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RABSON INSTITUTE OF BUSINESS ADMINISTRATION
RABSON PARK, MASSACHUSETTS

To the Class of 1966:

What can the president of a college say in a message to its graduating class? This is a particularly difficult question when the message is to be included in the class yearbook. Should they be words of caution, of encouragement, words of advice or at substantial? I have to remember that after its first review the yearbook will probably gather dust in between occasional evocations by its owner into the nostalgia of college days.

He certainly wishes you well, not only in the future immediately after graduation but with a force and sincerity which hopefully will still ring true whenever you may look back over the pages of this account of your experiences here at Babson. More especially he hopes that you will come to recognize that your stay here was only one of a succession of learning experiences. Today and certainly for many tomorrows to come, continued learning is essential.

Your picture in this book signifies an indelible bond between you and your alma mater. We are proud to number you among our alumni and will do our best to make it possible for you to continue your pride in your school over the years to come.

My personal best wishes to each of you.

Henry A. Kriebel
President
The office of Vice President—Development is the most exciting spot on campus these days because it is here that the Babson philosophy of excellence in education is translated into programs of action.

We are currently in the incubation stage of the first Babson multi-million dollar development drive. We are making an exhaustive self-evaluation right now, taking an in-depth look at every conceivable phase of the college—educational philosophy and goals, curriculum, quality of faculty, student services, physical plant needs, financial condition, complex ion of management, etc.

Out of this tremendous task of evaluation there must emerge a master plan of action tied to a development and capital-fund drive whose target deadline is 1969—our 50th anniversary. To develop a master plan of action is the task of this office, with the help of just about everybody on campus from students to trustees to faculty and staff.

Along with the development of the master plan must go the tooling up for that day in 1969 when the fund drive will be launched. Bits of evidence of action already underway can be found in the Student Center—a reflection of the spirit of cooperation between students and staff that has come to the forefront in recent months. A similar working relationship is beginning to be evident within a variety of alumni projects. The new look in Admissions, the filmstrip, the upgrading of college literature, the modern format of the Alumni Bulletin—just to mention a few—give evidence of the Babson pursuit of excellence.

Self-appraisal and the development of the master plan are in themselves a mammoth undertaking. The plan, however, when developed, cannot possibly be implemented without the very strong support, both in words and deeds, of alumni and friends. Our problem here is frightening to the faint of heart, but we are not faint-hearted.
DEAN OF STUDENTS

Paul C. Staake, Jr.

Barson Institute
of Business Administration

Dear Graduates of 1966:

It is natural to look upon graduation from college as an important turning point in one's life. This means different things to different people. For most of you, it will mark the beginning of productive business careers. For some it will mean marriage and starting a family. For every one of you, however, it means that you will be a Barsonian for life.

I hope you are going to be proud of your new status as Barson '66. All of you had the opportunity recently to read President Frisch's message about Barson's "pursuit of excellence in business education." Your pride in your alma mater is a vital part of this process. Without pride, excellence is never attained and almost never maintained.

If sometimes it has seemed to you that our progress has been slow, please remember that you view it with a perspective of only three years. It is no short a time it is difficult to appreciate how dynamic and Alive your college really is. If you will take pride in your alma mater and care enough to help us to continue to move forward and upward, Barson will have an even greater role to play in America. I believe that, as time goes on, you will have increasingly good reason to be proud of your diploma from Barson.

I wish you the highest success, not only in terms of material rewards but in what needs to go along with success to make it truly satisfying: the sense of worthwhile accomplishment.

Sincerely,

Paul C. Staake, Jr.
Dean of Students
The DEAN OF FACULTY originates plans for the next academic year by the teaching projection, recruiting new faculty members (in cooperation with Division Chairmen), and by communicating data on book orders to the Bookstore. Dr. Walter H. Carpenter, Jr., serves as Chairman of the Academic Affairs Committee, the Faculty Rank Committee and the Tenure Committee. Graduate Assistants receive their initial Division assignments from the Dean of Faculty. Finally, and most importantly, the Secretary to the Dean of Faculty keeps in touch with students and faculty members alike as she helps solve significant problems.

The chief concern of the Office is academic in nature both in terms of curriculum and people. Both these concerns occupy much of the Dean’s time. The operation of various administrative services rests largely in the capable hands of the Secretary to the Dean, Mrs. Mary A. Boyle.
The Graduate School requires applicants to take the Admission Test for Graduate Study in Business. Multiple applications prevail at the graduate level as they do at the college level. A report by the Educational Testing Service for the year 1964-65 shows that 210 candidates requested that their scores be sent to Babson and to other graduate schools also. The list of over sixty graduate schools throughout the United States which were paired with Babson in the candidates' choices reveals an interesting pattern. The five schools most frequently paired with Babson were (in order) Boston University, Northeastern University, Harvard Graduate School of Business, Boston College, and University of Massachusetts, all "local." Ranking sixth through ninth were Wharton, Columbia, Dartmouth (Tuck) and New York University. The "local" pairings accounted for 51% of the choices, the next four only 17%. Several colleges, including M.I.T. and North Carolina, were tied for tenth place.

