Girls Co-operative Training at U.C.

- leading to business careers
THE UNIVERSITY OF CINCINNATI has been accurately described as a municipal university and a national institution. It is a municipal university supported partly by taxation, but the principal sources of income are student tuition and endowment funds. It is a national institution in that, throughout the one hundred and thirty-one years of its history, its graduates have served in places of leadership in the nation and the world at large. In normal years, the University enrolls in its twelve colleges and schools, and its independent research laboratories and departments, approximately 12,000 men and women students, drawn from all states of the Union, three U.S. territories, and twenty-nine foreign countries. Eighty acres of rolling lawns comprise the main campus of the University. It sets high on the Clifton hills, overlooking the city and bordering on Burnet Woods. The hills form a pleasant valley with dormitory and classroom buildings encircling the tennis courts and open-air amphitheater, lending picturesque charm to the campus. Set apart from the rush and noise of the city, the campus is within easy access of cultural advantages of a large city—concerts, theater, art galleries, spots of historic interest.

Three outstanding characteristics of the University are its high standards of academic training, its attitude of friendliness, and its spirit of dedication to the aims of city, state, and nation.

To obtain and hold positions of responsibility in business, job experience is extremely important. The getting of enough such experience may be postponed until after graduation from college or, as in the co-operative program in the College of Business Administration at the University of Cincinnati, it may be combined with college training. The co-operative plan, which was originated in 1906 by the late Dean Herman Schneider at the University of Cincinnati, provides a practical way to obtain the preparation necessary to reach positions of responsibility. Students attending college on the co-operative basis learn a profession by working at it in paid positions in business while acquiring a knowledge of its underlying theory in their college classes.

Students in the degree programs of the College of Business Administration attend school full time until April of the freshman year. In April they are divided into two groups which alternate every eight weeks: during each eight-week period one group is at the University and the other is obtaining practical experience on paid jobs in the business world. Students in the Certificate Program begin their alternating work and study periods at the start of the freshman year.

The co-operative work is under the supervision of the Department of Co-ordination and Placement whose members devote their full time to it, obtaining the jobs for the students, visiting the places where the students work, and talking over with employers the students' training and progress. During the periods when the student is in school, she meets with the member of the Co-ordination Department who handles her job placement in a series of orientation lectures, vocational discussions, and individual conferences. The employers send to the members of the Co-ordination Department detailed work records and ratings which are used as one of the bases for advising students.
The practical or co-operative work is arranged wherever possible upon a sequential plan to increase its educational value. For the first year or two, co-operative placements are made to give the students a broad type of experience and to aid them in finding the kind of work for which they will be best suited. Although there are, of course, different ways in which the outside co-operative experience can be graded and classified, the general arrangement is to advance students from the simpler jobs to positions of responsibility based on the student's previous work experience and her long-range career and educational plans.

The University of Cincinnati has co-operative arrangements with more than 450 employers. These firms are located in Ohio, Indiana, Illinois, Kentucky, West Virginia, Michigan, New York, Pennsylvania, the New England States, and other centers. Each girl is placed in or near her home community if she desires and if it is feasible. The out-of-town girls who work in their home communities may thus live at home while they are working on their co-operative jobs.

**ADVANTAGES TO THE GIRLS ATTENDING COLLEGE ON A CO-OPERATIVE BASIS**

An important advantage of the co-operative plan is that it provides an almost immediate check on the choice of a career. Under the co-operative plan, the first few work periods generally give the student a good idea of the nature of business administration. Her fitness for her chosen work is more easily judged under the co-operative system. The girl who goes through a conventional four-year course usually has little means of determining, until after her graduation, whether she likes the work for which she has been trained.

Under present confused world conditions, girls need to make the best possible preparation for their future work. College training is important for most of the jobs at the higher, over-all levels of responsibility. Frequently, however, a girl with a college degree, but lacking practical experience in her field, has a difficult time obtaining a position in the career of her choice. Under the co-operative plan of education, a graduate of the degree programs has, in addition to her college theoretical courses, about two full years of experience on jobs planned by the college to give the student the experience necessary for her chosen career.

