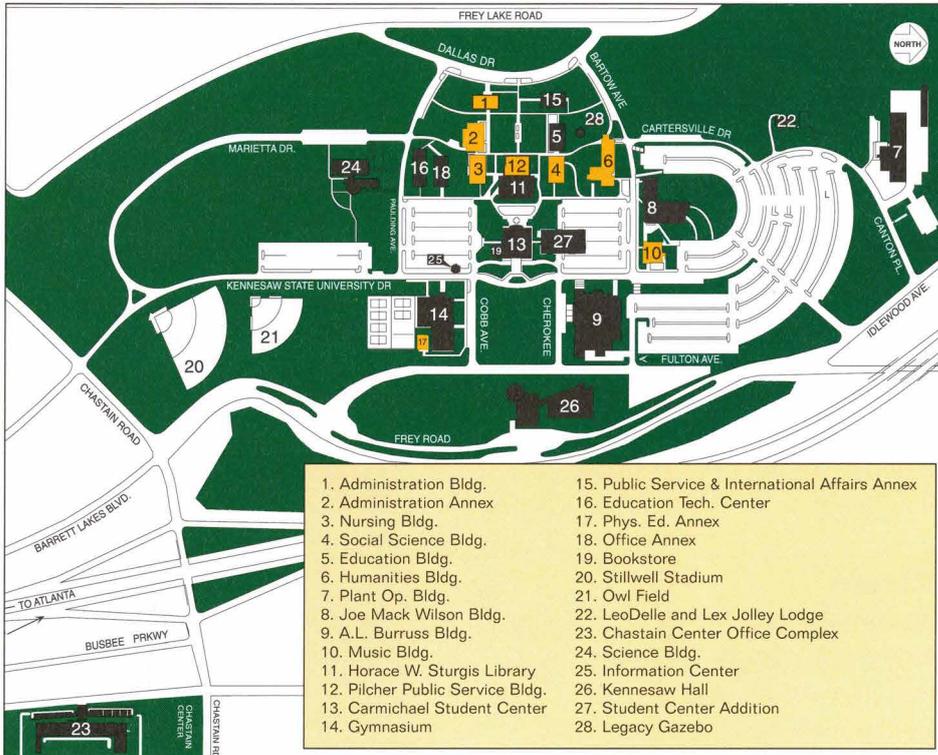
JANUARY 1967
First classes held on new campus

1969
Kennesaw Junior College Foundation organized

JUNE 1967
First graduating class consists of five students receiving Associate of Arts degrees



GROWING A DYNAMIC CAMPUS



On Jan. 9, 1967, the college started winter quarter on the new campus. Shown above on a 1998 map in gold are the original 1967- 68 buildings: Science (3), now renovated to become Nursing; Humanities (6); Student Services (2), now the Administration Annex; Administration (1); Maintenance Service (10), remodeled as Music; Social Science (4); Library (12), renovated as Pilcher Public Service; and Physical Education (17).

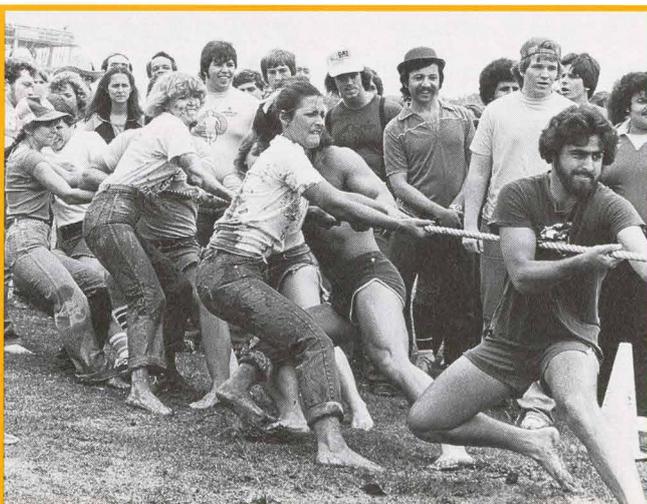
"We had only a few buildings here when we started and the trees were just babies, not tall as me. But now, because of Dr. Siegel's leadership, we have several buildings on campus and plans for others...."

"I was so young when I first came here. The thing I remember most is that we were all like family. It came to a point that I would miss being here during vacations... We were all very close. Because of that, going to retirement parties is always bittersweet.

