



Knowledge, Success,  
Understanding  
*A Text for the First-Year Experience*

*Stephen Braden*  
*Kathy Matthews*  
*Deborah Mixson-Brookshire*

FIRST-YEAR EXPERIENCE AT KENNESAW STATE UNIVERSITY



KENDALL/HUNT PUBLISHING COMPANY  
4050 Westmark Drive      Dubuque, Iowa 52002

Photos on pages 2, 4, 5, 11, 14, 18, 21, 22, 34, 37, 53, 54, 58, 63, 65, 71, 72, 122, 179, 185, 186, 194, 204, 219, 252, 271, 272 from Kennesaw State University

Photos on pages 68, 77, 99, 134, 136 from Comstock

Photos on pages 192, 197 © 2005 PhotoDisc, Inc.

Cover images from Kennesaw State University

Copyright © 2005 by Kennesaw State University

ISBN 0-7575-2021-9

Kendall/Hunt Publishing Company has the exclusive rights to reproduce this work, to prepare derivative works from this work, to publicly distribute this work, to publicly perform this work and to publicly display this work.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of Kendall/Hunt Publishing Company.

Printed in the United States of America

10 9 8 7 6 5 4 3 2 1

# History of Kennesaw State University



*Dr. Thomas A. Scott, Department of History and Philosophy*

## CHAPTER GOALS

- Understand why the college was created
- The early days and the development of the institution
- Important dates in the structure of the school
- Realize factors that led to the meteoric growth of the school
- Have an appreciation of the many accomplishments of this university

## FULFILLMENT OF LEARNING OUTCOMES

- Articulate the value of higher education for self and for society at large

I first visited the Kennesaw campus on a hot summer day over three decades ago. I was attracted immediately to the pretty, yellow-brick buildings glistening in the afternoon sun. Well-manicured lawns and newly planted trees added to the beauty of the academic site, carved a couple of years earlier from the old Frey farm. When I arrived in mid-afternoon the parking lots were almost empty, and the campus seemed nearly deserted.

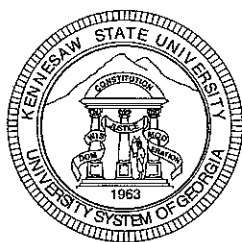
The enrollment, of course, was much smaller than it is today. In Fall, 1967 (Kennesaw's second year of operation) some 1,278 students took classes, about 1/14th the current number.<sup>1</sup> The summer enrollment in 1968 was even smaller. With an abundance of classroom space, Kennesaw offered the vast majority of courses when students wanted them—in the morning and evening—and avoided unpopular afternoon sections.

From *The First-Year Experience at Kennesaw State University* by David King, Kathy Matthews, and Michael Redd. Copyright © 2002 by Kendall/Hunt Publishing Company. Reprinted by permission.



## The Early Days

---



Kennesaw dates its existence to 9 October 1963, when the Board of Regents of the University System of Georgia voted unanimously to place a new junior college in Cobb County.<sup>2</sup> The decision was a response to the rapid growth in Georgia's college-age citizenry, especially in Atlanta's northern suburbs. Throughout the nation the number of young adults was increasing dramatically, as the Baby Boom generation reached maturity. Everywhere, educators and politicians had worked frantically in the 1950s to build enough elementary and secondary schools for the new generation; now it was time to prepare for the onslaught into higher education.

In 1962 Georgians elected a progressive governor named Carl Sanders, who pledged to place a public college within commuting distance of virtually every person in the state. So in 1963 the Regents created junior colleges not only in Cobb County but also in Albany and Gainesville with Rome, Dalton, and other towns just a few years behind.

While Gov. Sanders intended to build at least one new college in northwest Georgia, he did not plan on putting it in Cobb. In fact, he promised during the campaign to build it in Bartow County.<sup>3</sup> The location of this institution in Cobb County tells much about the dynamic local leadership and the county's remarkable transformation in the decades following America's entry into World War II.

A generation of brilliant community builders emerged in Marietta and Cobb County in the 1930s and 1940s. The most prominent figures of this group were James V. Carmichael, L.M. (Rip) Blair, and George McMillan, but one could add to the list names such as Lex Jolley, J.J. Daniell, Charles M. Head, and many others. On the eve of World War II, Rip Blair was the mayor of Marietta. His law partner Jimmie Carmichael had served in the legislature and was county attorney. As they looked for ways to bring Marietta out of the Great Depression, they turned to one of Blair's old friends, Maj. (later Gen.) Lucius D. Clay, who graduated from Marietta High School in 1914, and West Point near the end of World War I.

Clay made a career of the military, but in the isolationist days of the 1920s and 1930s, there was relatively little for a young army officer to do. Assigned to the Army Corps of Engineers, Clay built federal dams, then he was assigned to the executive in charge of airport construction for the Civil Aeronautics Administration. Clay advised his Marietta friends to build an airport and saw to it that the CAA appropriated \$400,000 in May 1941 to pay for the runways. The facility was to be primarily a commercial airport, but one the military could use too.

When the Japanese attacked Pearl Harbor in December 1941, commercial aviation plans were scrapped, and the modern new Marietta site, now named Rickenbacker Field, became essential for national security. By February the Army announced that the property would be leased to the Bell Aircraft Company of Buffalo, N.Y., which would build a huge southern bomber plant. Bell Bomber and the Army air base that shared the runways would revolutionize Cobb County.<sup>4</sup>

The 1940 population in Cobb was only 38,000, but that number changed quickly with Bell employing, by the war's end, more than 28,000 workers—over one third of them women.<sup>5</sup> With Jimmie Carmichael serving as general manager, by 1944, salaries far exceeded anything laborers made before in the depressed, under-industrialized South. President Lawrence D. Bell probably did not exaggerate much when he said, "I believe, and other people agree with me, that the