On her job, the student comes in contact with the practical problems about which the textbooks are written. She sees how theory is translated into practice. Through jobs, she grapples with the realities of life and thus develops personal maturity, more self-assurance, and a greater interest in things outside herself.

Nearly a half century of experience has demonstrated that as much theory and cultural training can be given in the co-operative courses as in standard non-co-operative courses. Furthermore, because of the student’s background of experience through contact with actual business situations, she can grasp and retain more readily the subject matter presented in the classroom.

Although earning money is not one of the main objectives of the co-operative system, it is an important by-product. The earnings of co-operative students depend upon ability, previous experience, business conditions, and other factors. The firm pays the student directly for co-operative work according to the existing wage scale for the type of work done.
The girls now enrolled in the College of Business Administration are employed on the following types of co-operative positions:

Market Investigation
Grading Psychological Tests
Office Procedures in Psychological Services
Receptionist
Secretarial Work
Hospital Records Clerk
Hospital Credit and Collection Clerk
Stenographic and Statistical Helper
Market Analysis
Typing and Accounting
Office Procedures in Medical Research
Purchasing
Junior Accounting
Bookkeeping

Real Estate Office
Correspondence
Selling
Underwriter Trainee
I.B.M. Procedure
Clerical in Personnel
Statistical
Information Clerk
Building Management Office
Assistant in Training (Personnel)
General Clerical in Accounting Department
Company Hostess
Quality Control—Inspection Reports
Cashier—Posting Machine Operator
Stenography and Accounting

Market Research Agency
Hospital
City Government
Public Accountant
Garment Manufacturing
Real Estate
Electric Appliance
Department Store
Insurance
University
Automobile Manufacturing
Food

Educational Organization
Industrial Research
Sales Organization
Medical Research
Dairy Products
Electric Motor Repair
Men's Clothing Manufacturing
Paper Broker
Biscuit Manufacturing
Cash Register Manufacturing
Electrical Motor Manufacturing
Soap and Cosmetic Products

POSITIONS HELD BY GRADUATES

Year after year, regardless of employment trends, there have always been more good openings for graduates than there were applicants to fill them. Lack of space forbids listing all of the positions held by woman graduates of the co-operative
program in the College of Business Administration. However, a partial tabulation shows the woman graduates in the following positions:

- Treasurer—Machine Tool Sales Company
- Executive Secretary—Television Productions in Advertising Firm
- Private Secretary—President of Industrial Firm
- Interviewer—Department Store
- Buyer—Department Store
- Assistant Buyer—Department Store
- Training Director—Department Store
- College Professor—University
- Accountant—Radio Station
- Office Manager—Industrial Research Organization
- Employment Manager—Soap and Cosmetic Firm
- Research Analyst—Department Store
- Market Research Analyst—Advertising Agency
- Market Research Analyst—Advertising Department, Radio Manufacturing Firm
- Owner—Secretarial School
- Owner—Public Accounting Firm
- Chief, Employment Opportunities Branch—Women’s Bureau, U. S. Department of Labor

Secretary—Investment Counseling Firm
Secretary—Insurance Underwriting Company
Secretary—Insurance Agency
Co-ordinator—University Placement Department
Training Director—Overseas Occupation Offices, Foreign Service
Traveling Representative—Manufacturing Company
Senior Statistical Clerk—Educational Organization
Statistician—Personnel, Government Agency
Selling Cost Clerk—Department Store
Market Research Supervisor—Market Research Agency
Accountant—University

Many of the graduates have, of course, married. These women often tell how helpful their courses in Business Administration have been in managing a home and family. In addition, they have a sense of security within themselves; they feel, and many have proved, that their combination of college courses and experience in business makes their re-entry into the world of paid employment a relatively easy matter.
LENGTH OF THE CO-OPERATIVE COURSE

Degree Programs

The degree courses are of five years' duration; seniors complete their courses either at the end of February or in the middle of April of the fifth year. Freshman students attend school full time until April of the freshman year, with vacations at Christmas time and in the spring, and thereafter spend alternating periods of seven weeks in school and eight weeks on the job. The school year is eleven months in length. In addition to the Christmas and spring vacations, there is a vacation of three weeks in the summer.

