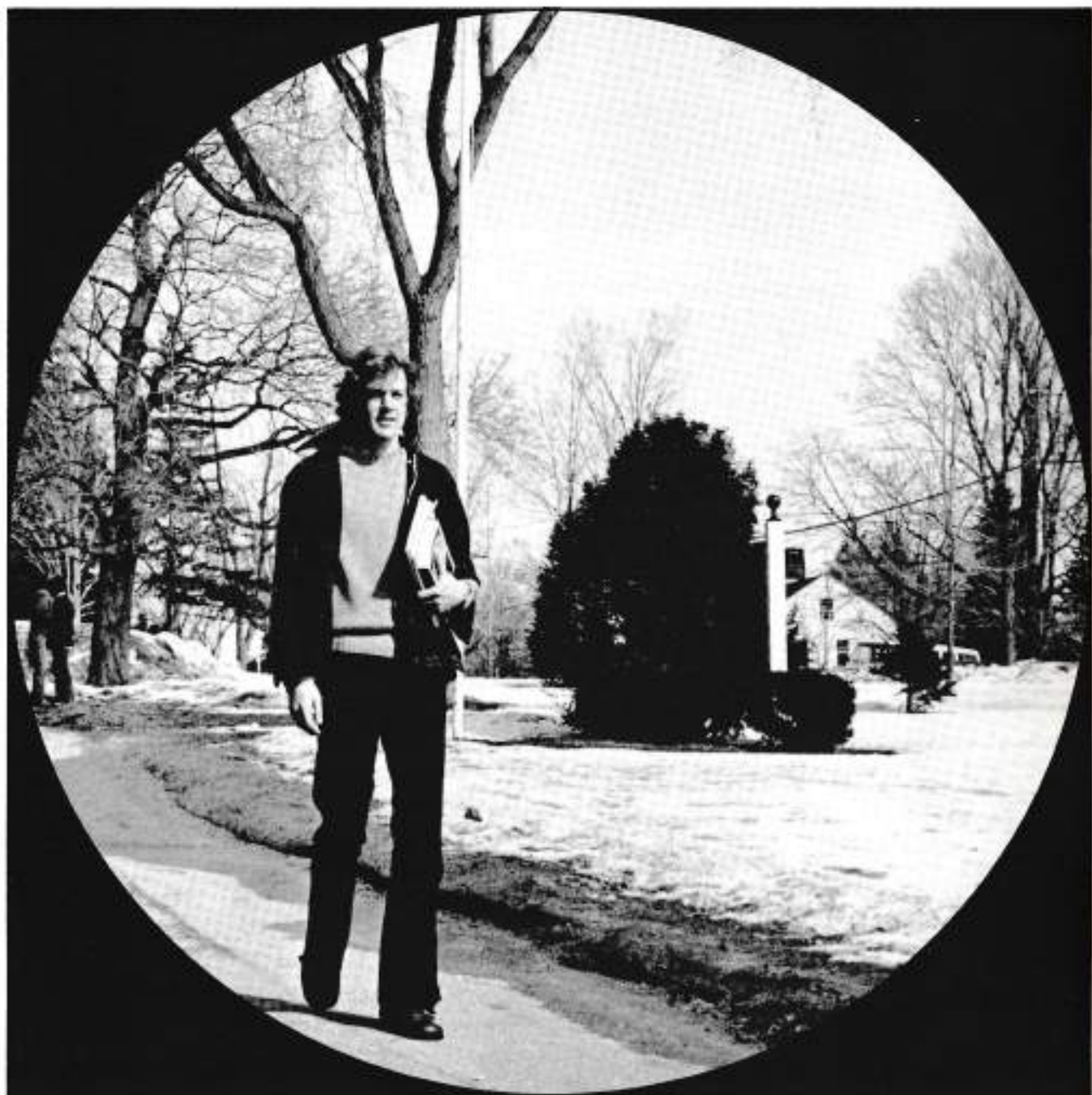




1970's

Smarter. Better. Faster. Research.

NICHOLS COLLEGE



NICHOLS COLLEGE

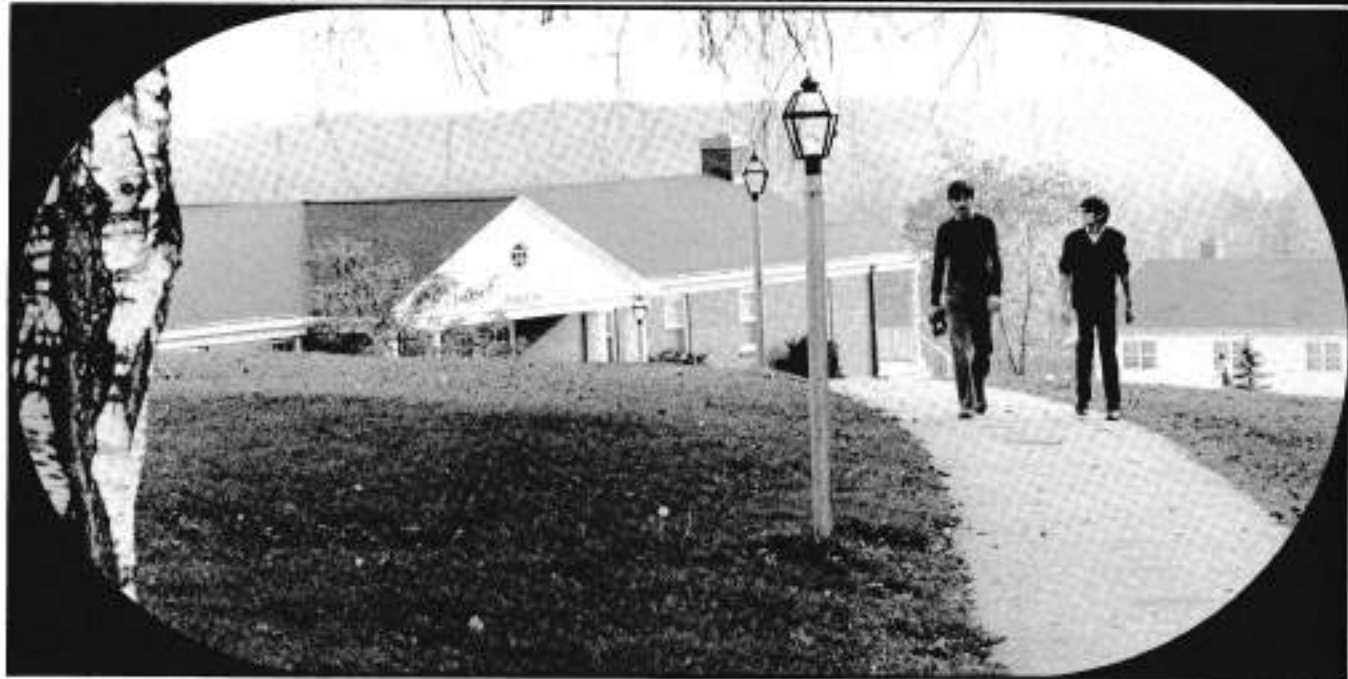
A Coeducational, Four-Year, Independent College
offering Bachelor degrees in

Liberal Arts
Business Administration
Public Administration

Dudley, Massachusetts 01570

Nichols College is fully accredited by the
New England Association of Colleges and Schools.

