

c. 1996



NICHOLS



WHERE THE REST OF YOUR LIFE BEGINS

COLLEGE





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NICHOLS

COLLEGE



NICHOLS VS. OTHER COLLEGES

If you're looking at a state-supported college, does it deliver the one-on-one attention, a 22:1 student-faculty ratio and Nichols' well-known hands-on teaching? If you're interested in another small private college, does it offer the high educational value of Nichols at a similar cost?



AS YOU PREPARE FOR THE REST OF YOUR LIFE — WHAT WOULD THE IDEAL COLLEGE OFFER TO HELP YOU SUCCEED?

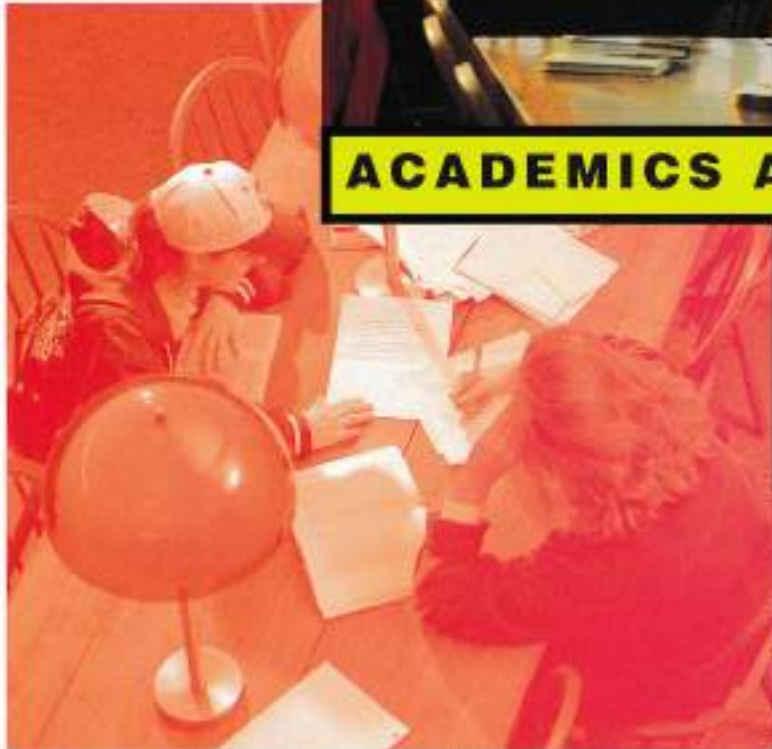
- ☞ The chance to learn marketable skills at a college dedicated to teaching, from faculty committed to academic excellence and seasoned by real-world business experience?
- 🎓 Merit-Based Scholarships and Grants to ease financial burdens as a reward for your high school academic achievement or transferable college credit?
- ✂ Opportunities to master cutting-edge computer technology, next-century business know-how and the all-embracing knowledge of a liberal arts education?
- 🌟 Caring people and support services that sharpen your study skills, nurture personal development and give you a head start on a successful career?
- 🏆 Intercollegiate athletics for the pure fun of competition where the lessons of the playing field are valued as a vital learning experience?
- 🏡 Small-town friendliness on a picturesque New England campus?
- 🌟 Students like yourself, driven by exuberant energy, a "get it done" attitude and a desire to excel while having a great time?

MANY FEATURES CONTRIBUTE TO A COMFORTABLE FIT BETWEEN A STUDENT AND A COLLEGE. AT NICHOLS COLLEGE, ALL OF THE ABOVE AND MORE CREATE THE IDEAL ENVIRONMENT FOR SUCCESS. IN SHORT, WHEREVER YOU'RE HEADED IN BUSINESS AND LIFE, YOU CAN GET THERE FROM NICHOLS. WE INVITE YOU TO READ ON TO FIND OUT MORE.