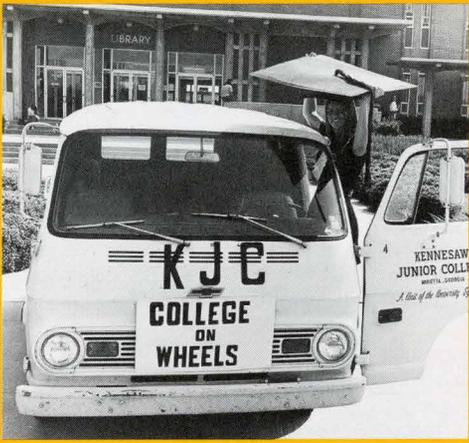
"I'm glad to see my friends move on into this part of life, but then I also hate to see them leave. Sometimes people just don't appreciate the past. They ignore it and call it history. I disagree. I believe that the past contains a lot of treasured memories and I hope to carry those memories with me into the future.

"When you plant the garden, the plants can grow by themselves. You don't want to just leave the garden. You want to stay with it and watch it flourish. Sometimes you start with something and you want to see it grow. It gives you a real impression to stay. I love this institution. You see, it keeps on growing and flourishing."

Micah Chan, Ph. D.
Charter Faculty Member
Associate Professor of
Decision Sciences



A day of outdoor fun for students, now known as KSU Day, is an annual tradition dating back to 1968.



APRIL 1976
Regents grant
KJC four-year
status

1977
"Junior" dropped
from college's name
Alumni Association
organized

JUNE 1980
First baccalaureate
degrees awarded to
70 students

1980
Kennesaw College
accredited by the
Southern Association
of Colleges and Schools

Continuing Education courses were offered in Cartersville, Roswell, Dallas and Cobb County locations in the early '70s.

Looking ahead

"When are we going to become a senior college?" was one of the first questions community leaders asked Dr. Sturgis. Envisioning the college offering bachelor's and master's degrees someday, the administration recruited faculty with doctoral degrees and encouraged faculty without Ph.D.s to complete their graduate work.

Realizing the dream

In 1977, thanks to the efforts of administrators, students, faculty, staff and community leaders, "junior" was dropped from the college's name after the Board of Regents granted the college four-year status in 1976. Kennesaw College awarded its first bachelor's degrees — to 70 students — in June 1980.

Bidding farewell to Dr. Sturgis

The college's conversion to a four-year institution was a major accomplishment of Dr. Sturgis' administration. With the assistance of Fred Bentley, who remains a KSU trustee today, Dr. Sturgis organized the Kennesaw Junior College Foundation in 1969 and the Alumni Association in 1977. In 1981, after a successful accreditation visit from the Southern Association of Colleges and Schools and with the new library nearly completed, Dr. Sturgis retired. After his death in 1990, the college honored his memory by naming the library for him.



"President Sturgis' door was always open to students, and he somehow managed to be everywhere on campus. He was so accessible, so distinguished and always went out of his way to speak to students.

"Back then (in the late '70s), we really got to know our professors, and we were definitely not just a face in the crowd. And because of the faculty members' reputations for excellent teaching, you knew that if you didn't get the professor you wanted for a class, you were bound to get a really good instructor, no matter what.

"Today Kennesaw State has maintained the quality of education it achieved when it was much smaller. It's great that there's a lot of faculty stability at KSU. You don't find that everywhere."

Lenora Lewis, a member of the first class to graduate with bachelor's degrees in 1980. She returned to Kennesaw State for her post-baccalaureate teacher's certification in science in the late '80s.



President Siegel and husband Joel dancing the night away at the Inaugural Ball in 1981.

MARCH 1981
Charter President
Horace W. Sturgis retires

SEPTEMBER 1981
Dr. Betty L. Siegel becomes president
Enrollment stands at 4,200



History in the making

"Welcome, Dr. Betty Siegel" proclaimed the sign on campus when Dr. Betty L. Siegel first arrived in 1981 to become president of Kennesaw College. Dr. Siegel made history as the first woman to head a public college in Georgia. Upon her arrival on campus, she devoted herself to building a contemporary college with graduate degrees.

"When I first came here, seven buildings had been built and the campus was just red clay. The gym was still under construction. The college had 1,000 students, and there were probably less than 100 employees. It was just a junior college. Everyone was enthusiastic. It was a new experience.

"In 1980, we had a record enrollment of about 4,000 students. And when we added the junior and senior classes and became a four-year college, that changed the ball of wax. We're a much more solid educational institution because we have more degrees, more programs, more students.

"I love the students and their devotion to college life. I like the faculty and staff, because to me they're a great group of individuals who really take a lot of pride in the institution and make the support the community has given Kennesaw State.

"I think the challenge for the future is going to be success in gaining funding for the proposed master campus plan. There are only two things that have limited Kennesaw State — shortage of facilities and shortage of adequate funding compared to other institutions in the system.

"But I see a bright future for Kennesaw State, because it's got good people, it's got good students and it does an excellent job in educating students."