Nichols College is first of all a community of people living, working and studying together. Its small size permits both students and faculty to develop a mutual trust and respect for one another. The student has the opportunity to foster his relationships with members of the faculty on a personal as well as a professional level. The



deepening of understanding is carried on in the classroom, on the athletic fields, in club activities, and in the dormitories. The learning experience such, is considered to be one of the College's most significant features.



Known affectionately as "The Hill", the campus consists of two hundred acres of hill-top land. Thirty-eight buildings accommodate the administrative, academic, and social activities of the coeducational student body, and provide living



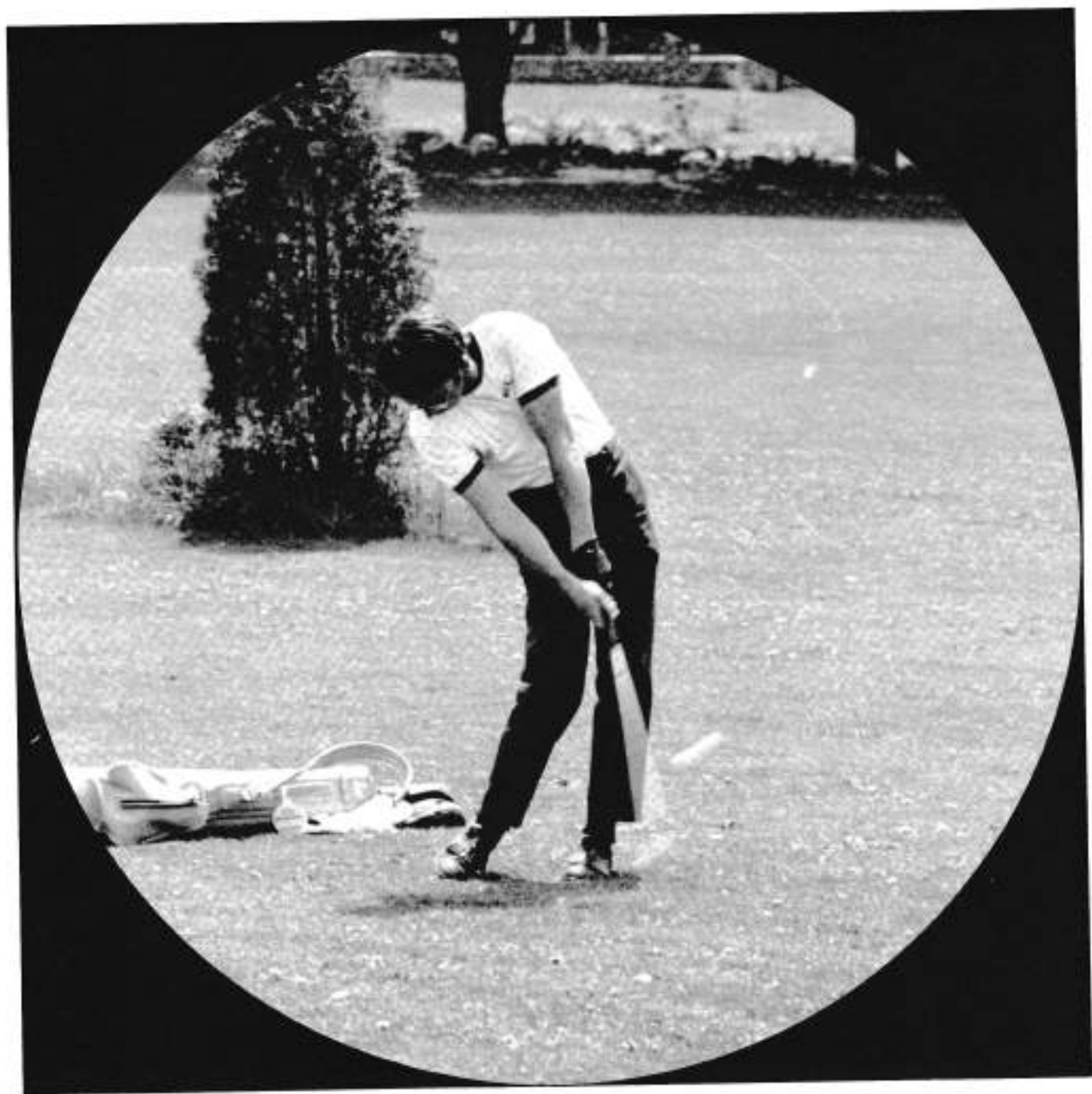
quarters for approximately four hundred and fifty young men and women in nine dormitories. Also included are a fully equipped field house and a spacious, modern library with carrels and tables for as many as two hundred and fifty people.

