

Becoming a national college

(Continued from front page)

colleges in this country do share certain characteristics:

- a high percentage of students in the top 10% of their high school classes
- a low student-to-faculty ratio
- selective admissions
- a high percentage of freshmen who ultimately graduate
- a large proportion of faculty members with doctorates
- high faculty salaries
- a large number of library books per student
- an impressive per-student endowment.

In some respects, the college already ranks favorably with the country's nationally-recognized institutions; by percent of students from the top 10 percent of their class, by student-faculty ratio, and several other criteria. During the months ahead, a long-range academic planning committee will consider these and other areas and recommend ways in which Southwestern might boost its current academic program from highly-respected to nationally-recognized.

NATIONAL RECOGNITION:

Academic quality is indeed the cornerstone of national recognition. Selective admissions, large libraries, high-scoring students, and faculty from top colleges and universities can significantly increase the likelihood of national prominence.

But there are other factors as well. Some — like having a huge student body or big-time athletics — don't fit with Southwestern's tradition and mission as a liberal arts college. Other factors that influence national prominence, however, do mesh with Southwestern's vision of itself.

An institution's association with a particularly famous program or facility (for instance, the Kennedy Library at Harvard or the Breadloaf Writers Conference at Middlebury) can be a boon. So can the number of Rhodes Scholars a college graduates, or its national church identity.

Research also indicates that an institution's name can enhance or obstruct national recognition. Colleges with confusing or unmemorable names rarely rank among education's elite, a finding of particular importance to Southwestern, one of more than 75 colleges and universities in the nation with names

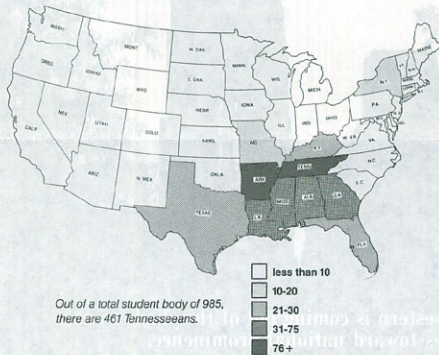
beginning "South," "Southwest" or "Southwestern." The "At Memphis" tag to Southwestern's name has, in fact, fostered the false impression that the college is the Memphis branch of a state-wide university. Many people are simply unaware that the name Southwestern At Memphis denotes a college at all.

As the college strives to become a truly national liberal arts college, it will study the name question along with countless other factors that could influence the future standing of the college. Like academic quality, national recognition will be the focus of a long-range planning committee that will recommend ways for the college to become better known throughout the country.

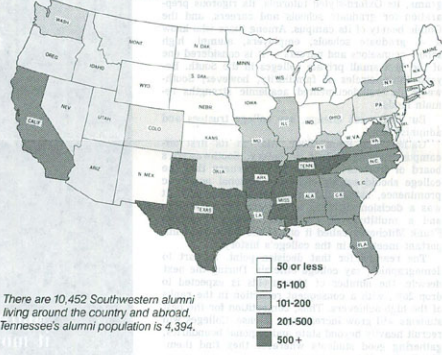
But none of this can be done in a vacuum. Good design depends on the input of alumni, students and faculty — people who understand the purpose and potential of Southwestern, those who care enough to make their opinions known.

If you have suggestions or comments you'd like to contribute to the planning process, please write: Executive Committee, Board of Trustees, Southwestern At Memphis, 2000 North Parkway, Memphis, Tennessee 38112.

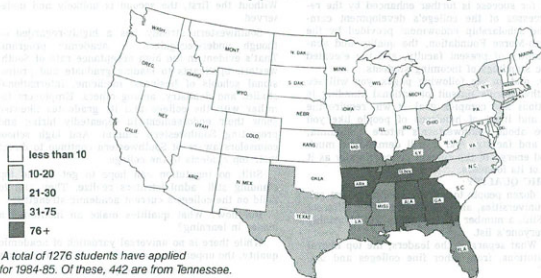
Student Body by State



Southwestern Alumni by State



Student Applicants for 1984-85 by State



In its efforts to attain national prominence, Southwestern hopes to expand the geographical representation of applicants and the student body. The maps shown here indicate current concentrations of applicants, students and alumni.