Roger Hopkins
Charter Administrator
Former Vice President for
Business & Finance
(Retired 1995)

An inviting style in education

Dr. Betty L. Siegel promotes an invitational style in education, which involves creating an open and welcoming atmosphere for a diverse population of students. Some examples of her commitment are:

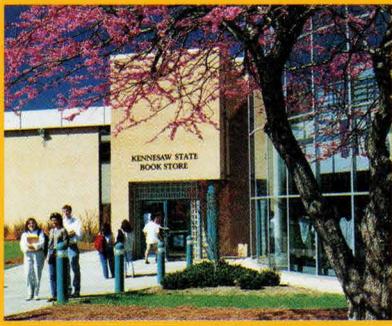
- The Freshman Year Experience
- The Senior Year Experience
- Counseling and Advising Program Services Center
- Career Services Center
- Student Development Center
- The Center for Excellence in Teaching and Learning
- The International Center
- Center for Health Promotion and Wellness
- Division of Student Success and Enrollment Services
- Honors and Joint Enrollment Honors Programs
- Summit on Diversity

Cheering for the home team

The college began its award-winning athletics program in 1982 and joined the National Collegiate Athletic Association in the mid-1990s, competing in Division II. During the 1995-96 academic year, the baseball and softball teams won the NCAA Division II national championships. Kennesaw State became only the second Division I or II member in NCAA history to win both titles in the same season.



President Siegel unveils the Fighting Owl athletic mascot in 1982.



With enrollment skyrocketing, the bookstore was expanded in 1994 to meet the growing demands of students.

SEPTEMBER 1985

First graduate programs added — in business administration and education

FALL 1988

A.L. Burruss Institute of Public Service opens

1988-1989

KSC toasts 25th anniversary with year-long Silver Jubilee celebration



BUILDING ON OUR SUCCESS

Growing trends

The first decade of Dr. Siegel's leadership was marked by tremendous growth. In fall 1981, enrollment stood at 4,200. Nine years later, in 1990, it had more than doubled, topping 10,000 for the first time. That same year, Dr. Siegel was included in Georgia Trend's survey of the 100 most influential Georgians. The magazine praised her efforts to increase enrollment while maintaining a strict standard of quality. "Dr. Siegel's influence in higher education seems likely to grow," said the editors. She was included in the list again in 1992.

By leaps and bounds

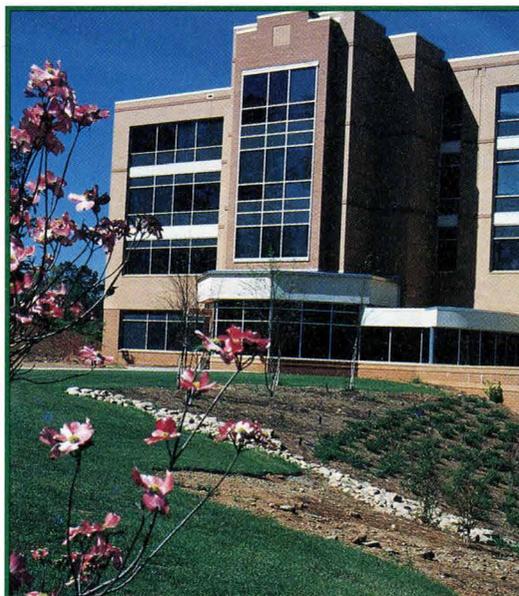
Campus improvements in the past decade have included:

- Joe Mack Wilson Building (1989)
- A.L. Burruss Building (1991)
- LeoDelle and Lex Jolley Lodge (1993)
- KSU Bookstore (1994)
- Science Building (1996)
- Renovation of Applied Science Building (1998)
- Kennesaw Hall (to be completed in 1999)
- Student Center Addition (to be completed in 1999)

Future construction planned:

- Visual Arts Building
- KSU Concert Hall
- Campus Services Building

BUILDING



KSU added a \$15 million Science Building to house the College of Science and Mathematics in 1996.

"When the campus opened (Jan. '67)... all the facilities were nice and new....It was very personable, a friendly atmosphere. Everybody knew everybody. The student center was located in what's now the Administration Annex and we had a cafeteria there.... Sometimes when the ladies would bake cookies, they would call around and tell the secretaries, 'The chocolate chips just came out of the oven!' And everyone would take a break and go get a hot chocolate chip cookie. That's what a family we were back then.

"These were the days before I-75, of course, and our biggest challenge was giving directions to those who called... there weren't many signs. We'd tell them, 'Go about a mile and a half and you'll see a little red house on the corner. The next street to the right, you turn and go until the road forks.' The interstate is probably the thing that made the biggest difference in our growth back then."