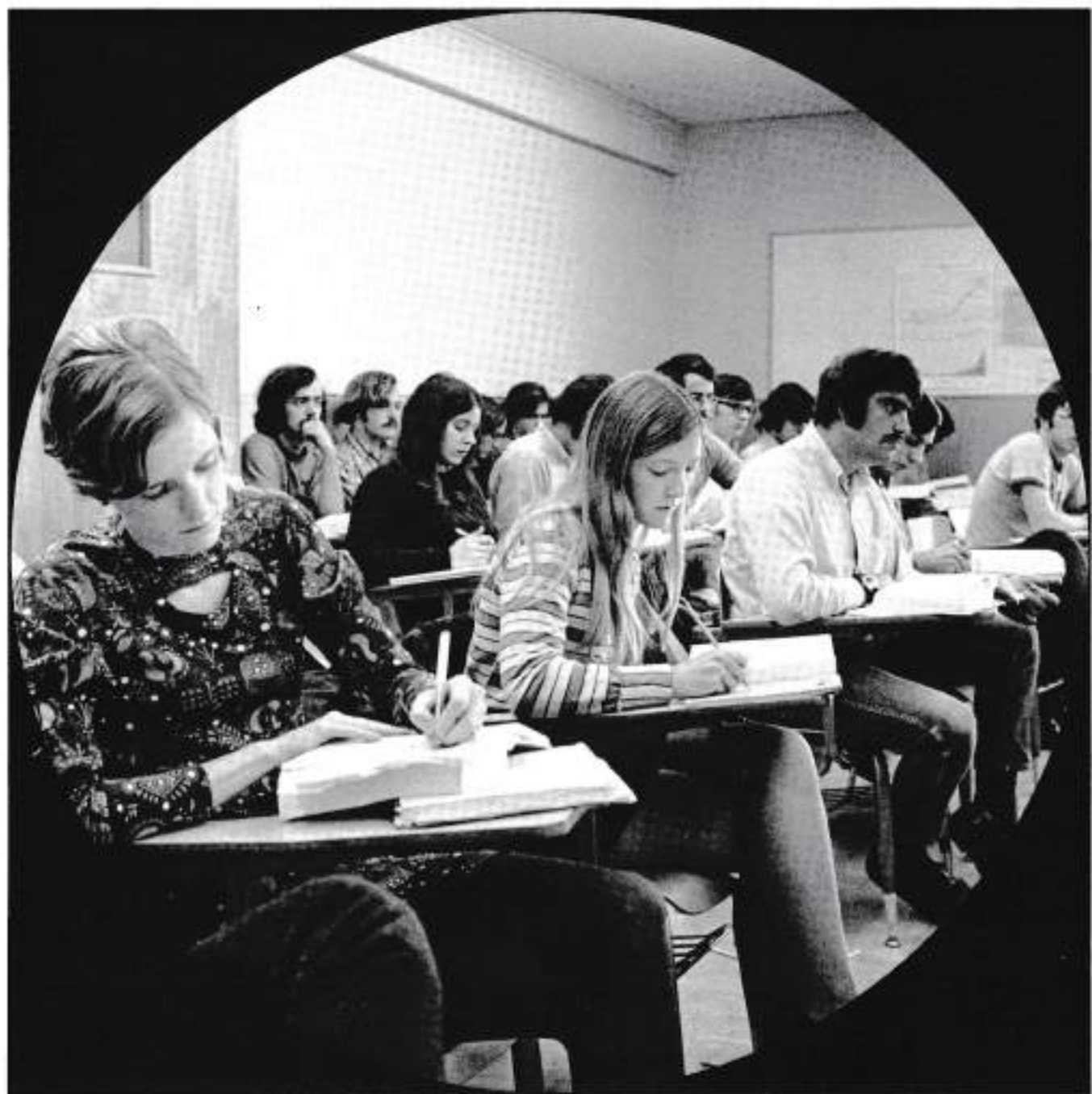


Located in south-central Massachusetts, the town of Dudley lies midway between Boston and Hartford, and the proximity of Worcester, Springfield and Providence also affords the opportunity for additional cultural enrichments. As a supplement to the rural setting enjoyed by Nichols, the added

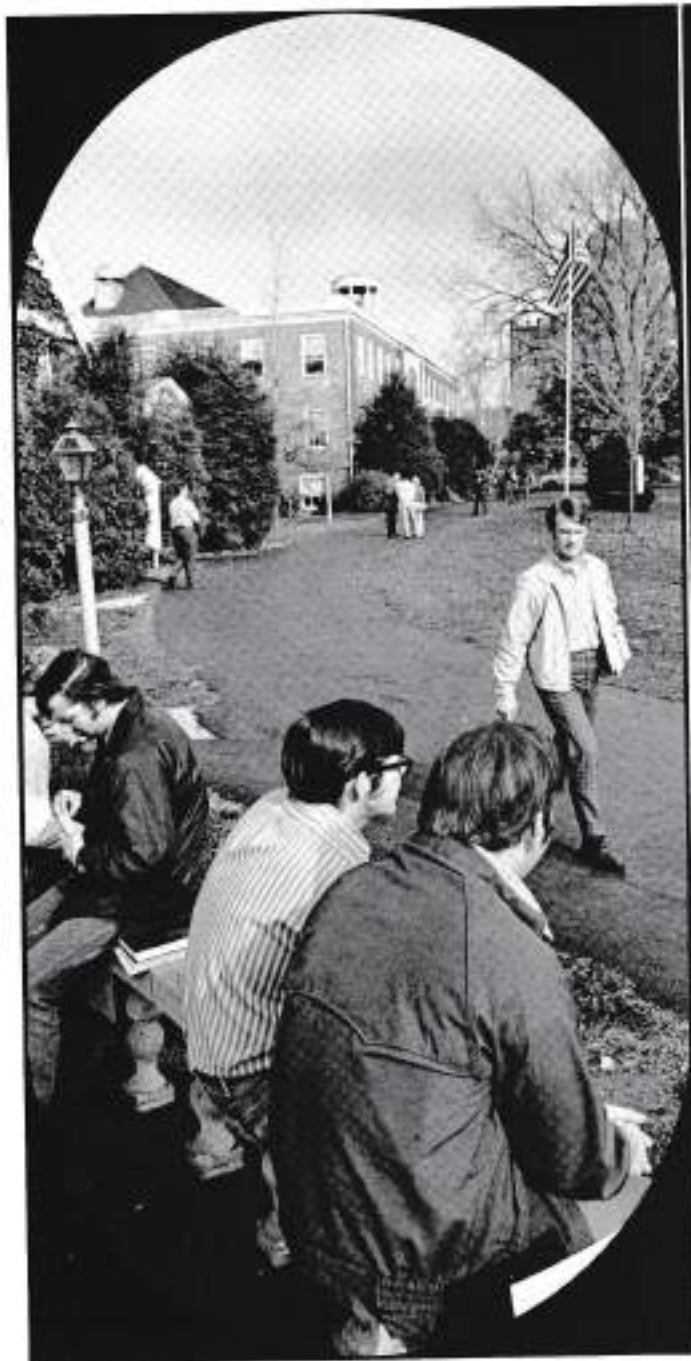


incentive for off-campus involvement is near at hand for both faculty and students. The rural atmosphere insures a meaningful exposure to learning and living unencumbered by the strains which, by their very nature, go hand in hand with urban situations.