The Secretarial Program differs from the other programs which students may elect in that it is designed to prepare them to enter business at the end of three years if they so desire. Those students who complete two additional years of the Secretarial Program will qualify for a degree. The degree of Bachelor of Business Administration is awarded for all five-year programs except that of Industrial Management. For the latter, the degree of Bachelor of Science in Industrial Management is given.

Certificate Program

Students taking the two-year program leading to the Certificate of Business Administration begin their alternating work and study periods at the start of the freshman year.

Any student, upon the completion of the Certificate Program who desires to continue, can qualify for the degree of Bachelor of Business Administration upon the satisfactory completion of the remainder of the five-year program and by attending classes for four terms in the fifth or senior year.

Requirements for Admission to Courses in Business Administration

Requirements for Degree Students

This course is open to graduates of accredited high schools who present a minimum of three units in English, one unit of History, one unit in Algebra, and one unit in Plane Geometry which can be waived if the student does not plan to continue courses in mathematics in college. Certain broad limitations are placed on the remaining units required for entrance. An applicant's high-school record must show an average of seventy-five per cent or more in at least eight of the fifteen units presented, and she must be in the upper two-thirds of her class. Students are permitted but not required to present a limited number of credits in high-school business subjects.

Requirements for Admission to the Two-Year Certificate Program

Candidates for admission to the two-year certificate course in Business Administration will be admitted on diploma from an accredited high school. No applicant will be admitted whose high school record does not show an average of seventy-five per cent or more in at least eight of the fifteen high-school credits presented, and who is not in the upper two-thirds of her class. Students are permitted but not required to present credits in high-school business subjects.
SUBJECTS STUDIED IN THE DEGREE PROGRAMS
OF THE
COLLEGE OF BUSINESS ADMINISTRATION

General Program
The General Program is recommended for those students who have managerial positions as a possible goal and for those who wish to enter the personnel field. This broad program of training makes for flexibility and adaptability in the choice of a career and for suitable preparation to meet the social and economic problems of everyday life.

First Year—Freshman
Principles of Accounting and Accounting Laboratory, Economic Geography and Geology of the World, Shorthand (Beginning or Advanced), Typewriting (Beginning or Advanced), Algebra and Trigonometry or Survey of European Civilization since 1500, Composition and Literature, Business Correspondence, Coordination, Physical and Health Education.

Second Year—Sophomore

Third Year—Prejunior

Fourth Year—Junior
Banking Principles and Organization, Sales Management, Labor Problems and Management, Labor Reports, Introduction to Business Law, Effective Writing and Speaking, and one elective from: Cost Accounting and Cost Accounting Laboratory, Advanced Statistics and Advanced Statistics Laboratory, Principles of Retailing and Retailing Laboratory.

Fifth Year—Senior

Accounting Program
The Accounting Program is intended for those students who wish to train themselves for public, industrial, commercial, or governmental accounting. These categories include the Certified Public Accountants, internal revenue agents, tax consultants, controllers, internal auditors, cost accountants, budget directors of state and federal agencies, and others using accounting in managerial capacities.

The first four years of the Accounting Program are the same as for the General Program, except that Cost Accounting and Cost Accounting Laboratory must be chosen in place of the electives.

Fifth Year—Senior
Federal Income Tax Accounting, Budgetary Control, Auditing, Business Law: Cases and Problems, Contemporary Problems, and one elective from the General Program.
Marketing Program

The Marketing Program is designed for those who wish to prepare themselves to enter the field of distribution. This category includes marketing researchers and analysts, merchandising specialists and general managers, buyers, advertising directors, account executives, market consultants, sales directors and managers, as well as many others in highly specialized personal selling positions.

The first four years of the Marketing Program are the same as for the General Program, except that Retailing and Retailing Laboratory must be chosen in lieu of the electives.