ACADEMICS AT

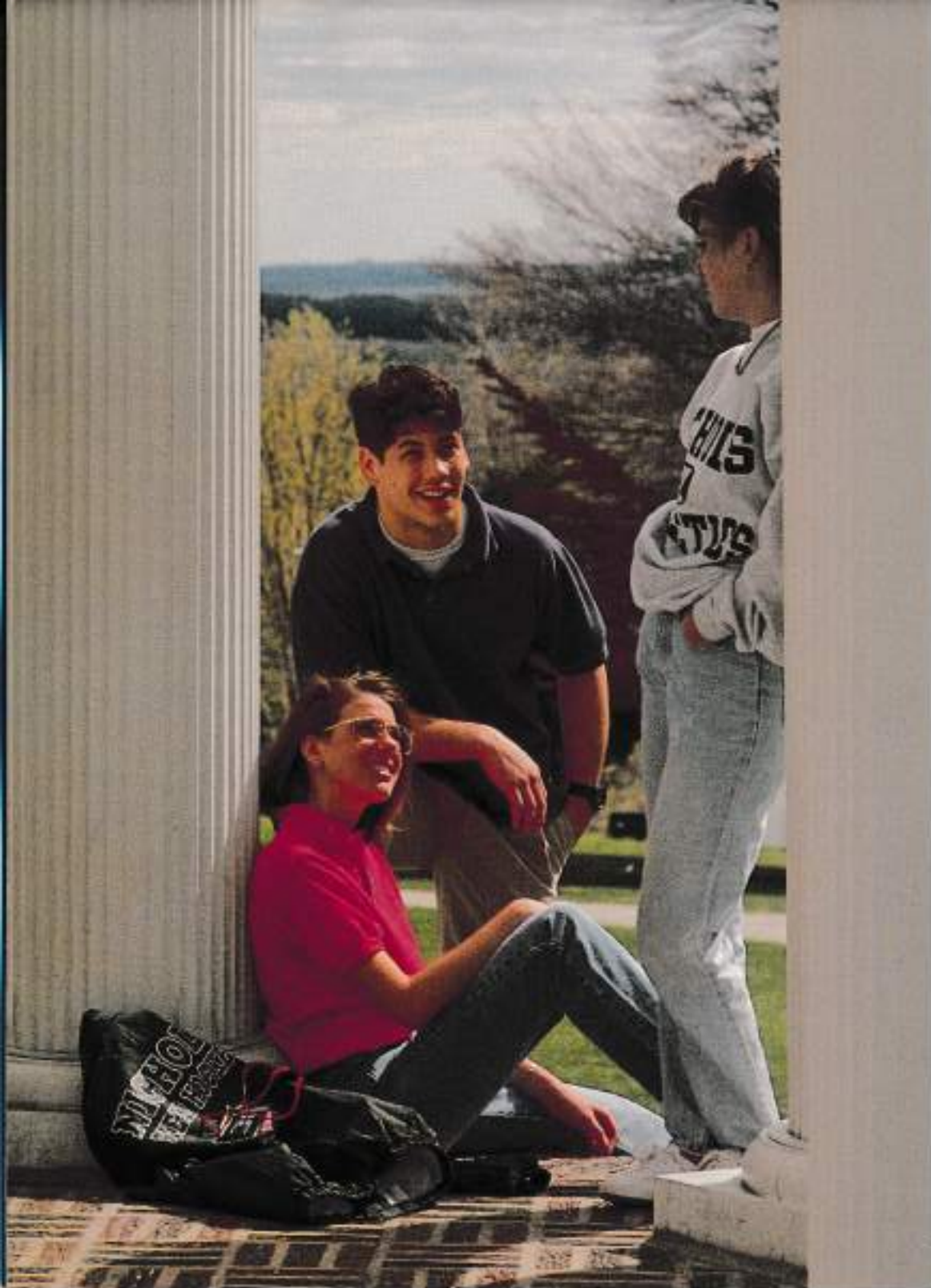
NICHOLS



"In the future we will increasingly compete in an international marketplace. To succeed, business school graduates will need flexibility, adaptability and broader reference points. These skills will require a blend of specialized skills learned in the business disciplines and the general education of the liberal arts — this is Nichols' focus and strength."

TOM LELON, *Professor of Management, former executive*





IN THE BUSINESSES AND WORKPLACES OF THE FUTURE, SOLID TRAINING IN BUSINESS CONCEPTS WILL NOT BE ENOUGH. TO ADAPT AND SUCCEED IN THE 21ST CENTURY, YOU'LL NEED A FOUNDATION IN THE LIBERAL ARTS.

Liberal studies and humanities are philosophical underpinnings for the free market system. Because Nichols is a center for the study of free enterprise capitalism, we strongly believe business and liberal studies go hand in hand.

Effective management skills begin with the historical and cultural reference points acquired in an all-embracing education. Critical thinking skills and the abilities to speak articulately, write well and listen effectively are a necessity. You'll require an open mind and broad-based interests to remain competitive. Being able to move from one set of problems to another, to understand and master successive generations of technology and feel at home in varied cultural settings of the global marketplace will be in demand.

YOU'LL DEVELOP THESE SKILLS IN OUR WELL-ROUNDED CURRICULUM, WHETHER YOU PURSUE A BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION, A BACHELOR OF SCIENCE IN PUBLIC ADMINISTRATION OR A BACHELOR OF ARTS IN LIBERAL STUDIES. WE ALSO OFFER A MASTERS IN BUSINESS ADMINISTRATION.



**LIVE AND WORK
IN THE CENTER OF
POWER**

Available to advanced students in public administration, the Washington, DC Semester is an extraordinary opportunity. You will broaden your horizons living and working in the center of power and influence. This full-semester 15-credit internship in our nation's capital is arranged through executive branch agencies, Congress or lobbying groups in Washington.

BUSINESS ADMINISTRATION

Ask Nichols alumni and they'll tell you that earning a Nichols business administration degree was a key to getting them started in exciting business careers as CPAs, stockbrokers, bankers, marketing managers, computer specialists or in businesses of their own.

Approximately 50% of course work in business administration is in the liberal arts areas. After beginning with course "threads" including communications, quantitative studies and behavioral studies, Nichols' acclaimed business administration curriculum will then focus you on a specific area of business study.

In the sophomore or junior year you will choose your area of specialization from one of the following:

- Accounting
- Economics
- General Business
- Finance: General
- Finance: Real Estate
- Management Information Systems
- Marketing
- General Management
- Small Business/Entrepreneurship

These specializations give you the unique skills and practical educational background you'll need to become a well-rounded business executive ready to succeed in the careers of the future.

Minor fields may be selected in business administration or interdisciplinary areas like environmental science, international business, mathematics, statistics or English and humanities.

In the junior and senior year you will concentrate on your area of specialization. You may study other business courses to integrate allied business areas. Professors will prepare you for leadership and success with instruction in academic disciplines and everyday business realities.

PUBLIC ADMINISTRATION

Are you interested in the political system? How government policy is created? The workings of American government? If so, the Bachelor of Science Degree in Public Administration can be the beginning of a rewarding career.

STUDY IN A PARK IN
CENTRAL LONDON.
Nichols' students
expand their educa-
tional opportunities
amidst the history and
tradition of London,
England. Our
exchange program
with Regents College
enables qualified
Nichols students to
study abroad for
academic credit in
their junior year.
It's an exciting
experience for those
with an interest in
foreign culture and
international affairs.



With the public administration degree you could be at the center of leadership in local, state or national government agencies, have a fulfilling management position in a non-profit organization, bring your talents to the fast-paced world of politics or get involved in environmental planning. You might work as a government liaison with private industry, or even prepare for law school and graduate studies in administration or government.

The public service degree provides a solid core of courses in political science and American government, public management and administration, and public policy making. You may also choose electives from Nichols' superb business and liberal arts offerings to round out your degree.