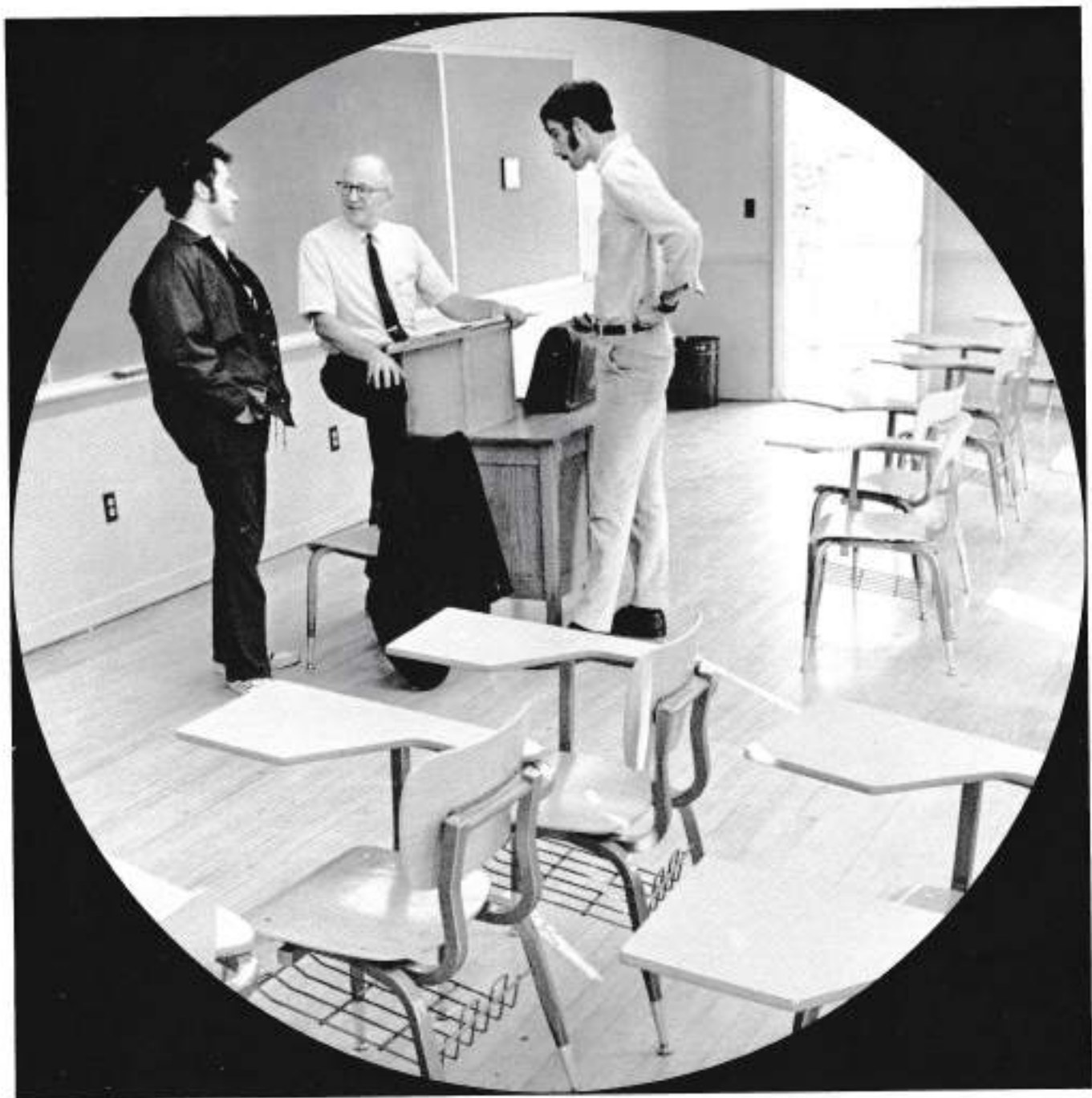




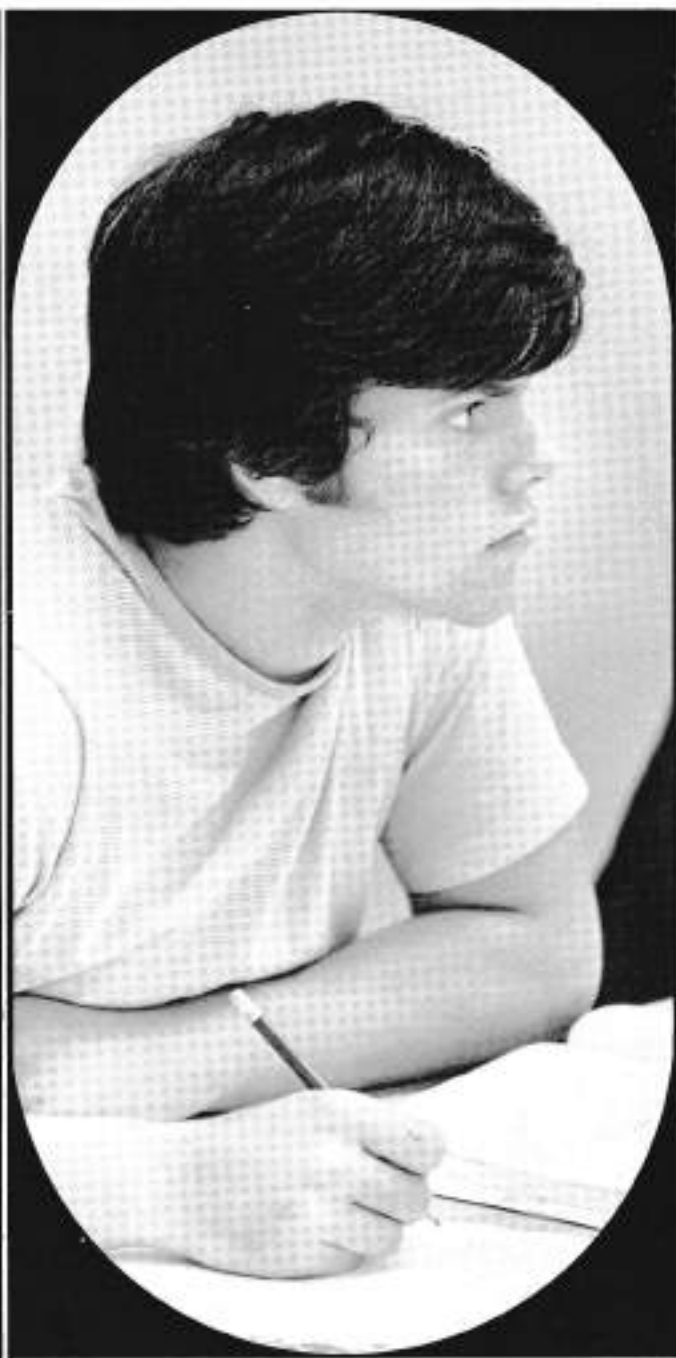
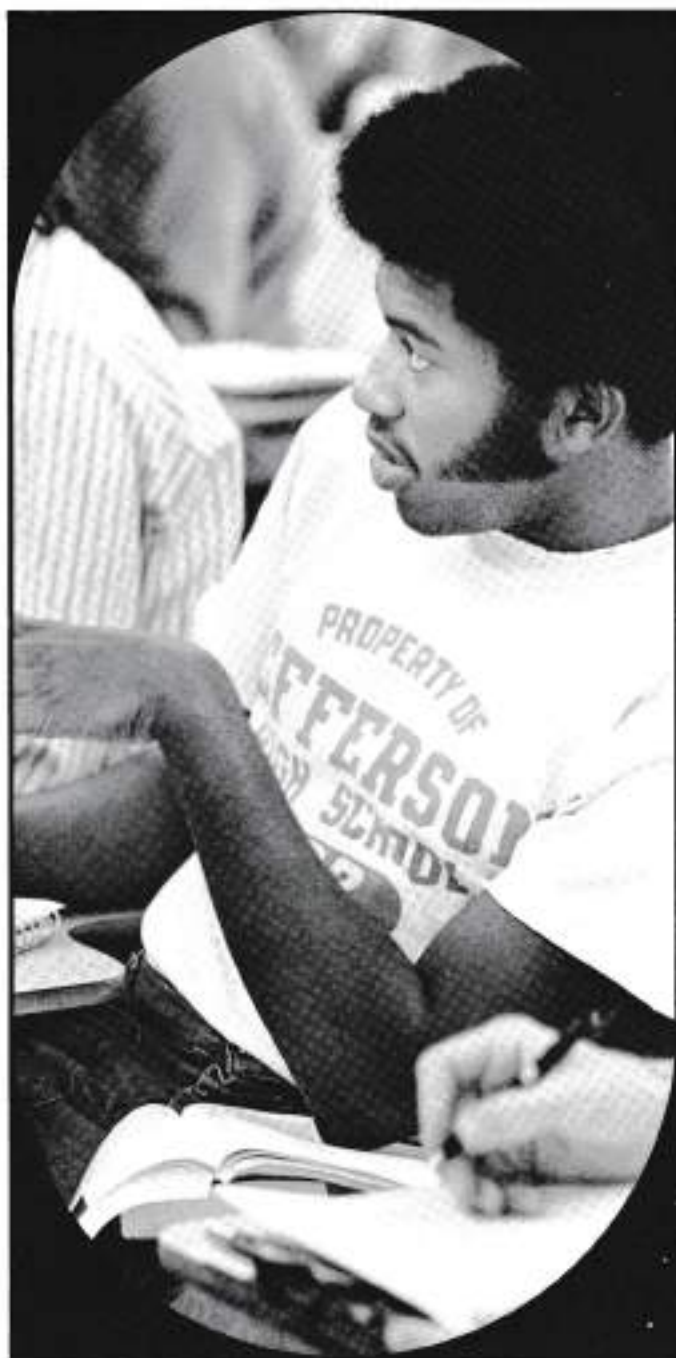
The history of Nichols is one of rewarding achievement in response to the changing environment, not only of higher education, but also of the society where graduates assume their roles of constructive leadership.