The significance of this list, aside from the good company it reveals, is twofold. The first observation, and one which is reinforced by our own studies, is that the majority of students prefer to take their graduate work near home. The second and perhaps more engaging observation arises from a study of the other fifty colleges listed. Although they comprised only a third of the paired choices, a reader is impressed by their nationwide distribution. They range from Stanford, U.C.L.A., U.S.C., Northwestern, Chicago, Michigan, Michigan State to Cornell, Syracuse, Rutgers and others in the east.
EVENING PROGRAM DIRECTOR

Dr. Frank C. Genovese

President Johnson in his message to Congress of January 12th, 1965 said,

"... The role of the university must extend far beyond the ordinary extension-type operation. Its research findings and talents must be made available to the community. Faculty must be called upon for consulting activities. Pilot projects, seminars, conferences, TV programs and task forces drawing on many departments of the university—all should be brought into play.

"This is a demanding assignment for the universities and many are not now ready for it . . . ."

Thus the outside pressures are acting to urge expansion of the functions and services of institutions of higher education. Those institutions which heed these calls may reap great rewards.

Babson started in this direction with its Evening Program. It is now looking into further expansion via Title I of the Higher Education Act of 1965. May this effort, too, be crowned with success!

In better servicing its community, the school better serves its students, its faculty and its administration.
To be DIRECTOR OF ADMISSION as Mr. Frank Winch II is you must realize that your work entails two main areas. The first is to attract high quality applicants, interview and process them and hopefully enroll them in our freshmen class. The second and equally important task is to educate our public about collegiate education for business. There are many young men today who because of improper counseling, parental pressure, or purely for the sake of status, find themselves in the wrong college and with the wrong curriculum. We want to make sure that secondary school seniors know what business administration is today and how it can prepare them for their life ahead.

The primary function of the ASSISTANT DIRECTOR OF ADMISSION, Mr. Robert Jenks is to assist Mr. Winch in any and all matters. This involves the interviewing of students both on campus and in their schools. It also means educating guidance counselors and headmasters as to what Babson has to offer and the type of student which we are looking for. These efforts culminate in the review of applications and selection of a new class during the spring of each year.

Among the other activities is the planning and coordination of the Admission’s Office travel schedule. This year the following areas were covered: New York, New Jersey, Pittsburgh, Akron, Cleveland, Detroit, Chicago, Milwaukee, Denver, Los Angeles, San Diego, and most of New England. The Assistant Director of Admission also works with the Orientation Committee arranging for the orientation dance, the parents reception, and the freshman sign-in and registration.
The TREASURER, Mr. Jesse M. Putney, is responsible for the fiscal affairs of the Institute. Having attained both his bachelor's and master's degrees at Babson, Mr. Putney, is well qualified to take over the vacancy left by his father, the late Freedman T. Putney.

As CHIEF ACCOUNTANT, Mr. William F. Coughlin is the author of the several thousand bills sent to the students and parents each year. In addition it is his responsibility to see that the Institute completes each year on a financially sound basis. Mr. Coughlin has been with the Babson administration since the fall of 1963.
The BUSINESS MANAGER, Mr. James G. Hawk, participates in the administering of the overall program of the Institute. This would include budgetary and legal matters, improvement and maintenance of buildings and grounds, purchasing and personnel. In addition there is supervision of the function of the Dining Hall including menus, details of the Housekeeping Department, telephone and mail service and contact with all departments concerning their requirements.

As EXECUTIVE SECRETARY TO THE BUSINESS MANAGER, Miss Doris M. Tracy is in touch with many facets of Institute business since his department covers innumerable details having to do with 1) housing of students in dormitories, 2) off campus accommodations for single students, as well as apartments, houses, and rooms for married couples, 3) housekeeping, maintenance, kitchen and dining hall departments, 4) arrangements for group affairs for the college, as well as local civic groups which use the Institute’s facilities, and 5) the screening of office personnel.

Miss Tracy’s interest and concern lie in the assignment of rooms in our ten dormitories and trying to keep freshmen and upperclassmen happy and congenial with their roommates, both on and off campus.
Mr. Leonard Wood was appointed to the position of DIRECTOR OF PUBLICITY by the Board of Trustees to keep the name of BABSON before the public through newspapers, magazines, trade journals, radio and television.

Mr. Wood's wide range of experience was a deciding factor in his selection by the Board. Being associated with some of the nation's largest magazines, newspapers, and advertising agencies before coming to Babson, and conducting the first Congressional Campaign for Mrs. Claire Booth Luce, Mr. Wood has shown that the Babson publicity department has the potential of being one of the most effective departments of its kind in the field of educational public relations.