LIBERAL STUDIES

The Bachelor of Arts Degree is a jumping-off point for many rewarding careers. By developing your critical and logical thinking skills, your knowledge of scientific, historical and social phenomena, and your abilities to communicate, liberal studies make you a valuable commodity in the job market. The degree offers majors in:

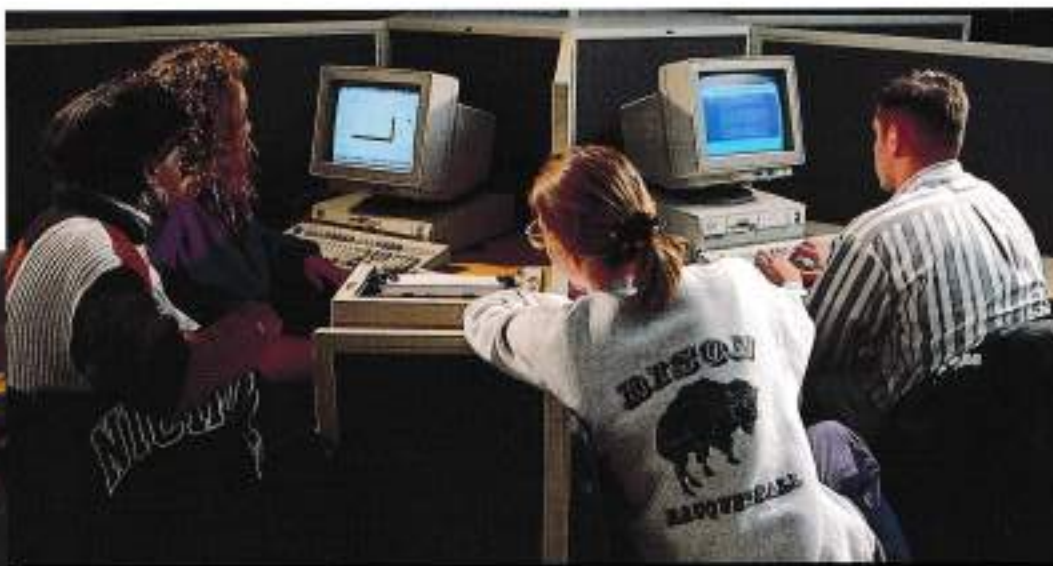
- American Studies
- History
- General Psychology
- Industrial Psychology
- Social Service

History and American Studies majors provide excellent preparation for careers in business and government as well as advanced study in law and graduate schools. General Psychology and Industrial Psychology majors find positions in counseling, administration, business, industry and clinical areas. Social Service majors are employed in education, health care and the helping professions.

Nichols' Bachelor of Arts Degree gives you the advantage of studying liberal arts in a business school framework.

At some liberal arts colleges, students may never take a business course. Here at Nichols, you may choose excellent business courses that can enhance your career possibilities.