Linda Arnett
 Charter Staff Employee
 Administrative Coordinator
 Division of Continuing Education

1989

U.S. News & World Report praises Kennesaw State as "a rising star of American higher education"

1990

Fall-quarter enrollment tops 10,000

1993

MBA for Experienced Professionals launched

1994

Coles School of Business accredited by American Association of Collegiate Schools of Business
Teacher education programs reaccredited by National Council for the Accreditation of Teacher Education
School of Business is named for Foundation Trustee Michael J. Coles

Benchmarks of success

Kennesaw State was spotlighted in "Searching for Academic Excellence" in 1986 as one of 20 colleges and universities in the nation "on the move." Then U.S. News and World Report described the college as "a rising star of American higher education" in its 1989 annual guide to "America's Best Colleges." In 1990, KSU again was applauded by the magazine. In 1996 and 1997, Success magazine listed the Michael J. Coles College of Business as one of the nation's "Top 10 Up-and-Comers" in its report on "The 25 Best Business Schools for Entrepreneurs." In 1998, KSU's entrepreneurship program outranked similar programs at every other Georgia university on U.S. News & World Report's "Best Graduate Schools" college rankings list and was chosen as the premier model for teaching undergraduate students the principles of business enterprise by the U.S. Association of Small Business and Entrepreneurship.

Achieving university status

In 1988, the word "state" was added to the college's name to underscore that it was a four-year institution in the University System of Georgia. Then, on June 12, 1996, the good news from the Board of Regents was circulated on campus via e-mail from the president's office: "It's official! We're a university!"

Friends in deed: private gifts to the university

Since 1981, the KSU Foundation's assets have grown from \$70,000 to \$8.4 million. During that time, private gifts to the university have resulted in:

- Naming the Howard Logan Stillwell Theater
- Creating the Mary and Jack Dinos Chair of Private Enterprise
- Establishing the W.C. Clary Distinguished Lecture Series
- Creating the Bentley Rare Book Room
- Constructing the LeoDelle and Lex Jolley Lodge
- Naming the Michael J. Coles College of Business
- Naming the Leland and Clarice C. Bagwell College of Education
- Lighting the softball and baseball fields
- Naming the Gertrude Richardson Stillwell Stadium
- The Wachovia Chair of Family Business
- The Irwin Zaban Entrepreneurial prize
- The Tony and Jack Dinos Chair of Entrepreneurial Management
- The Glenn Hollingsworth, Jr. Endowed Memorial Scholarship

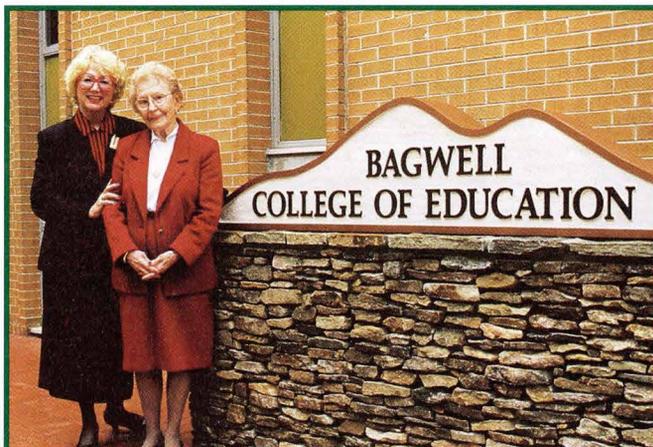


"I came to Kennesaw Junior College in June of 1971. Although I was born and raised here in Cobb County, I did not even know that Kennesaw Junior College existed. It was foreign to me. It think that it was that way because I was a minority.

"When I did learn about KJC, it was completely by accident....A friend of my mother's found out they were looking for minorities to work for KJC. The school was starting the higher education achievement program for disadvantaged youths and was looking for a minority secretary... At the time the secretary of Dr. Carol Martin, dean of student affairs, was leaving her position...

"I started here on June 3, 1971. Everyone was extremely nice. They were as curious about me as I was about them. I stayed because of the people I worked with and for, especially Roger E. Hopkins, the vice president for business and finance. It was just a very small close-knit family."

**Terri Thomas
Administrative Secretary
First Black Staff Member**



President Siegel and KSU Foundation Trustee Clarice Bagwell in front of the Bagwell College of Education, named in honor of Mrs. Bagwell and her late husband, Leland. In 1997 the Bagwell family gave KSU the largest gift in its history.



The Master of Science in Nursing degree was launched in 1996. One hundred percent of the first graduates passed their State Board exams.

