The President's Message

MEMORANDUM

TO: The Class of 1951
FROM: Dr. E. B. Hinckley

June 16, 1951

This is a good time to take a look at the present situation of Babson Institute.

Our school has passed through two distinct phases since it began operations thirty-two years ago. The period from 1919 to 1943 was a period of trial and error, of gradual development and growth, marked by an expansion of physical plant, facilities, and reputation. Academically, the Institute was still in an experimental stage with its one and later two-year program, not leading to a Degree and appealing chiefly to men who had had two years or more at other colleges or several years in business. Yet in these twenty-four years a great many of our distinguished graduates passed through the school. The curriculum was in constant process of revision, as the faculty sought more and more efficient ways of giving practical business training to these future leaders of industry. The present lovely campus was acquired and most of the seventeen buildings which decorate it were erected. There gradually emerged a curriculum of business administration, taught by men with actual business experience. The graduates easily found positions in the industrial world and in many instances rose to top-management jobs. But it was not until 1943, with the authorization of the Bachelor of Science Degree and the Master's Degree, that Babson Institute really came of age. At this point the Second World War effectually cut off the supply of students.

The second phase of Babson's history began in 1945 with the reopening of the school to civilian students enrolled in the newly created Degree Program. This second phase, which lasted from the Fall of 1945 to December 1, 1950, was likewise a period of tremendous growth — this time in terms of student enrollment and intellectual development, as the Degree Program assumed shape, form, and purpose. When I came to the campus on July 1, 1946, one of my major objectives, as laid down by Mr. Babson, was the accreditation of our Three-Year Degree Program, and to that end I have dedicated a major portion of my energies and activities. With the hearty cooperation of a faculty which has been continually improving itself, and of a student body which has caught more and more of the vision of a top flight College of Business Administration, this objective was achieved last December. The foundations have been well laid and have proved solid and substantial. What of the future?

The destiny of the Institute seems clearly outlined, developing from strength to strength that kind of mature training which fits a man for the major responsibilities of life in the business world, while at the same time it enriches his inner storehouses of wisdom, sanity, and tolerance. I feel certain that Babson Institute will continue to pioneer in the achievement of that goal which grows a little clearer every year — the dream of helping to build a better America through the preparation and training of the highest type of industrial statesmen and civic leaders.
DR. EDWARD B. HINCKLEY

President