PLUGGING YOU IN

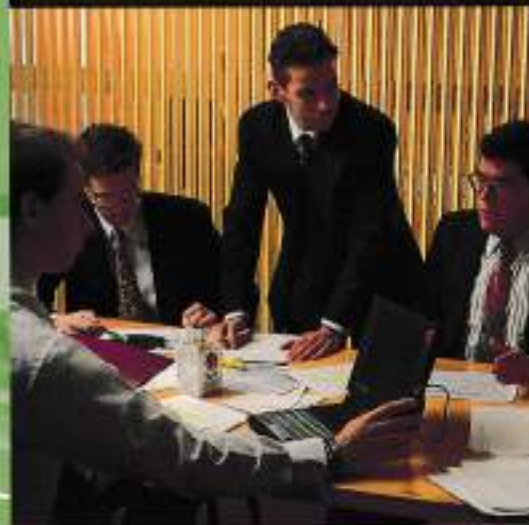


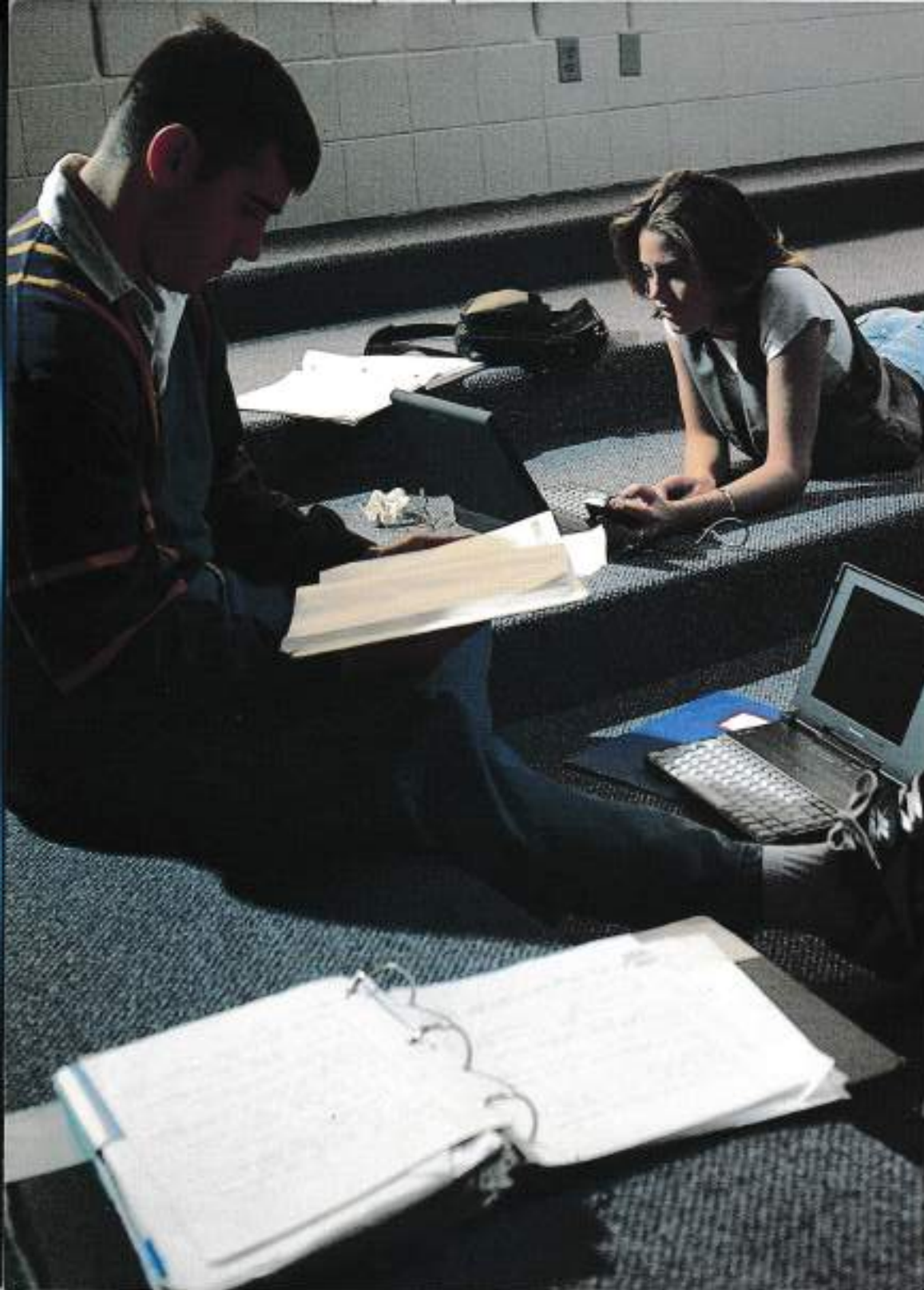
NICHOLS

"The key to being computer literate is not just knowing specific programs, but having the confidence and ability to take on new computer challenges. The Nichols PC Program will prepare you for those challenges."

TAMRA GREEN '95

PC PROGRAM





A FRIEND. A CONSTANT COMPANION. AN INDISPENSABLE ALLY. A DESCRIPTION OF YOUR ROOMMATE? Actually, it's the way you'll come to think of your personal computer. At Nichols, every student must own a computer. Why? Because the quickest way to master computers is to use them. Computer skills accelerate your education and increase your value to future employers.

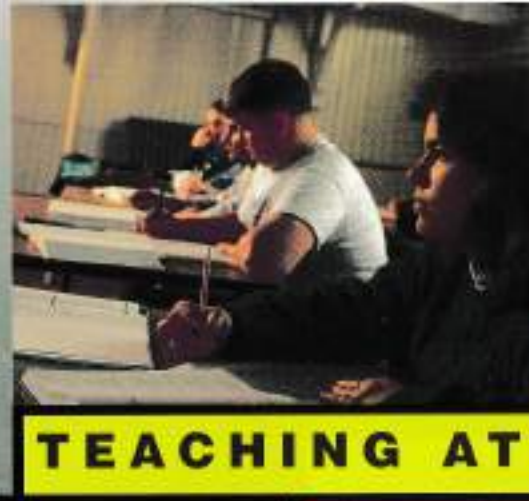
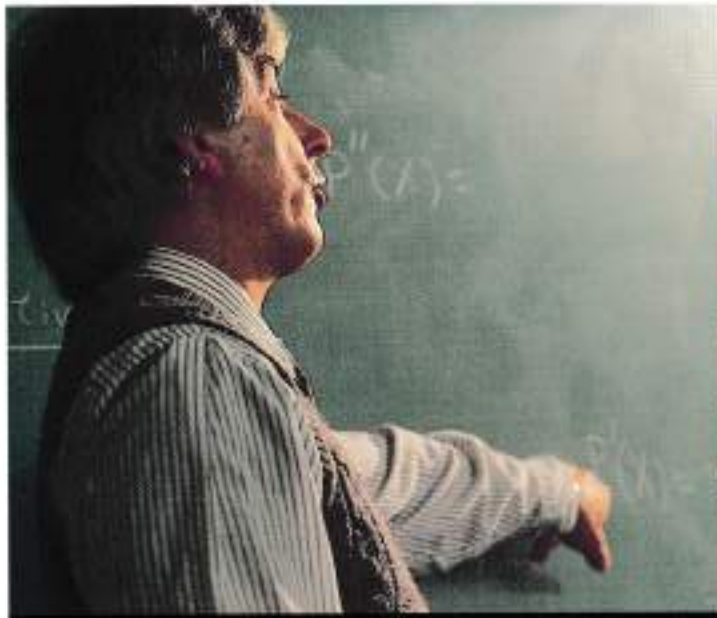
At New Student Orientation, we'll have your computer "package" waiting for you (one less thing for you to worry about before you get here). For a reasonable cost added to your first-year tuition, we supply an IBM-compatible notebook computer, a battery and recharger, a fax-modem, a 24-pin dot matrix printer and start-up supplies.

The PC Plan also includes the versatile Microsoft Office Professional software program, the same software on-line in businesses and other workplaces. You'll use it to write papers, create spreadsheets, access data and even send E-mail. The Microsoft graphics program is a particularly powerful application enabling you to produce professional-quality presentations and gain experience presenting them in class — important job skills.

The PC Plan includes support classes to get you up to speed and to train you on software. Nichols' ACCESS system places Davis Business Information Center's entire software library and research facilities at your fingertips.

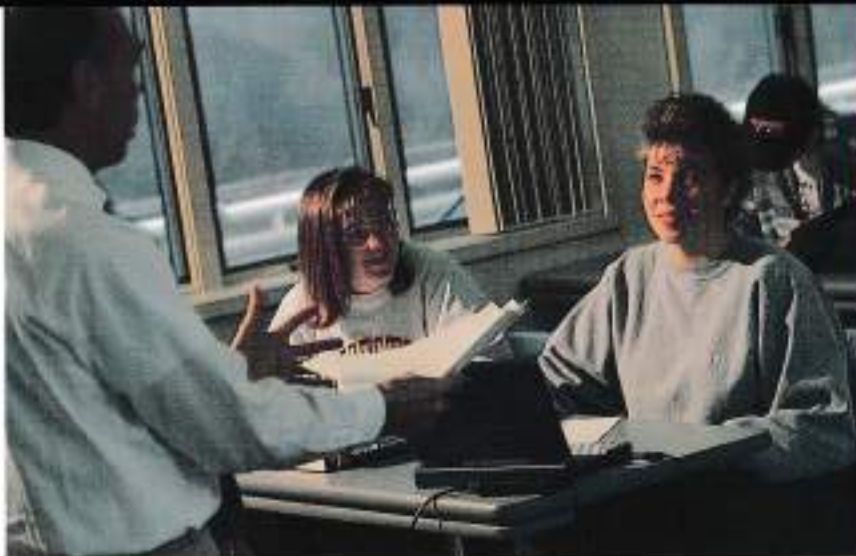
THE PC PLAN IS JUST ONE MORE WAY NICHOLS PLUGS YOU INTO THE BUSINESS WORLD OF THE FUTURE.