To this end, the College constantly examines its curricula in relation to the needs of its students. In recent years, the College has responded to the recognition that administration in business and society has attained a status once reserved for the traditional professions. Appropriate training for an administrative career must therefore include a basis in liberal arts. With still other demands calling for specific education in public and institu-



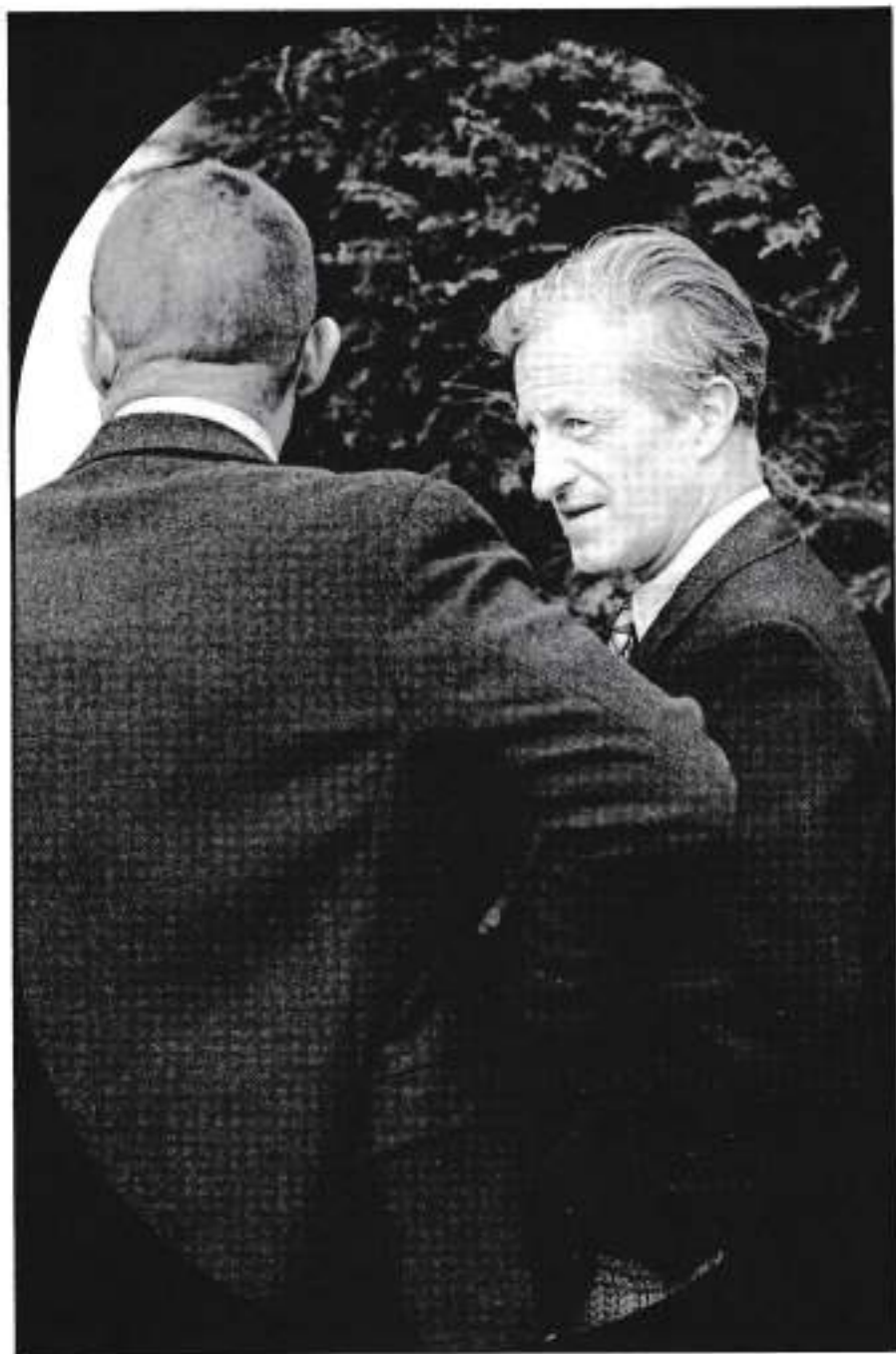
tional administration, as well as in education itself, Nichols now offers degrees at the Bachelor level in arts, business, and public administration. Fields of concentration within these curricula include economics, history, psychology, sociology, accounting, finance, marketing, and several areas of management. There are also supplementary courses in education for those who plan to embark on a career in secondary school teaching.



The widening academic horizons now open at Nichols led quite naturally to the admission of women to a hitherto all-male institution. The presence of women on campus has had its most marked effect in the classroom, where a refreshing viewpoint on all academic pursuits tends to enliven and make more meaningful the total Nichols experience.