Fifth Year—Senior

Marketing Problems, Marketing Research and Sales Analysis, Sales Costing and Analysis, Sales Costing and Analysis Laboratory, Business Law: Cases and Problems, Contemporary Problems, and one elective from the General Program.

Secretarial Program

The Secretarial Program is designed primarily for the more capable student training for superior secretarial positions. When executive responsibility and a business career in the secretarial field is sought, young women must secure the broader advantage of a college education in order to meet the competition for the superior types of opportunity. The student in the Secretarial Program of the College of Business Administration is not limited to vocational specialization for the courses are carefully planned to give the students in all their curricula a broad education of university caliber. The need of equipping students with an understanding of the responsibilities of citizenship and with a social consciousness is recognized.

The young woman who completes either the three-year or five-year program under the Secretarial Option need have no misgivings about increasing competition for secretarial job openings. The more exacting the job, the more likely she is to qualify because of the quality and thoroughness of her training.

First Year—Freshman

Principles of Accounting and Accounting Laboratory, Economic Geography and Geology of the World, Shorthand (Beginning or Advanced), Typewriting (Beginning or Advanced), Composition and Literature, Business Correspondence, College Mathematics or Mathematics for Business, Co-ordination, Physical and Health Education.

Second Year—Sophomore


Third Year—Prejunior


Terminus of the three-year Secretarial Studies Program.

Students who desire to continue in the Secretarial Program for the Bachelor of Business Administration degree continue the program as follows:

Fourth Year—Junior

Economic and Social History of England, Government and Business, and four approved electives (not previously taken) from the following: Statistics and Statistics Laboratory, Banking Principles and Organization, Corporation Finance, Introduction to Business Law, Effective Writing and Speaking, Economic Problems, Labor Problems and Management, Sales Management, Principles of Retailing and Retailing Laboratory, Cost Accounting and Cost Accounting Laboratory.

Fifth Year—Senior

The fifth year of the Secretarial Program is the same as for the General Program.

Industrial Management Program

A third-, fourth-, and fifth-year curriculum on the co-operative plan is offered to students who have completed two years in an approved college of engineering or two years of specified courses in an approved college of liberal arts. This Industrial Management Program is designed to meet the increasing demand in business and industry for students who combine rigorous training in such courses as mathematics, chemistry, physics, and production management with training in the fundamentals of business administration.

Business Administration-Law Program

Through co-operation with the College of Law of the University of Cincinnati a combined Business Administration-Law Program is offered.

The details of the courses mentioned above are given in the Bulletin of the College of Business Administration which will be sent upon request.
COURSES REQUIRED FOR A CERTIFICATE IN BUSINESS ADMINISTRATION

For the duration of the National Emergency, a two-year course for women on the co-operative basis throughout is being offered by the College of Business Administration. The subjects in the Certificate Curriculum are substantially the same as in the first two years of the regular five-year co-operative program. Any girl who desires to continue, will be able to obtain a degree of Bachelor of Business Administration upon the satisfactory completion of the remainder of the five-year program and by attending classes for four terms in the senior year.

First Year - Freshman

Composition and Business Correspondence (3 terms)
An intensive review of English fundamentals and a program of collateral reading. The second term is devoted to effective speaking, and the third term to the fundamentals of the business letter, techniques of the product analysis, the market survey, and the business report. Included also is the application of basic principles to specialized letter types: sales, credit and collections, adjustment, application.

Principles of Accounting and Accounting Laboratory (3 terms)
The fundamental principles of accounting applicable to business enterprises. An introduction to financial statements, their importance to management and procedures followed in obtaining them. In the laboratory periods applications of basic accounting principles are considered. The theory of accounts and the recording and assembling of accounting data are co-ordinated through intensive drill in carefully selected and graded problems.

Mathematics of Finance
Percentages, interest, annuities, depreciation.

Shorthand (3 terms)*
Development of fluency and accuracy in writing Gregg shorthand. Emphasis on business terminology and words and phrases in frequent use. Development of a marketable production rate and usability of shorthand transcript.