The Babson Institute Alumni Association was organized on August 6, 1931, for the purpose of promoting the welfare of Babson Institute, and establishing a mutually beneficial relationship between Babson Institute and its alumni. Membership of the Association, which includes graduates of the Institute, or those who have attended for one or more terms, numbers about 6,000.

The Association is administered by a President, Vice President, Clerk and Treasurer, and a Board of twelve elected Directors, and the following committees: Finance, Alumni Funds, Nominating, Athletic, Admission, Alumni-Student Relations, and special committees.

The DIRECTOR OF ALUMNI RELATIONS, Dr. Bertrand R. Canfield, represents the College in its relations with alumni and is in charge of the Alumni Office and staff.
The REGISTRAR, Mr. Stewart L. Stokes, Jr., is responsible for the preparation of all Faculty teaching schedules and student section schedules. He is also responsible for the preparation and maintenance of all student records, registration, the administration of Selective Service affairs, the preparation of final examination schedules, the preparation of the program format for Commencement and the proper preparation of the diploma orders. The REGISTRAR also serves as Secretary of the Faculty.

Mr. Stokes is an alumnus of Babson, Class of 1956, and earned his Master of Business Administration Degree from Northeastern University. During his undergraduate career at Babson, Mr. Stokes distinguished himself by becoming a member of the Blue Key National Honor Society, and by winning the Macy-Wheeler Award for naturalness, friendliness, persistence, and loyalty.

The Placement Office at Babson exists to be of service to Babson students and alumni, to the college as a whole, and to the businesses and other organizations where our men find opportunities.

During the 1965-66 year, the Placement Office has had more job opportunities than in recent years. At the same time, because of generally high employment among alumni and because of the competition of graduate school and military service for graduating students, there have been fewer job candidates than usual. In accordance with a trend, noticeable on campuses across the country, beginning job salaries are higher than ever before, at least for the best-qualified men.

As ASSISTANT DIRECTOR OF PLACEMENT, Miss Elizabeth Kebbe has enjoyed working with the members of the class of 1966—both BS and MBA candidates—and wishes you all success in the years to come.
In recent years, deans of graduate schools as well as employers have complained much about the poor ability in writing shown by many college graduates. The faculty and administration of Babson Institute are earnestly concerned with doing their share toward remedying this situation.

The first problem is to single out, as early as possible in their career, those students whose command of written English is inadequate, and to provide for them the special help which seems to be required. Toward this end, new arrangements were put into effect in the fall of 1965. Students entering with advanced credit from other institutions are now required to pass a test before that credit is finally accepted. For all students, however, continuous surveillance will be carried on to see what kind of written work they do in their various courses. The required courses in Composition fail in their purpose if the principles they inculcate do not carry over into all the writing done elsewhere. If this is not reasonably satisfactory, a student may be subject to a condition which must be removed before graduation.

Professor Louis Foley is principally in charge of the remedial instruction for those whose writing ability is found inadequate. This will be handled either in individual conferences or in small groups, in trying to give each student the particular kind of help that he needs to increase his skill and confidence. It is hoped and believed that, as time goes on, ways will be found to make the new arrangements more and more effective. In the pursuit of excellence, it would be a great professional asset to our graduates if a Babson diploma could be considered a guarantee that its holder is fully competent in written communication.

Mr. Thomas E. Smith, our DIRECTOR OF ATHLETICS, is in charge of the many athletic facilities available to the Babson student. Mr. Smith who possesses a great deal of interest in each and every student who enters his gymnasium is the coach of our basketball team. It is his responsibility to administer the mandatory gym program which was voted into effect by our Student Government just a few years ago.
The difficult job of running a clean and efficient dining hall is that of our FOOD SERVICE MANAGER, Mr. Philip V. Burt. Mr. Burt attends to the mems, kitchen and clean up help and the maids each of which add much to the atmosphere of the new Gordon M. Trim Dining Hall.

PART-TIME PLACEMENT at Babson is a call-in service, free to the student and the employer. Our reputation and public relations depend on the students and the work they do.

The office places daily and office jobs as well as work on campus. Student wives also receive work from this office.

The ten years Mrs. Linda Adams has been here the number of jobs called in have more than doubled. At some period during the year at least two-thirds of the students sign up.

The cooperation of the students has been great. Thus the system works and our requests continue to grow.
IN MEMORIAM

Rudolph A. Johnson

Dedication, sincerity, understanding, and intelligence are a rare combination of qualities for one person to possess. When that person is a teacher of ideas, he is a tribute to the school and its students. He is a person to be appreciated; a person to be honored.

Rudolph A. Johnson was such a man, and it is lamentable that we must now honor him in memoriam. Those of us who knew him will long remember the endless patience and understanding he offered his students, the interest he showed as a faculty member of the Society for Advancement of Management, his work on many student and faculty committees, the informality with which he conducted his class, even the scholarship key he wore proudly.

Though he no longer casts a shadow on the Babson campus, he has certainly left his impression. As an alumnus of the Babson Graduate School, as a professor in the division of Management and Production, and as a person of warmth and feelings, we honor him.