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FIRST PRESIDENT OF KSCP—Dr. William Aaron Brandenburg was president of the college from 1913 to

1940. KSCP's stadium is named in his honor.

Broader Clientel Goal Of College President

A major goal of the Kansas State College of Pittsburg will be to bring its services to a broader clientel, Dr. George Budd, KSCP president said in looking toward the coming school year.

KSCP will continue efforts to develop programs which appeal to not only the 18 through 21-year-olds who have traditionally dominated college enrollment but to business people and housewives who have begun careers but now would like to pick up college credit, Budd said.

These older students could either seek a degree or enroll in courses which could help them develop their careers, he added. The courses could be taken on a full time basis or by part time enrollment through the college's expanded evening and Saturday course schedules.

Budd noted that this goal has led to the development of KSCP's Bachelor of General Studies degree and the college's center for business and economic development. The center, financed by an anonymous \$1/2-million donation, will be used to finance the remodeling of the old College High School building to house not only business department classes but a new and larger computer center in the room once used as a gymnasium. The center will be available to area businesses and industries for conferences and training sessions from one day to three weeks in length, Budd said.

These efforts are in accord with a national trend toward career education and part time enrollment,

Budd noted, describing the student's educational development in terms of ladder steps in which the pupil alternately attends school, works, returns to school for more formal education, and then goes back to work.

The programs are part of higher education's recent efforts toward developing courses which emphasize the "personal touch" in students dealings with each other yet develop skills which are more immediately usable after graduation, he explained.

All of this comes at a time of "belt tightening" in higher education nationally after the enrollment booms of the 1960's stabilized and in many cases declined at the start of the current decade. "I'm not gloomy about enrollment," Budd said, "In the long run it will strengthen our program. I see it as a chance to really assess our academic program."

Rapid enrollment growth during the previous decade forced colleges to scramble to keep pace with the added students while now curriculum can be analyzed and improved to meet student needs.

KSCP's faculty will play a key role in shaping the school's response to declining enrollment. "The faculty must get off the campus and involved more intensely in the life of the area the college serves," Budd said. The KSCP president added that the faculty must do everything possible to inform prospective students of what the college has to offer.

Faculty members should become involved in community affairs and be seen in settings other than the classroom, Budd said. In addition, faculty members should be acquainted with what is being taught in the high schools "and maybe even teach a class or two," in some of the area's secondary schools, Budd suggested.

"College faculty members should become acquainted with their opposite numbers in the area's high schools and junior colleges," Budd added.

Yet continued enrollment drops will cause corresponding faculty reduction at a rate of one instructor per 20 students, Budd noted, adding that enrollment projections predict a decline of 200 students this fall at KSCP.