WHERE THEORY AND PRACTICE MEET



TEACHING AT

N I C H O L S



FACULTY PROFILE:

Environmental Science Professor Dr. Mauri Peltó's youthful enthusiasm (and appearance) often causes him to be mistaken for a student himself. The director of the largest glacial studies program in North America, he spends his summers climbing glaciers in Oregon and digging up new material for his classes.



OUR FACULTY MEMBERS HAVE IMPRESSIVE ACADEMIC BACKGROUNDS — AND MORE. They've also been out in the real world being battle tested in senior corporate management, running their own businesses and working their way up the ladder. They've excelled and made their marks in varied fields such as finance, marketing, accounting, management and public service. They understand what it takes to succeed; they know what you need to know.

Nichols is a small teaching college — it's the basis of our success. While we are proud of our faculty's research and publishing achievements, our primary focus is on teaching you current ideas and concepts — practical knowledge that will help you hit the ground running. You'll be challenged, pushed and prepared by professors, not the teaching assistants often found in large universities. Classes are small — they average about 23 — so you'll never find yourself in 300-student lecture halls. In addition to marketable skills, you'll get personal attention. Professors will know your name and how to get through to you. You'll even look up to them as friends, role models and advisors.

IT ALL COMES DOWN TO GIVING YOU THE BACKGROUND YOU NEED TO HAVE FUN LEARNING, SUCCEED IN A CAREER AND REACH YOUR GOALS. IT'S WHAT MAKES OUR ALUMNI SO GRATEFUL TO FORMER TEACHERS, AND WHAT MAKES CURRENT NICHOLS STUDENTS SO SATISFIED TO TAKE PART IN THIS UNIQUE LEARNING EXPERIENCE.



NICHOLS



CAMPUS



RESIDENCES

Students have a variety of choices in living environments. Residence halls accommodate 40 to 250 students; Shamie Hall, our newest residence, is the largest. Several houses located on or near campus accommodate 10–20 students, encouraging smaller, family-like communities. Professional Residence Directors and student Resident Assistants guide all resident activities and serve as friends and mentors. Students govern residences through elected Hall Councils which support hall and house policies and social events. You may be interested in one of our Wellness Houses where students voluntarily abstain from using tobacco and alcohol.



NICHOLS' 200 ROLLING GREEN ACRES AND QUIET WOODS ARE JUST SOUTH OF WORCESTER, MASSACHUSETTS — THE HEART OF SOUTHERN NEW ENGLAND.

The campus possesses New England's classic restful beauty. But don't worry about over-relaxing — there's plenty going on here and all around to keep you active. Within short drives of our central location are the beaches of Cape Cod, the ski resorts of southern Vermont and the endless cultural and recreational possibilities of Boston, Hartford and Providence. New York City is also within driving distance. Nichols students are allowed cars on campus, so off-campus interests are even more accessible.

Nichols is an impressive blend of old and new. We've transformed 19th century buildings and retooled them to help you take on the challenges of the 21st century. Several modern facilities complement the traditional setting. In all, the College occupies 42 buildings.

Shamie Hall, the largest and most modern residence hall on campus, has common lounge areas and study rooms, individually controlled heat and air conditioning, private bathrooms and cable TV/computer hookups. **Conant Library** houses an extensive audio-visual center and Learning Resources Center. **Davis Information Center** is the focal point of Nichols' computer resources, featuring networked microcomputers and printers. **Davis Hall** is a state-of-the-art academic center including 10 classrooms with student computer stations linked to the campus electronic network, a seminar room, faculty office and a lounge area. **Chalmers Field House**, with a basketball court, training rooms, workout room, sauna and swimming pool, is the center of athletic activities on campus. **The Outdoor Recreation Center's** powerful lighting allows you to enjoy six tennis courts, basketball courts and a volleyball pit into the evening hours.

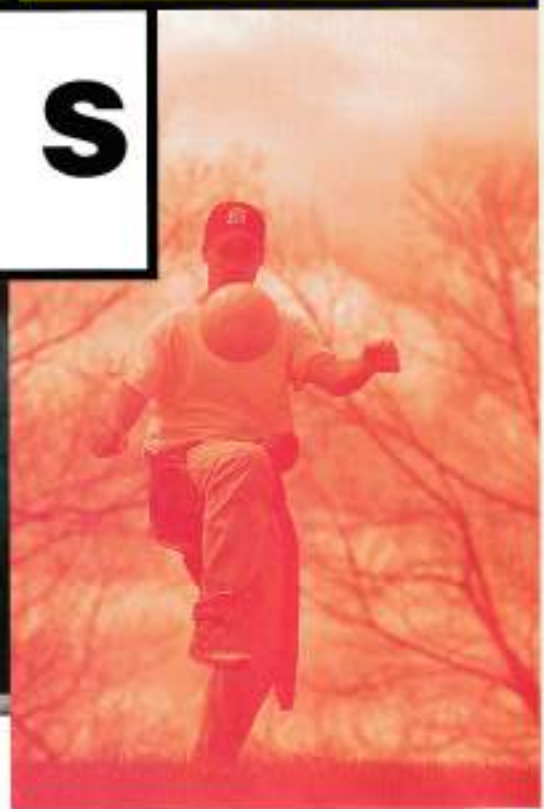
SECURITY IS MANAGED BY A CREDENTIALLED DIRECTOR OF SAFETY AND SECURITY WHO SUPERVISES A TRAINED, UNIFORMED SECURITY DEPARTMENT CAPABLE OF MANAGING ALL SAFETY AND SECURITY ISSUES ON CAMPUS. SECURITY SERVICES ARE AVAILABLE 24 HOURS A DAY, 365 DAYS A YEAR. THE OFFICE OF SAFETY AND SECURITY ALSO SPONSORS EDUCATIONAL PROGRAMS ON CRIME PREVENTION AND OTHER TOPICS.

