PREFACE

On October 3, 1975 the Trustees of Babson College charged the President to implement the 1975-1980 Master Plan.

The 1976 Babsonian now charges the Babson College student body to learn this Master Plan — and to make certain that the Plan itself and its implementation are consistent with the demands of this student body.

The following pages illustrate a minute portion of this Master Plan. This is not a summary nor a synopsis. We have only broken the shell of the egg.
The Master Plan for Babson College 1975 - 1980
The following resolution was adopted by the board of Trustees of Babson College at its meeting on October 3, 1975.

The Trustees of Babson College hereby endorse the statement of overall mission and objectives, together with the broad lines of policy outlined in this long-range planning document.

They further charge the President with the cooperation of members of the administration, faculty, student body, and other supporters of Babson College to implement the plan in spirit and to further develop the necessary detailed actions required for this implementation.
Babson College

MISSION

C. Strong educational emphasis will be given to the development of professional and applied skills.
II SPECIFIC PROGRAMS

A. UNDERGRADUATE

2. STUDENT BODY

Seek to become more selective so as to produce an increasingly strong Babson College student body in terms of potential for leadership positions in management careers.
II SPECIFIC PROGRAM

1. UNDERGRADUATE
2. STUDENT BODY

- Increase
- the proportion
- of minority
- students in the
- Babson
- College
- student body.
PEOPLE

1. STUDENTS

C. Attitudes of men students toward the growing number of Babson College women are changing favorably but there is a need to accelerate and reinforce these positive developments.
II SPECIFIC PROGRAMS

A. UNDERGRADUATE

4. FACULTY
d. Seek to design specific means to BRIDGE the gaps among major curricular areas and especially between the liberal arts and management offerings at Babson College.
II SPECIFIC PROGRAM
A. UNDERGRADUATE
3. CURRICULUM
f. Continue to emphasize regular and purposeful pruning and weeding of courses from the Babson College curriculum in order to avoid undesirable course proliferation.
III SPECIAL NEEDS
1. FACILITIES DEVELOPMENT
   1. a. Develop quiet places
       for study —
       some adjacent
       to the
       Babson
       College
       library collection
III SPECIAL NEEDS
II. FACILITIES DEVELOPMENT
III. OTHER NEEDS
As resources become available, the following now appear to be likely targets for Babson College support:
- Student or Community Facilities (e.g. STUDENT UNION)
- Athletic and recreation facilities.
III SPECIAL NEEDS
I EXTERNAL RELATIONS
5. Develop throughout

Babson College
constituencies
an awareness of the
importance of
public relations
to the
future of
Babson College
And EXPLOIT every
opportunity for
positive achievement.
II SPECIFIC PROGRAMS
A. UNDERGRADUATE
3. CURRICULUM
h. Establish standards for the communications skills required for graduation.

The Master Plan
Editorial

Speech course needs to be revived

The Babson College curriculum has undergone a lot of changes in the last few years, with courses being added and dropped almost every year. But there's one course that Babson should teach, and doesn't. And that's a public speaking course.

There used to be not one but three courses in public speaking at Babson almost a decade ago, but they were weeded out as curriculum was updated.

But is a course in public speaking really that old-fashioned? Is the ability to give a talk to a group of people confidently and effectively not necessary today?

In Babson's case the answer to both questions has to be no.