1996

KSC becomes Kennesaw State University
The schools of arts, humanities and social sciences; business; education; and science and mathematics are renamed as colleges
KSU is reaccredited by the Southern Association of Colleges and Schools

Setting their sights high: KSU students

More than 90 percent of KSU nursing graduates of the past decade have passed the state licensing exam on their first attempt. In comparison with other public universities in Georgia, KSU also boasts the highest number of accounting graduates passing the CPA exam on their initial try. KSU teacher education graduates have led the state in the passing rate on the Teacher Certification Exam. In spring 1996, Kennesaw State's Model League of Arab States won the "outstanding delegation" national award in competition with teams from 21 other colleges and universities.

Masterful growth in programs

Graduate programs were established at Kennesaw State in 1985. Current graduate degrees and the years they were launched are:

| | |
|--|----------------|
| ■ Master of business administration | 1985 |
| ■ Master of education (P-5) | 1985 |
| ■ Master of education (4-8) | 1985 |
| ■ Master of accounting | 1993 |
| ■ MBA for experienced professionals | 1993 |
| ■ Master of public administration | 1993 |
| ■ MBA for physician executives | 1995 |
| ■ Master of arts in professional writing | 1995 |
| ■ Master of science in nursing | 1996 |
| ■ Master of education in special education | 1997 |
| ■ Master of science in information systems | starts in 1999 |

Professor of Chemistry Patricia Reggio was honored with the Distinguished Teacher of the Year Award in 1987.



Kennesaw State University Deans, 1998-99

- College of Humanities and Social Sciences — Acting Dean Linda M. Noble
- School of the Arts — Acting Dean Joseph D. Meeks
- Michael J. Coles College of Business — Dean Timothy S. Mescon
- Leland and Clarice C. Bagwell College of Education — Dean Deborah S. Wallace
- College of Health and Human Services — Dean Julia L. Perkins
- College of Science and Mathematics — Dean Laurence L. Peterson
- Enrollment Services — Dean Joe Frank Head
- General Education and Academic Services — Dean Joanne E. Fowler
- Graduate Studies — Assoc. V.P. for Scholarship & Grad. Studies Tina H. Straley
- Division of Continuing Education — Dean Barbara Calhoun

On sunny days, some professors hold classes outdoors in the Sculpture Garden.

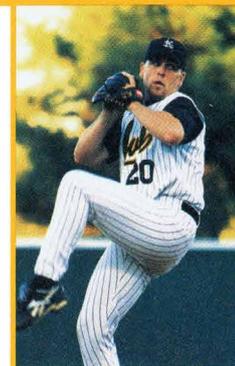


1997

Bagwell family gives KSU largest gift in institution's history
College of Education named for Leland and Clarice C. Bagwell
First honorary degree awarded to KSU Foundation Trustee Clarice Bagwell
Fall quarter enrollment tops 13,000

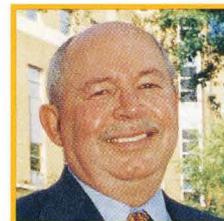
1998

College of Health and Human Services and School of the Arts created
Second honorary degree awarded to KSU Foundation Trustee Bobbie Bailey



KSU's baseball and softball teams won four national championship titles between 1994 and 1996.

SUCCESS

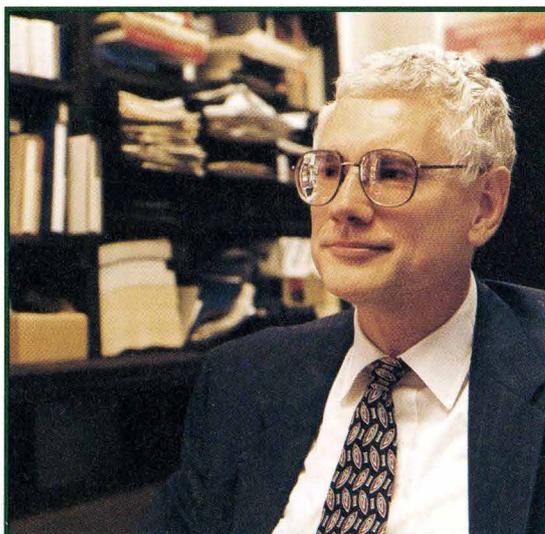


Shining stars: KSU faculty

Since its founding, KSU has been known for the emphasis placed on the centrality of teaching, which is a number-one priority of the faculty. Small classes and faculty known for their individualized attention to students are evidence of this philosophy. Nearly 80 percent of the KSU faculty hold the doctorate or highest degree in their fields. All members of the faculty, as well as staff and students, have the opportunity to develop leadership skills through Leadership KSU programs.