WHO SAID REACHING GOALS CAN'T BE FUN?



STUDENT LIFE AT

NICHOLS



- ACADEMIC HONOR SOCIETIES:**
Zeta Alpha Phi (Nichols College)
Omicron Delta Epsilon (Economics)
Delta Mu Delta (Business Administration)
Mu Kappa Tau (Marketing)
- CLUBS AND ORGANIZATIONS:**
Accounting Club
The "N" Club
Rugby Club
Drama Club
Marketing Club
Economics Club
WNRC Radio
Finance Club
Ski Club
Bison's Den
The Bison (newspaper)
Campus Activity Board
The Ledger (yearbook)
Amnesty International
Peer Educators
BACCHUS
Windfall (magazine)
Campus Ministry
Student Government Association
Wings
Data Information Systems Club
Public Administration & History Club
Volunteer Fire Department
Society for the Advancement of Management
Commuters Club



NICHOLS STUDENTS HAVE A "GET IT DONE" ATTITUDE. ONE OF THE GREAT THINGS ABOUT THE SCHOOL IS THE MANY CHANCES EACH STUDENT GETS TO BE A LEADER IN SPORTS, CLUBS OR ACADEMIC PURSUITS.

The campus has a small-town friendliness; students, faculty, administration and staff have the special bond of people who really care for each other. At Nichols you'll find kindred spirits, boundless energy and friends that will last a lifetime.

The emphasis at Nichols is on getting involved and having great times together. Our students know how to have fun, be sociable and take an interest in issues beyond the classroom.

Clubs — If a group of students wants to pursue an activity we go the extra mile to give our support. Take, for instance, the newly formed Nichols Racquetball Club. Two freshmen started the club in 1994 and led the team to a national championship. If racquetball is not your interest, check out any of our other 30 clubs and organizations that meet throughout the year. You can set policy in the Student Government Association, track down a story for *The Bison* (Nichols' student newspaper) or take to the airwaves as a DJ on WNRC radio. Clubs and organizations are available to suit every interest.

CLUB & INTRAMURAL SPORTS/RECREATIONAL ACTIVITIES — IF YOU'RE NOT A VARSITY ATHLETE, BUT STILL LOVE COMPETITION, YOU'LL FIND PLENTY OF ACTIVITY AT NICHOLS. GET INTO THE RUGBY OR ALPINE SKI-RACING CLUBS. JOIN ONE OF OUR THREE CHEERLEADING SQUADS. TOUCH FOOTBALL, VOLLEYBALL, BASKETBALL, SOFTBALL AND OTHER INTRAMURALS ARE SPIRITED AND FUN. GOLF ENTHUSIASTS WILL LOVE OUR 9-HOLE ON-CAMPUS GOLF COURSE. OUR TENNIS COURTS AND SWIMMING POOL ARE EQUALLY POPULAR FACILITIES.

FUN AND THE LOVE OF COMPETITION

MEN'S TEAMS:

- Football
- Soccer
- Basketball
- Ice Hockey
- Baseball
- Lacrosse
- Track and Field
- Tennis

WOMEN'S TEAMS:

- Field Hockey
- Soccer
- Basketball
- Softball
- Tennis
- Track and Field

CO-ED TEAMS:

- Golf

CLUB SPORTS:

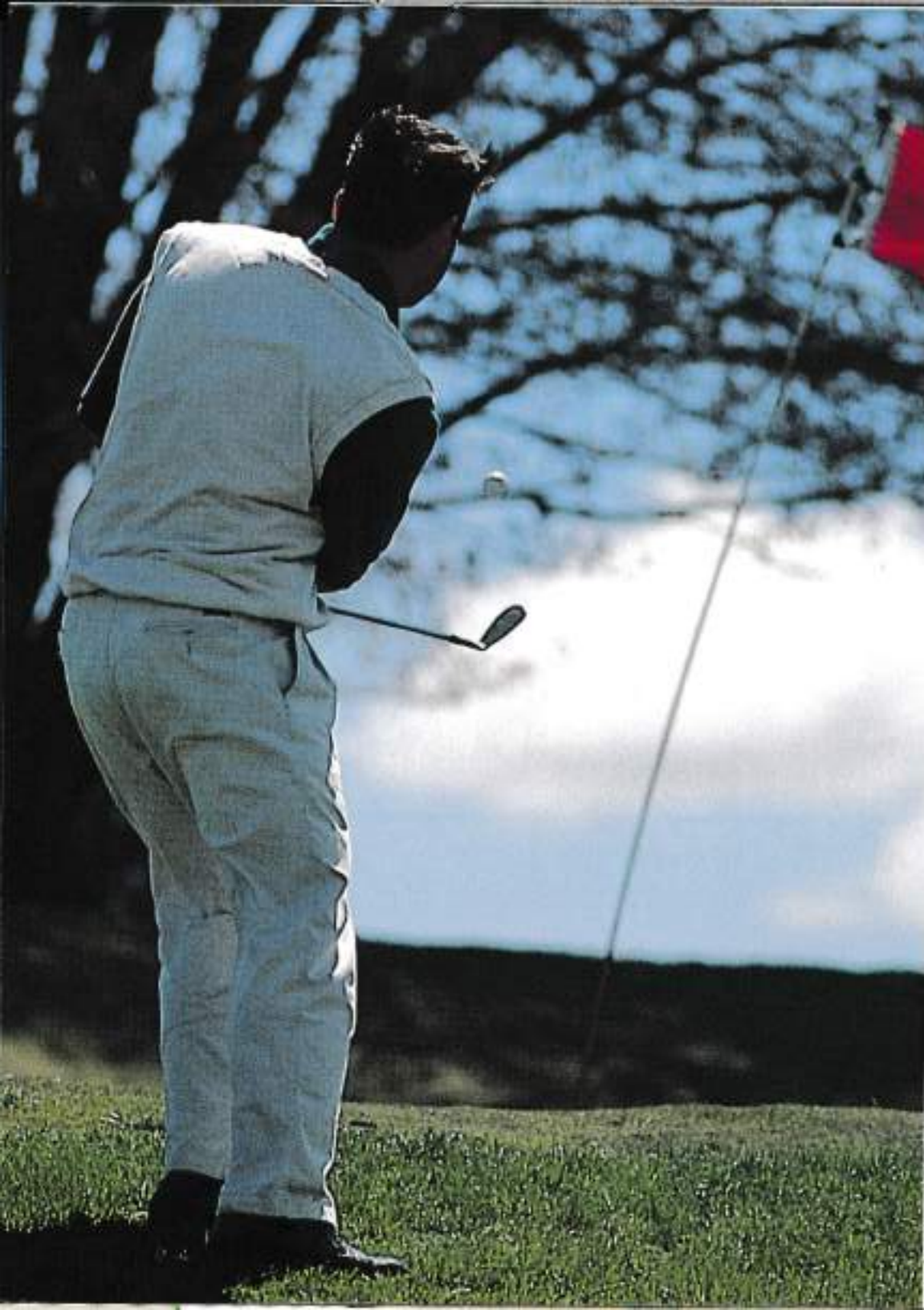
- Racquetball
- Rugby
- Cheerleading



ATHLETICS AT

NICHOLS





NICHOLS MAKES GREAT EFFORTS TO RECRUIT QUALITY STUDENT-ATHLETES. We are a small college with "big" college varsity sports such as football, basketball, ice hockey, soccer and softball. Games are major social and athletic events for athletes, students and faculty alike. Athletics are enormously popular among the student body and participation is widespread. Between one-third and one-half of the student body play a varsity sport. Nichols offers 15 varsity sports for women and men in Division III.

Athletics are taken seriously within the context of a small college learning environment. Nichols' athletes have a chance to learn about leadership, teamwork, striving for excellence, facing adversity and the importance of competition — key lessons carrying over to the workplace and to life. Nichols encourages those interested in playing more than one varsity sport, a rare opportunity even at the Division III level.

Our athletes play for fun and the love of competition. Winning isn't a goal, it is the end product of carefully set priorities and hard work. Nichols' teams have had their fair share of success against many top New England schools. Our women's teams have fared particularly well, resulting in division championships in several sports.

NICHOLS IS A MEMBER OF THE NATIONAL COLLEGIATE ATHLETIC ASSOCIATION (NCAA), THE EASTERN COLLEGE ATHLETIC CONFERENCE (ECAC), THE EASTERN COLLEGIATE FOOTBALL CONFERENCE AND THE COMMONWEALTH COAST CONFERENCE.

ADDED VALUE TO YOUR EDUCATION



STUDENT SERVICES AT

N I C H O L S



SOME COMPANIES RECRUITING ON CAMPUS

A.D.P.
American Express Financial Services
American Frozen Foods
Amica Insurance
Commerce Insurance
Coopers & Lybrand — CPAs
Curtis 1000
CVS Stores
Dun & Bradstreet
Enterprise Rent-A-Car
Foot Locker
Greenburg, Rosenblatt,
Kull & Bitsoll — CPAs
John Hancock Financial Services
The Key Program
Love, Bollos, Lynch & Rogers — CPAs
Meditech
Metropolitan Life Insurance
Northwestern Mutual Life Insurance
Norwest Financial Services
Olympia Sports
Permacel
Primerica Financial Services
Prudential Life Insurance
Revlon
Sherwin-Williams
Standard Register



NICHOLS OFFERS YOU AN ARRAY OF SUPPORT SERVICES TO COMPLEMENT YOUR ACADEMIC AND PERSONAL GROWTH, GIVE YOU AN ADVANTAGE IN THE BUSINESS WORLD AND CARE FOR YOUR PHYSICAL AND SPIRITUAL NEEDS.

Freshman Seminar — More than just an extended orientation, this comprehensive, innovative program is required of all new students. Taught by faculty, administrators and peer teaching assistants, first-semester material focuses on the transition into college, study skills and life skills. Topics include career planning, holistic health, relationships, tolerance and substance abuse. Spring semester features a choice between reading development and critical thinking courses presented by the Director of Advising Services.

The Career Services Office — As part of the Freshman Seminar you'll begin to explore your career options through the computerized "Discover" program focusing on your particular interests, skills and values. Throughout your four years you can access other services including individual counseling, resume critiques, interviewing support, workshops to aid the work search, on-campus interviewing, inclusion in an electronic resume database distributed to area employers, an annual Career Day and our career library resources.

Internship Programs — The College offers local area internships with business, government and nonprofit organizations. Students and faculty arrange sites in cooperation with an internship sponsor.

Health Services — Nichols operates an outpatient clinic on campus at the Merrill Infirmary. It is staffed by a full-time registered nurse and a physician in attendance daily. Three therapists provide psychological and substance abuse counseling services in the infirmary.

Campus Ministry — Although Nichols is a nonsectarian, private institution, we encourage the moral and spiritual growth of our students. Our College Chaplain resides here and has an official nondenominational role working closely with clergy of all religious traditions to serve students' needs.



CULTURAL OPPORTUNITIES / EVENTS

Nichols places great value on broadening students' experiences outside the classroom. We have gone to great lengths to stimulate and strengthen the cultural and intellectual environment.

The Institute for American Values brings the world to Nichols. IAV is a unique program promoting intellectual dialogue and discussion of important public policy challenges facing America. Economic, social, ethical, religious and cultural issues are the focus. The Institute offers you opportunities to hear distinguished academics, writers, intellectuals, business people and government officials speak on vital issues.

The Cultural Experience Program brings more than 25 events to campus each semester. The programs are wide-ranging and appeal to differing tastes from classical ensembles to jazz bands, from mimes to poets; there are films, ballet, plays and more. Since its inception in 1984 the Program has entertained and enriched audiences totaling over 45,000 people from Nichols and the surrounding community!