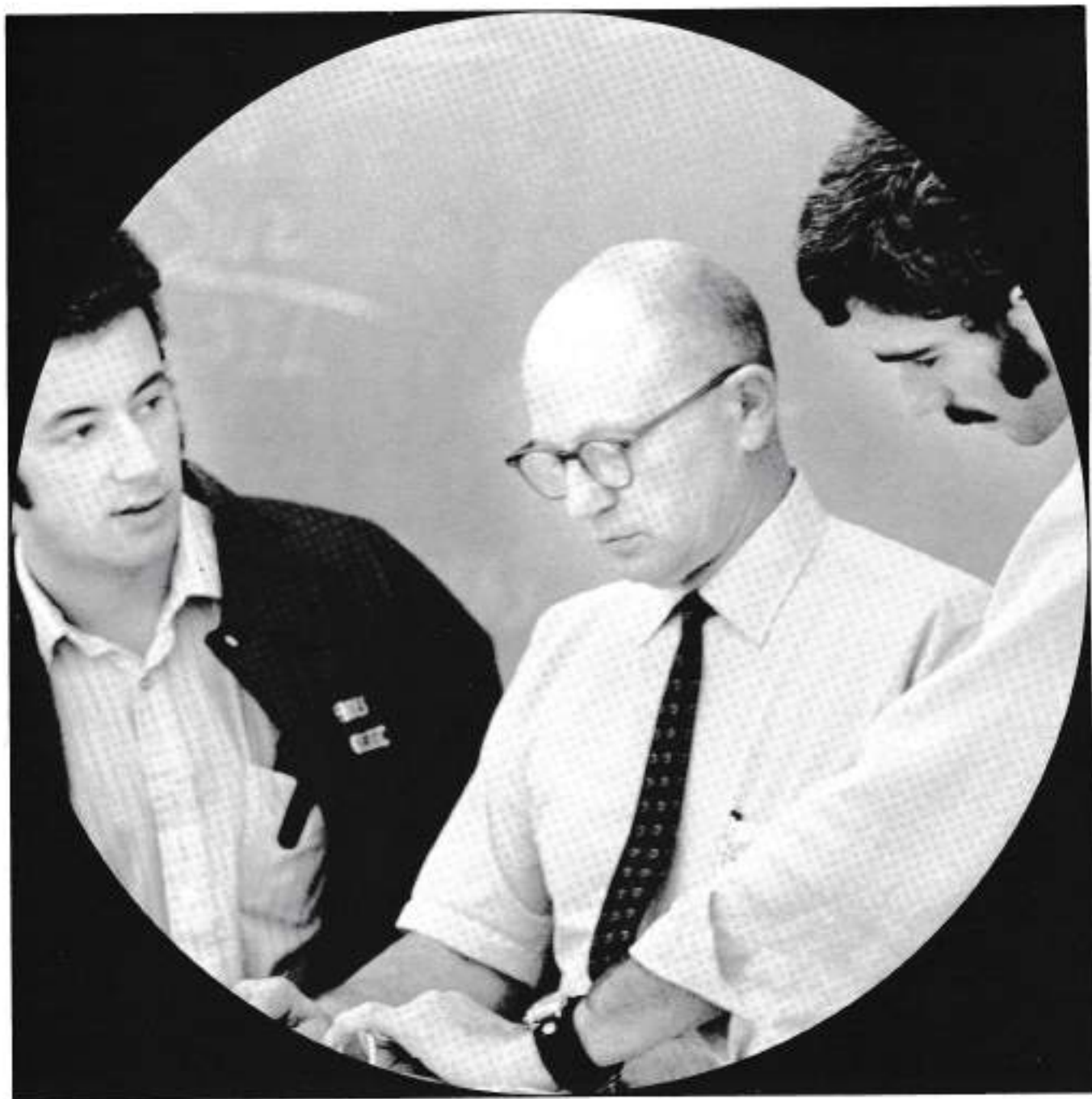


Critical to the fruitful realization of the students' individual objectives is the calibre of the faculty. At Nichols, there is a productive balance of youth, energy, and exploration on the one hand, and the stability and dedication born of long experience on the other. Nichols has been fortunate in its ability to attract and retain such a balance.



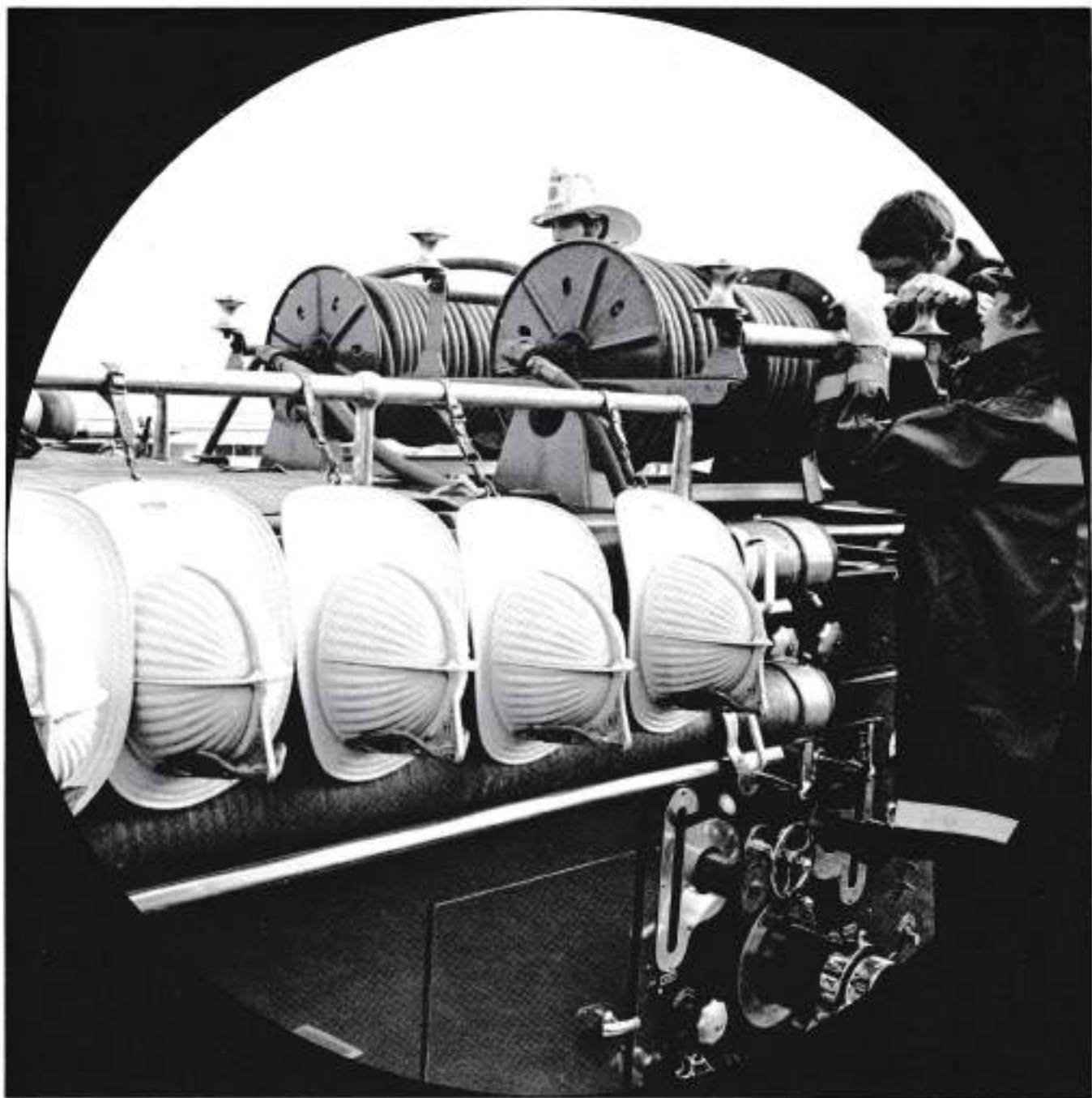


All members of the faculty have been selected for academic excellence in their own disciplines, their ability to impart that knowledge in a meaningful manner, and above all, for their genuine concern for students.