Recipients of the Distinguished Teacher of the Year Award

| | | | |
|--------------------------|------|----------------------------|------|
| Dr. Stephen Scherer | 1982 | Dr. E. Howard Shealy | 1991 |
| Dr. Thomas B. Roper | 1983 | Dr. JoAllen Bradham | 1992 |
| Dr. Kathleen H. Fleiszar | 1984 | Ms. Barbara Swindell | 1993 |
| Dr. G. William Hill IV | 1985 | Dr. Thomas A. Scott | 1994 |
| Dr. Linda C. Hodges | 1986 | Dr. Vassilis Economopoulos | 1995 |
| Dr. Patricia H. Reggio | 1987 | Dr. Joan E. Dominick | 1996 |
| Dr. Bowman O. Davis Jr. | 1988 | Dr. P. Edward Bostick | 1997 |
| Dr. Eugene R. Huck | 1989 | Dr. Michael Reiner | 1998 |
| Dr. S. Alan Schlact | 1990 | | |



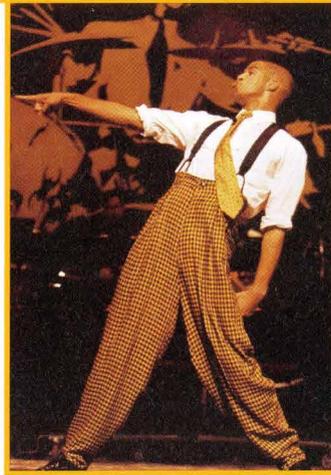
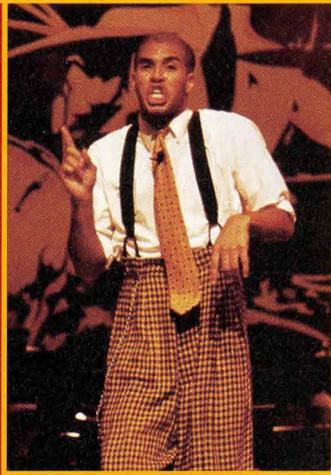
Professor of History Tom Scott received the Distinguished Teacher of the Year Award in 1994.

"I started my MBA studies at another Atlanta educational institution and was very dissatisfied with the lack of evening offerings... and the totally impersonal nature of the relations to the faculty and to the university.

"At Kennesaw State, I found an abundance of evening and weekend courses. The entire program had been tailored to the scheduling needs of students holding down full-time jobs. The faculty at Kennesaw State was full-time, and I found that both the faculty and the college took an interest in the progress of the students...

"In every class I took, the instructor was well-prepared, with transparencies, handouts and an abundance of assignments. Also, the emphasis was on a pragmatic approach: wedding the concepts with practical assignments that brought the principles home to the workplace."

Ernest Martin
Member of first graduating class for MBA degree, June, 1986



During the "Year of the Arts," Classic TheaterWorks presented "Sophisticated Ladies."

INSPIRING

INSPIRING O U R F U T U R E

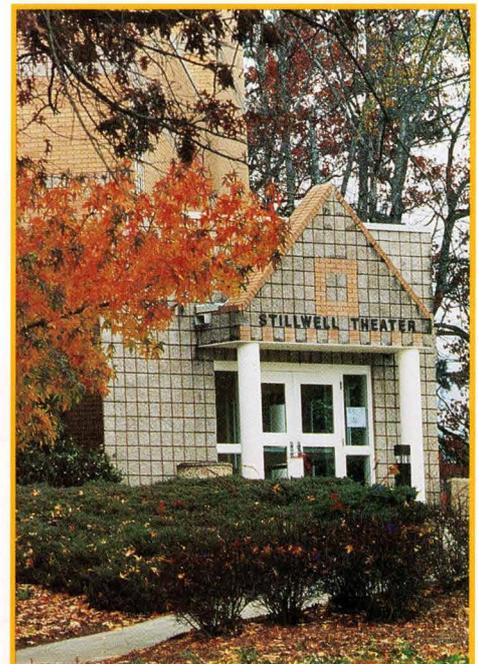
Celebrating the arts

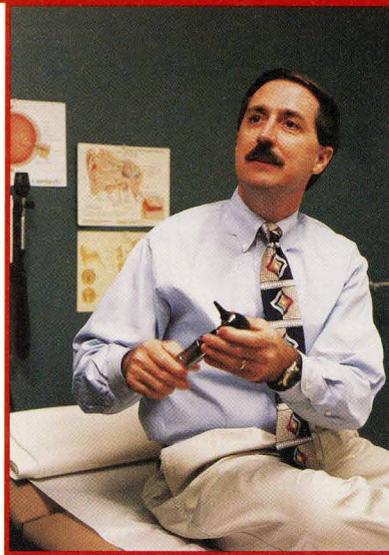
The "Year of the Arts" was the theme for the 1997-98 academic year, when the university welcomed such luminaries as Beverly Sills, James Earl Jones, José Feghali and Frederica von Stade. The "Year of the Arts" presented more than 80 events to emphasize the importance of the visual, performing and literary arts to education and to the quality of life in the community. The celebration resulted in the establishment of the School of the Arts at KSU, which houses the departments of theater, music and visual arts.