Typewriting (3 terms)*
Development of correct technique essential to speed and accuracy in touch typewriting. Emphasis upon business letters, centering, tabulating, business reports, office forms, and masters for duplicating machines, typing from rough-draft copy, shorthand notes, and voice machines.

Co-ordination (3 terms)
Lectures on orientation and personal hygiene; lectures and movies on the development of proper work habits and desirable personal characteristics; oral reports and discussions of opportunities for careers in the field of business.

Second Year - Sophomore

A Survey of English Literature (3 terms)
From Beowulf to the modern writers with emphasis on literature as an important part of our cultural heritage. Occasional consideration of the effects of sociological and economic conditions on the production of literature.

*Students who qualify for advanced standing in Shorthand and Typewriting will substitute Advanced Shorthand (3 terms), Advanced Typewriting (3 terms), and Government and Business (3 terms)

Principles of Economics (3 terms)
The way in which production, distribution, and consumption are organized. The theory of markets under competitive and monopoly conditions. Physical and human factors in economic processes.

Office Management and Secretarial Practice (3 terms)
Standardization and simplification of office systems and procedures; office equipment and systems problems; system analysis techniques; office production standards and controls. Training in communicating, banking procedure, editing, and using reference books. Study of practical office problems.

Economic and Social History of the United States (3 terms)
Economic development of the United States from Colonial times to the present; Westward movement; rise of manufactures; problems of transportation and trade; banking; labor problems.

Principles of Psychology (3 terms)
An introduction to the principles of human behavior, covering such activities as motivation, feeling, emotion, perception, learning, intelligence, efficiency, personality and human relations, with applications to everyday life. Demonstrations and group experiments.

Advanced Shorthand (3 terms)**
Development of high speed in shorthand and transcription.

Co-ordination (2 terms)
Lectures on business organization and management. Oral and written reports based on co-operative work, with discussions emphasizing personal adjustments to co-operative positions.

**Students who have taken Advanced Shorthand in the freshman year may take Intermediate Accounting, Statistics, or some other approved optional course of three credits.
SUMMARIZED STATEMENT OF TUITION AND FEES

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ORIENTATION

Freshman girls are introduced to University life by a carefully selected group of upper-class women, known as Junior Advisers. During a two-day program, freshmen are given several aptitude and interest tests, shown the campus, inducted into extracurricular activities by experienced student leaders, invited to dance at the traditional Freshman Mixer and to dine at a buffet supper in the Student Union. The Junior Advisers meet small groups of freshman girls weekly to discuss campus topics, both study and social life, and student government. The University of Cincinnati has as democratic a form of student government as possible. With Student Council at the helm, all student problems, activity funds, and matters of policy are legislated upon by one or more of the governing bodies, such as the Social Board, Men's Senate, Women's Senate, the various College Tribunals, Association of Dormitory Women, Intersorority House Council and the Board of Publications.

EXTRACURRICULAR ACTIVITIES

The University of Cincinnati campus has high musical standards as shown by the accomplishments of its Glee Club and Band. There are also good opportunities to develop talents in such organizations as the Mummers Guild (dramatics), Forensic Guild (debate), Arts Board, College League of Women Voters, the News Record, the Cincinnati, the Profile, the Co-operative Engineer, and other college publications—besides all the departmental clubs and professional societies. The Co-op Club is an organization composed entirely of woman co-operative students. Scholarship,
recognition, and leadership honor societies to which girls in the College of Business Administration aspire are Mortar Board, Alpha Lambda Delta (Freshman honorary), Beta Gamma Sigma (Business Administration honorary), and Pi Chi Epsilon (Business and Engineering Women's honorary). The Student Religious Council functions on the campus for the purpose of co-ordinating the various student religious groups without attempting to modify any of the beliefs and convictions of its member organizations which include Epsilon Phi Sigma (Greek Orthodox), Gamma Delta (Lutheran), Hillel (Jewish), Newman Club (Roman Catholic), Wesley Foundation (Methodist), and Westminster Foundation (Presbyterian).