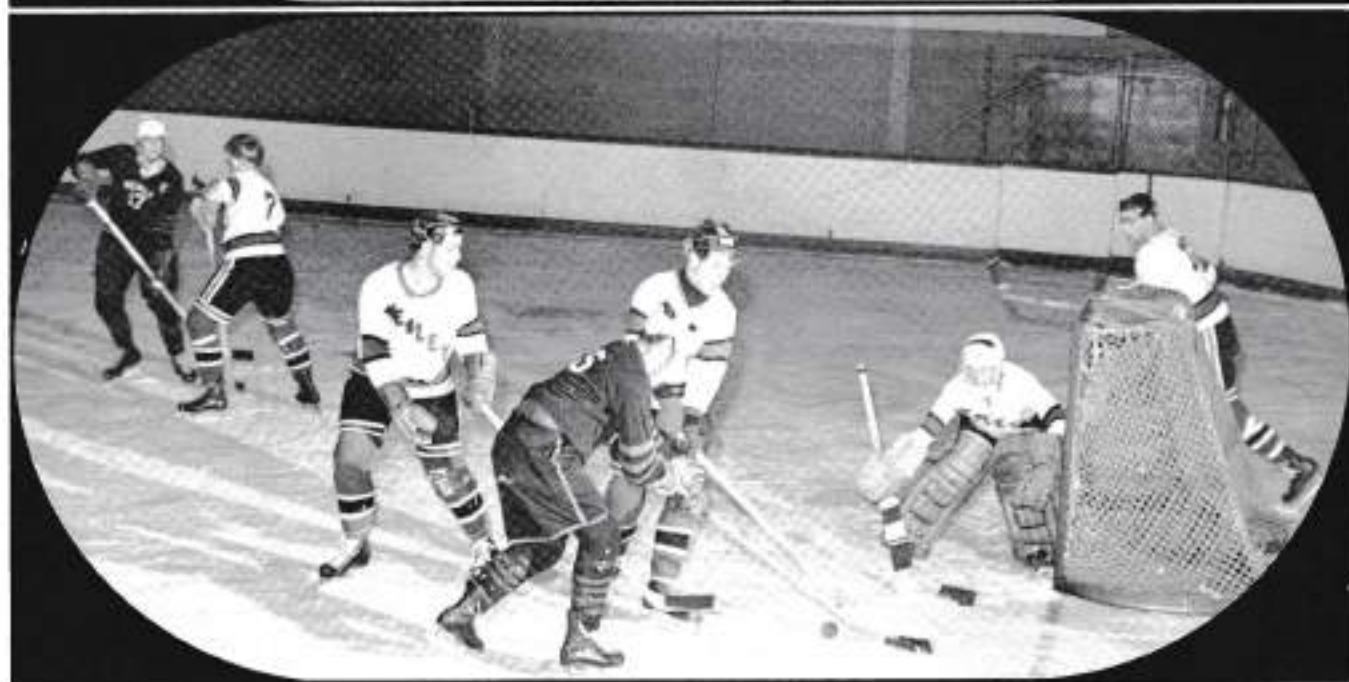
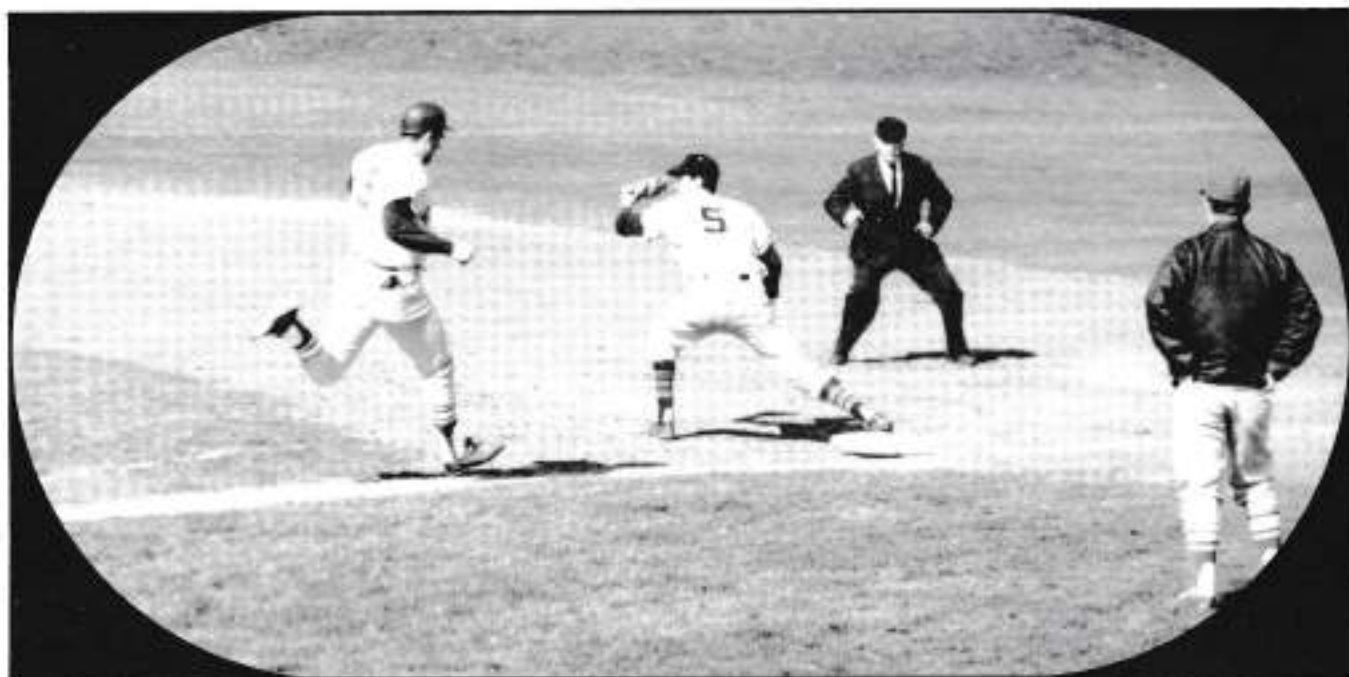
Nichols also recognizes extracurricular values, and students are encouraged to participate in a variety of organized activities outside the classroom. There are nearly two dozen clubs and organizations on the campus in addition to intramural and intercollegiate athletic teams. It is strongly felt that the individual who is not involved in some college-sponsored activity apart from academics is missing some of the most rewarding experiences of college life.







In athletics, Nichols is proud to participate in seasonal intercollegiate sports at the varsity level, and nearly one-third of the student body is involved. These include football, cross-country, soccer, basketball, hockey, swimming, baseball, lacrosse, track, sailing, tennis and golf. Supplementing the varsity program, much emphasis is



