"Our goal for the coming year, with the assistance of the public relations consulting firm of Reilly Brown Inc., is to make a quantum jump in publicity at regional and national levels."

1974-1975 report of the President of Babson College.

"Quantum — 2. an indivisible unit of energy."

The American Heritage Dictionary of the English Language.

"Quantum — 26n. finite quantity, limited amount, lower limit, upper limit."

Roget’s Thesaurus of English Words and Phrases.
TAKing THAT QUANTUm JUMP
THE JUMP BEGINS

Babson, the school which spawned such philanthropists as Daniel Gerber, Gerber Baby Food magnate, Howard Webster, Canadian mining tycoon, and Edsel Ford, heir to the Ford Motor Company fortune, now gives birth to a new generation of leaders. As in the early days of our founder, Roger W. Babson, America searches for bright and aggressive young blood to direct the potentials of a progressive nation. Twenty-six wealthy businessmen in 1919 recognized the need for this direction and so, by influencing Babson to establish one of the few schools of business, brought about the beginnings of a distinguished institution which we now know as Babson College.

At its onset, Babson enrolled nineteen students in an intense one-year course in business management providing housing and instruction at 31 Abbott Rd.; 450 acres, 42 buildings, and 1,200 students later, Babson College provides a total of ten majors supported by a well rounded and diversified curriculum. With the belief that in order to get ahead, businessmen must be versed in English, History, and Logic, Babson introduced liberal arts courses to the curriculum in 1945.

Expansion, the term which most appropriately describes the Babson community of the 1960's, also suggests a correlation between the school and the growth of the times. Under the administration of former President Henry Kriebel, the Institute changed its name to Babson College, more liberal arts courses with an "emphasis for life" complimented the curriculum, and the enrollment became coeducational — all of which evolved into Babson's first Master plan.

Now, with the recent inauguration of President Ralph Z. Sorenson II and the initiation of the second Master Plan, Babson takes a "quantum jump" ahead, able to proudly look back on an admirable heritage and forward to the challenges facing a progressive institution.
ORIENTATION

FOCUS ON YOUR FUTURE.