The President's Cabinet, 1998-99

- Betty L. Siegel
President
- Edwin A. Rugg
Vice President for Academic Affairs
- B. Earle Holley
Vice President for Business
and Finance
- Nancy S. King
Vice President for Student Success
and Enrollment Services
- Ralph W. Frey
Executive Assistant to the President
and Institutional Planner
- Gordon A. Harrison
Associate Vice President for External
Affairs and University Relations
- E. Kathleen Neitzel
Associate Vice President
for Development
- Nancy Sullivan
Assistant to the President
- Randy Hinds
Chief Information Officer

The Howard Logan Stillwell Theater, endowed in 1989 by Foundation Trustee Fred Stillwell to honor the memory of his late father, is active year-round with plays and concerts.





Professor of Nursing David Bennett and other nursing faculty, students and alumni volunteer at a clinic for the homeless located in the Elizabeth Inn in Marietta and co-founded by Dr. Bennett in 1990.

Enriching the community

Dr. Siegel has infused her administration with the spirit of community service. In 1996 she became the first woman to head the Cobb Chamber of Commerce and was selected as Cobb Citizen of the Year by the Marietta Daily Journal. In 1997 she was named Georgia's Woman of the Year by the Georgia Commission on Women. She was asked by Gov. Zell Miller to represent the state of Georgia on the 1998 Commission on the Future of the South and was saluted by Business to Business magazine. Active on four local corporate boards and numerous community-service boards, she is the past chair of the board of directors of the American Association of State Colleges and Universities and past director of the American Council on Education.

Honoring service

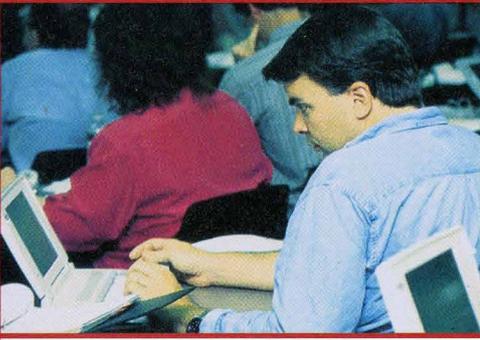
As a way for KSU to mark 35 years of service to the community, the 1998-99 academic year has been declared the "Year of Honoring Service." The goal is honoring the many examples of service among faculty, staff and students that already exist at KSU, while emphasizing the university's strong history of community involvement. The year's theme reflects the ideals of public education, which involve concern for others. An ongoing theme of the year will be a renewed emphasis on service learning — the offering of information, knowledge and expertise by students, faculty and staff to help solve society's problems.



As part of Volunteer KSU, many students donate their time to help build houses for Habitat for Humanity.

The "Year of Honoring Service" involves a renewed emphasis on service learning — the offering of expertise by students, faculty and staff to help solve society's problems.

HIGHLIGHTS OF KSU IN THE NINETIES



In the Michael J. Coles College of Business, students have access to the latest technology.

- KSU is among the few educational institutions nationwide that offer an MBA for Physician Executives.
- The Family Business Forum was named “the nation’s premier model of college-based educational programs for family businesses” by Family Business Review.
- KSU has the second largest MBA and teacher-certification programs in the state.
- In 1998, the United States Association of Small Business and Entrepreneurship chose Kennesaw State’s entrepreneurship program as the nation’s premier model for teaching undergraduate students the principles of business ownership and enterprise.
- KSU established Northwest Georgia’s first Joint Enrollment Honors Program, which allows outstanding high-school seniors to earn college credits.
- About 24,000 community members annually enroll in courses through the KSU Division of Continuing Education.
- KSU teacher education students consistently have a higher pass rate on the Teacher Certification Test than students from any other institution in the state.
- The A.L. Burruss Institute of Public Service is managing a \$1 million grant from the U.S. Department of Justice to establish and operate the Georgia Regional Community Policing Institute.
- KSU has the highest percentage of faculty with doctoral or terminal degrees of any four-year public institution in Georgia.
- In 1995, Kennesaw State began offering a master of arts degree in professional writing, the first program of its kind in Georgia.



Each year international students at KSU host a festival that offers the community insights into their native dress, customs and cuisines.

The A.L. Burruss Building is home to the Michael J. Coles College of Business.



A world-class concert hall on campus, to be privately funded, will be a center of education and culture for Northwest Georgia.