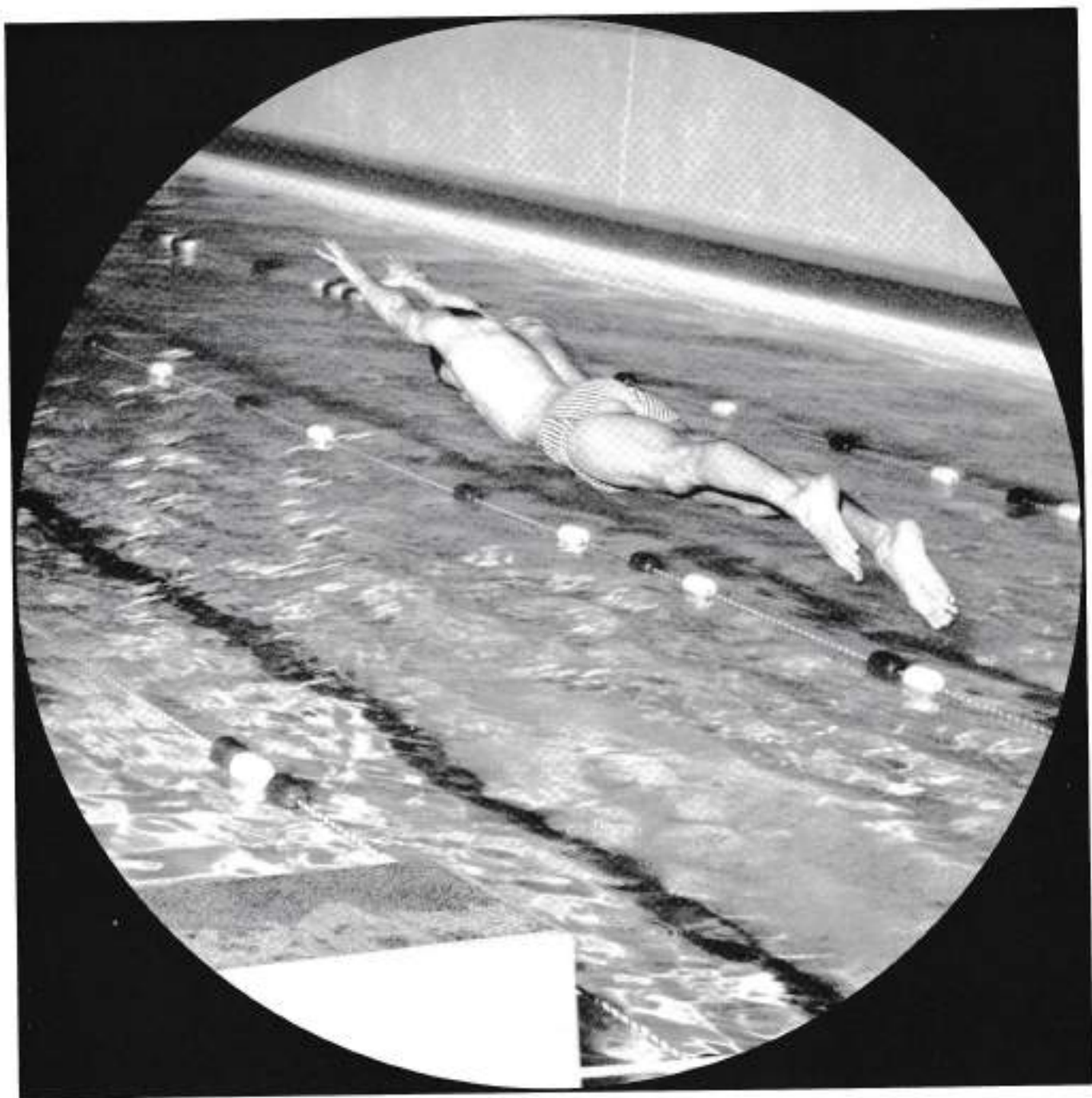
placed on the development of individual abilities in sports which lend themselves to a lifetime of enjoyment. Golf, on the College's own nine-hole course, as well as tennis, sailing, skiing and similar recreational pursuits, are readily at hand together with competent instruction in each.















Underlying the overall purpose of Nichols' offerings is the community spirit manifested by the interaction between the varieties of people involved. The intentionally small size of just over seven hundred students, coupled with the self-contained atmosphere in a rural setting, insure that students, faculty, and local residents can learn



to know and respect one another as people, both within and without their specific areas of concentration. A student quickly becomes much more than "someone at college." The opportunity to share and expand on the ideas and desires of a wide diversity of interests — this is Nichols' own contribution.



For further information, including general catalog and application for enrollment, direct inquiries to:

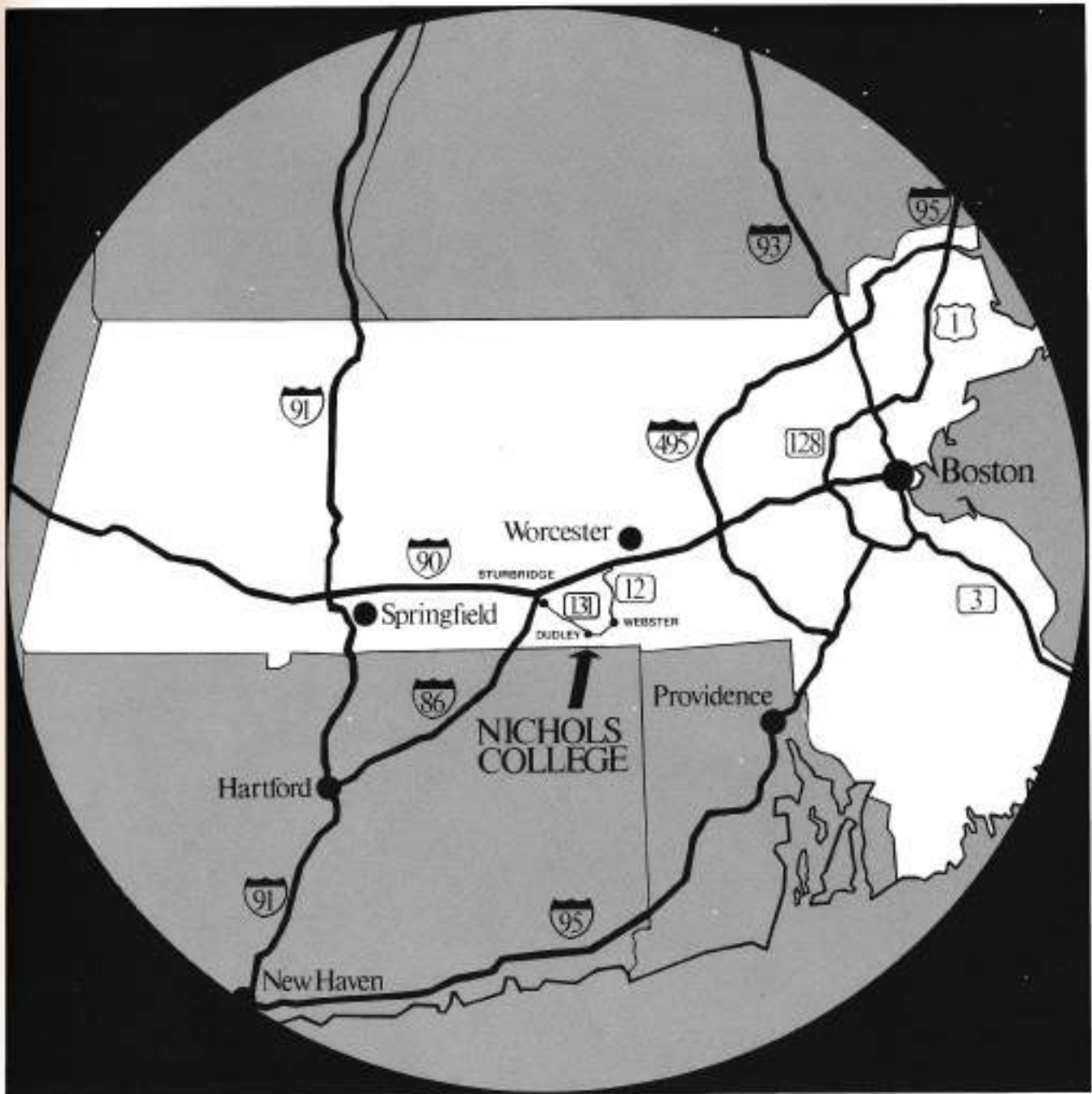
Director of Admissions,

Nichols College

Dudley, Mass. 01570

Tel: 617-943-1560







NICHOLS
COLLEGE

Dudley, Massachusetts 01570