

HISTORY
OF
ATLANTA DIVISION - UNIVERSITY OF GEORGIA
Dr. George M. Sparks, Director

Growth

The Atlanta Division, University of Georgia, has the largest school enrollment of Business Administration in the South, and sixth largest in enrollment in the United States.

The school known today as the Atlanta Division University of Georgia was organized in 1913 as a department of Georgia Tech. When the present director, Dr. George M. Sparks, was first placed at the head of the evening school in 1928, the enrollment was only a little more than 200 pupils.

In 1932, the school separated from Georgia Tech and moved to a location on Walton Street. Then known as the Georgia Evening College, Atlanta's downtown college outgrew this building the first year, so in 1935, our school moved to another location on Luckie Street next to the Baptist Tabernacle. Classes continued to be taught there until shortly after the end of the war when once again it was the same old story --

a larger building had to be found.

We moved to our present location in 1947, and later the same year became affiliated with the University of Georgia at Athens. The accumulated net enrollment this past year was approximately 8,000. Over 57,000 students are enrolled this present quarter -- a record enrollment for any one quarter in the history of the University.

Reason For Growth

The School operates the only Student Credit Union in the United States, chartered by the state. To date, we have lent \$750,000 in small loans and losses are only 1/1000th of 1%. Cost of loan -- the price of admission to a picture show.

The School has the only college book rental system to students.

The College placement officer guarantees through every county superintendent in Georgia a job for every interested graduate in an Atlanta business house, thus giving to every boy or girl the opportunity of college training or a degree. Throughout the years, such an offer has always been satisfied. The students we gave the jobs to twenty, fifteen, ten and five years ago are now giving the jobs in Atlanta.

This phase of this institution's program is so much a part of its growth that nearly every corporation personnel director now leans on the school officials to man its staff of office workers. But the biggest recruiting service, both for students and for jobs, is that from one to more than one hundred of our formerly trained and placed students are now employed in every Atlanta business house. And this spirited program is yearly pyramiding for these Georgia boys and girls and for better trained personnel for Atlanta business and professional jobs.

Offers B. B. A. degree with majors in eleven different fields, day and evening -- Accounting, Economics, Finance, Industrial Relations and Personnel Management, Insurance and Real Estate, Management, Marketing, Public Administration, Secretarial Studies, Statistics, Transportation and Traffic Management.

Also three years work toward any academic degree, including pre-law and pre-medical.

New Fields

This is our first year in the Fine Arts, Hugh

Hodgson and Lamar Dodd having already created a most successful foundation for increased work in these fields.

Plans for Executive Training in the Graduate fields have been completed.

In addition to this downtown Atlanta Campus of 2½ million dollars in buildings, lands, and equipment, the college has a School lodge near Stone Mountain of a \$100,000 recreation center with buildings, game rooms, music rooms, grills and swimming pools for the purpose of providing opportunities for balanced development.

Jobs vs. Endowment

It is dramatic to grasp the monetary significance of a student body that earns its college education. A part of these non-veteran students total 2,500; if we capitalize normal tuition and board of these non-veteran students at 3% interest, we will realize the equivalent of a \$66,000,000 endowment. Thus the placement of our students in jobs where they may earn a higher education saves the necessity of accumulating an endowment of \$66,000,000 to provide the educational opportunities

5.

which the Atlanta Division is presently providing for its non-veteran students.

In addition to housing such a large student body in this building, rent, concessions, parking lots bring in more than \$50,000 annually.