Setting the pace in the '90s

Today, Kennesaw State University is setting the pace in academics, student success, campus life and community service. The fastest growing university in the University System of Georgia, KSU is known for faculty committed to teaching, research and community service. The typical student is married with children and a job. In the '90s, the campus has grown increasingly diverse, with students hailing from more than 100 nations. The new emphasis at KSU on offering classes in early morning, late evening and on weekends underscores the university's commitment to the success of nontraditional-age students who combine careers, family and studies.

Journeying into the future

Since KSU was founded, 20,000 students have received their degrees and entered the professional arena to pursue their dreams. Their paths vary greatly. Our alumni have distinguished themselves in business, education, the sciences, the arts, technology and public service. Some own businesses, while others work in the arts, sciences, social services and education. All share a professional journey that began with a single step — enrolling at Kennesaw State. They also share a bright future — as does Kennesaw State University, which continues growing in quality and influence.



Students and alumni catch the spirit at KSU's annual Homecoming parade.

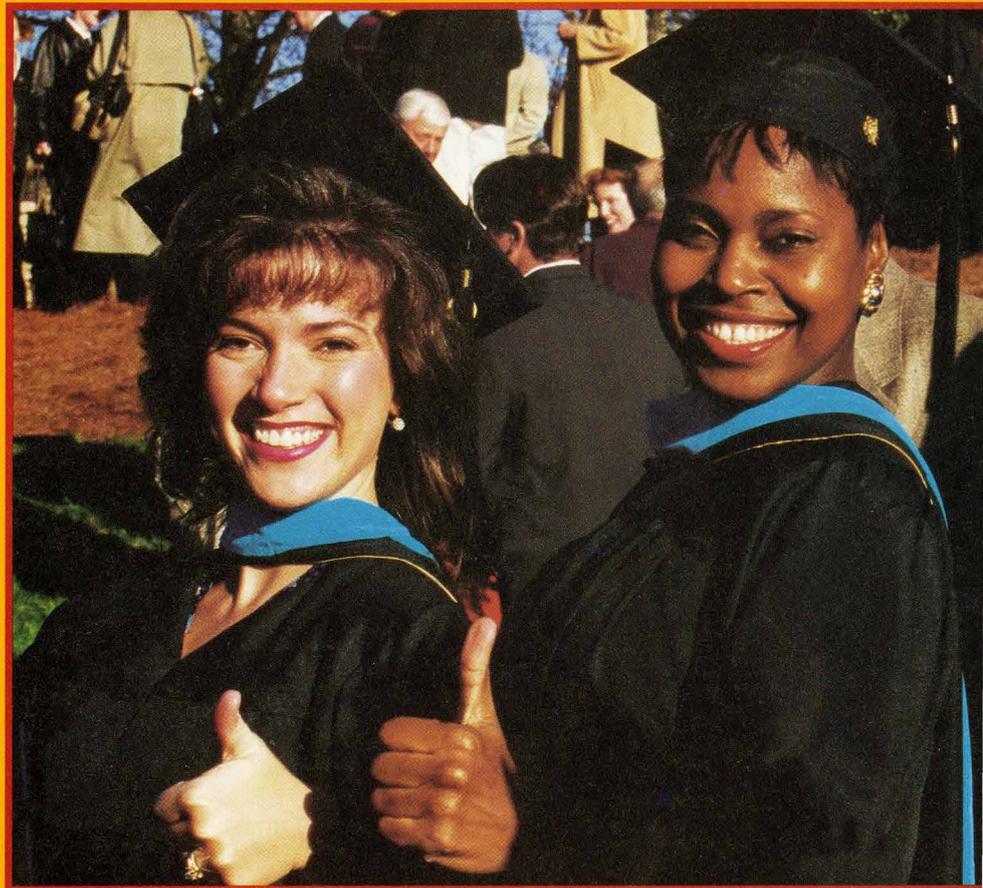
FUTURE

Kennesaw Hall, which will house the Bagwell College of Education, the university's central administrative offices and most of the Student Success and Enrollment Services division, is slated to open in 1999.



**The Legacy Gazebo,
built in 1997 to honor
KSU retirees, draws
community members
to campus to enjoy
a variety of concerts.**





Sources:

1. Professor of History Tom Scott,
"A History of Kennesaw State University," 1998.
2. University Relations, "Inside KSU."
3. University Relations, "Kennesaw Magazine."
4. Office of Institutional Research, The KSU Fact Book, 1997-98.

Produced by University Relations, 1998



**"Our movement
into this exciting
future will be
an effort of the
whole university
as we marshal our
best resources to
create positive
change on our
campus and
throughout
this region."**

**— KSU President
Betty L. Siegel**



University System of Georgia

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