All eighteen of the social fraternities and all sixteen social sororities maintain houses near the campus. There are also a number of organizations which make it possible for students who do not affiliate with a sorority or fraternity to enjoy group social life and to widen acquaintance. These local groups are affiliated with the National Independent Students Association along with ninety other colleges.

ATHLETIC ACTIVITIES

The athletic facilities of the University include a football stadium with a seating capacity of 25,000 people, the men’s gymnasium, the women’s gymnasium, football practice fields, track, baseball diamonds, tennis courts, and hockey field.

The University has a representative team in ten intercollegiate sports—football, basketball, baseball, track, swimming, fencing, golf, tennis, gymnastics, and rifle. The Intramural Program at the University is one of the most complete and outstanding in the country. The Women’s Athletic Association is open to all women and offers intercollegiate and intramural team sports. Chief among the women’s sports are archery, tennis, hockey, fencing, rifle range, basketball, modern dancing, bowling, swimming, baseball, and volleyball.

STUDENT UNION

The Student Union, which is the center of student life and campus activities, is considered one of the most complete and most beautiful buildings of its type. The cafeteria is large and serves as a ballroom for many University dances; private dining rooms are in daily use by groups or societies; the bookstore stocks all the texts needed as well as a vast assortment of side lines. The recreation rooms are equipped for table tennis, billiards, and chess. The Student Union Board, composed of students and faculty, through its committees plans interesting Union programs during the entire year, such as the Student-Faculty Coffee Hours, the Coke Dances, the U. C. football movies, weekly lounge concerts, bridge tournaments, table tennis tournaments, etc.

Many programs are planned with emphasis being placed on the out-of-town student such as Sunday night fireside parties, hay rides, barn dances, informal dances and shows.

UNIVERSITY YMCA - YWCA

The University “Y” is located in its own building on the campus. The excellent facilities were designed especially for the needs of student, faculty, and alumni groups. The “Y” building is the scene of constant activity, with its recreation halls, reading rooms, and lounges, in which are held social functions, panel discussions, and forums on topics of current importance.

STUDENTS’ HEALTH SERVICE

The Students’ Health Service maintains a dispensary and infirmary staffed by physicians, nurses, and technicians. Ordinary treatment usually administered by a general practitioner will be given to all students who pay the nonresident health fee. The infirmary is open continuously from the first of October to the last of May. During the summer months while the infirmary is closed, out-of-town students are given hospital care in private hospitals.

A part of the general program of health conservation is the health supervision of food handlers on the campus and certain other public health activities which indirectly benefit the student.
STUDENT LIVING ACCOMMODATIONS

All out-of-town freshman women are required to live in Memorial Dormitory, which is operated under the supervision of the Dean of Women. The one exception to the rule is made for girls who have close relatives in Cincinnati with whom they wish to live. In the sophomore and subsequent years, out-of-town girls who have joined sororities may live in houses managed by the sororities adjoining the campus.

Memorial Dormitory is situated on campus, and has single, double, and triple rooms. Room rates range from $4.00, $5.00, $6.50, to $8.00 with some single rooms at $9.00 and $9.50 per week. In addition, freshmen are required to buy a $5.00 meal ticket each week for the first half year, making their total charge vary from $9.00 to $14.50 per week. Meals are served in the University cafeteria in the Student Union.

Young women interested in obtaining further details should address inquiries to the Office of the Dean of the College of Business Administration, University of Cincinnati, Cincinnati 21, Ohio. Students are invited to come to the University for a personal interview. The Office of the Dean is open from 8:30 a.m. to 5:00 p.m. during the week and from 8:30 a.m. to 12:00 noon on Saturday.

COLLEGES OF THE UNIVERSITY

Graduate School of Arts and Sciences
McMicken College of Liberal Arts
College of Engineering
Teachers College
College of Business Administration
College of Medicine
College of Law (Cincinnati Law School)
College of Nursing and Health
College of Applied Arts
College of Home Economics
Evening College
Summer School