Administration
To the Members of the Class of 1964:

Each year the President exercises his prerogative to place before you in the class yearbook a few words of admonition and hope: admonition that you go forth and conquer all before you, and hope that having done so you will retain fond memories of your alma mater. This is as it should be but I harbor no illusions that the principal purpose of this yearbook of the class of 1964 will be to serve as a guide and inspiration to the members of that class.

As this is written, I have not seen the yearbook but unless it differs markedly from its predecessors it will deal primarily with people: with students, with faculty, and even with administration; in both formal and not so formal pictures. It will attempt to capture the spirit of Babson which is in effect the distillation of the feelings of all those portrayed in these pages. May I join with the editors in hoping that this book may give you pleasure as you first review it, and again in the years to come as it helps you to recapture the flavor of college days which will always represent an important part of your life.

If there is any message which can be drawn from these pages, it is that of the importance of the individual. Groups and organizations are significant but I am sure that over the years it will be the individual members of these groups who will stand out in your memory. What has been true at Babson will apply with equal force to all phases of your life. In a world which is increasingly well organized it is easy to think only in terms of group actions and it is true that significant progress can be made only through organized effort. Nevertheless, any accomplishment made at the expense of the dignity and value of the individual is bound to be a hollow one.

To each of you, my best wishes for the future.

Sincerely yours,

Henry A. Krueger
President
In the quest for academic excellence many improvements, which have been felt this year and will become increasingly obvious in future years, have been made at Babson. One of these was the appointment of Everett W. Stephens to administer the post of Vice President in charge of Development. Mr. Stephens' aggressive and vigorous manner was well-known when he was Dean of Students. Now as administrator of progress these traits are expected to become more evident and more valuable to the Institute.

The administrative division of development has been revamped markedly under Mr. Stephens' direction. For the first time the division has become an unquestionable permanent part of the organization of Babson Institute. Several divisions of the college have already felt its influence; among them being the admissions department which was revamped in regard to personnel and policy.

In addition to his duties with the officers of the Institute, Mr. Stephens has been working closely with the Student Development Committee on plans for the new Student Commons. After only one year in his new position, Mr. Stephens has already distinguished himself at Babson by being the driving force behind many of our much-needed improvements.
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Paul C. Staake, Jr.

BARSON INSTITUTE
OF BUSINESS ADMINISTRATION

To the Class of 1964:

I would like to offer all of you my congratulations and my thanks—congratulations upon receiving your degrees and thanks for the contributions you have made toward changing and improving your college.

I know it is difficult, sometimes, from a perspective of only three years, to appreciate how dynamic and active your alma mater is. One reason this is so is that each class makes worthwhile contributions either directly through suggestions or indirectly as their attitudes and reactions influence those responsible for making decisions. It takes a little time to weigh, evaluate, plan and organize for change and improvement, but it is continually happening. Consider, for example, the fact that the Student Judicial Court, the Four-Year Curriculum, the Beta Gamma Scholarship Society, the Development Program, and the Revision of our Administrative Organization are all changes and innovations that have taken place during your stay yet, each of these was either suggested or was in the administration planning stage some time before your arrival for freshmen orientation.

Those most interested in these changes often wondered if their hopes would be realized, just as I know many of you wonder if those you may have had will influence the future of Babson Institutes. I would urge you to return to the campus a few years from now to see if you can recognize some new developments or improvements that may have been suggested or discussed by students, faculty and administration during your college years. I am confident that you will.

It is my hope that the year 1964 will mark the beginning of long, happy and rewarding careers for each of you. The future reputation of our college depends in large measure upon you, our alumni. I am confident that it is in good hands.

Sincerely,

Paul C. Staake, Jr.
Dean of Students

June 15, 1964
The academic year 1963-1964 has been another period of progress in curriculum development and faculty activity. The curriculum objective is to have one that is uniform, well balanced between professional and liberal arts areas, and tightly knit to prevent unnecessary duplication.

During the past decade, the curriculum has been subjected to several major revisions, as well as numerous minor revisions. These changes reflect the faculty's opinion that however good a specific curriculum may be, it can always be improved to better meet the overall objectives of the Institute.

The first recommendation of the special committee on EDP will be implemented in the fall of 1964 when Professor Bowen will offer a new course in Computer fundamentals. In the near future the Academic Affairs Committee is expected to resolve the questions surrounding special opportunities for the superior student. The content of many courses has been reviewed and upgraded to the demands of the professional fields involved. These efforts demonstrate, in part, that our curriculum is dynamic rather than static, as any program must be to keep abreast of the challenges our graduates will meet in their forthcoming careers.

Along with other forward-looking schools of business, Babson has put increased emphasis during the past years on terminal degrees as a measure of faculty competence. The teaching staff this year contains a higher percentage of men with the terminal degree in their subject area than ever before.

Rank and tenure, introduced in 1961, are intended to help attain the quality goal that is desired by every school of higher learning. Rank provides a means of rewarding performance through public and financial recognition while tenure provides the Institute with a probationary period during which it can assess a faculty member's quality and give a faculty member security after he has demonstrated a requisite quality level.

As the quality of the faculty is increased, more and more revisions can be expected, for Babson is a college which emphasizes acceleration, and its faculty is an example of this program. Under the leadership of Dean of Faculty Dr. Walter H. Carpenter, further positive changes can be expected in the near future.
The Graduate School of Babson Institute has been growing at a phenomenal rate since it was established in 1951. This unusual growth is believed to be due to the increased understanding of the value of the graduate level of education in the competitive society. The higher level of education which is offered provides students with an enlightened view of the complexities of their fields. The M.B.A. degree is given in the fields of accounting, distribution, finance and investments, and industrial relations.

Attracting the more mature and serious young people, the Graduate School student understands where he is going and how he is getting there. He is attracted to an environment where he can compete with equally motivated peers and can learn and express himself as an individual. The School is designed to appeal to such an aggressive and self-motivated individual. He is eager to learn in principles and theory courses, and will apply his learning through discussion while participating in seminars and case courses. Dr. Wilson F. Payne, Dean of the Graduate School, stresses that the School is designed to parallel many of the functional areas of the business world, and thus will orientate its students for their first experiment as professional businessmen. The success of its alumni is testimony to the excellence of the School.