THE COLLOQUIUM IS A GROUP OF NICHOLS STUDENTS MEETING A DISTINGUISHED GUEST IN THE HOME OF THE DIRECTOR OF THE INSTITUTE FOR AMERICAN VALUES. IT IS A SPECIAL OPPORTUNITY TO GAIN INSIGHTS AND PERSPECTIVES ABOUT IMPORTANT ISSUES WHILE GETTING TO KNOW POLICYMAKERS ON A PERSONAL BASIS.



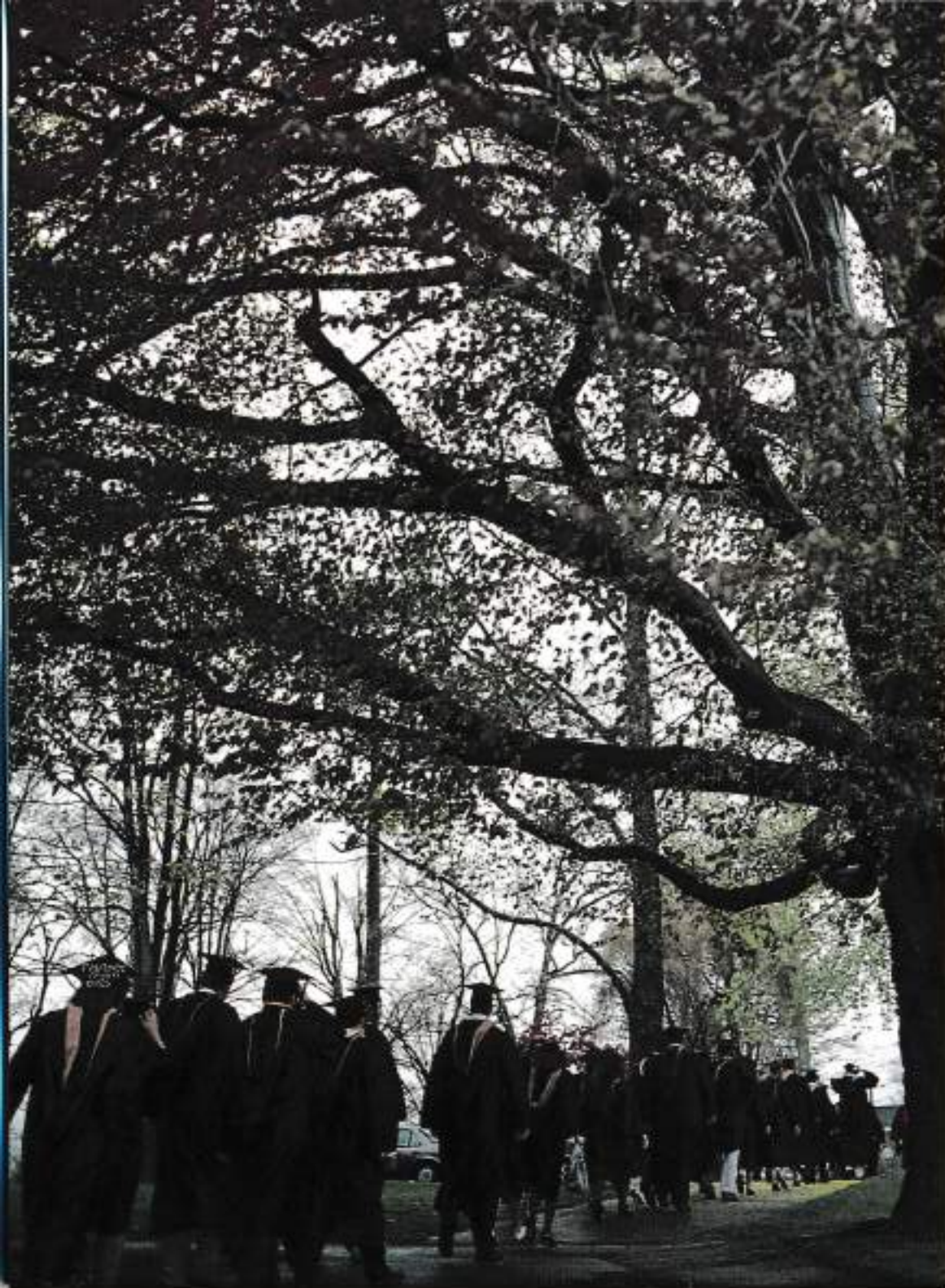
FINANCIAL AID — **AN INNOVATIVE MERIT-BASED PROGRAM**

The Nichols College Merit-Based Scholarship and Grant Program rewards incoming freshmen for high school academic achievement and transfer students for transferable college credit. Awards are renewable each year as long as a minimum GPA is maintained.

Nichols participates in the following Title IV Federal student assistance programs: Federal Pell Grant Program, Federal Supplemental Educational Opportunity Grant (FSEOG), Federal Work Study Program (FWS) and the Federal Stafford Loan Program.

Other sources of financial assistance include Federal Parent Loans for Undergraduate Students (PLUS), Federal Unsubsidized Stafford Loan (formerly SLS), Financial Assistance for Massachusetts Students, Massachusetts State Scholarship Program, Gilbert Grants, Massachusetts No-Interest Loan Program.

WE URGE YOU TO CONTACT OUR ADMISSIONS DEPARTMENT AT (800) 470-3379 OR (508) 943-2055 TO LEARN MORE ABOUT HOW YOU MAY QUALIFY FOR AID.



ADMISSIONS — GETTING STARTED IS EASY

Like everything you've read and seen so far? If so, Nichols is interested in you. It's easy to get started on the admissions procedure. Read through the requirements and then fill out the included application. (If an application is not included in this book, please call the Admissions Office and we will send one immediately.) Along with the completed application, be sure to include:

- 1) Official records of SAT or ACT scores
- 2) Official transcript of your high school grades or copy of your General Equivalency Diploma (G.E.D.)
- 3) A nonrefundable application fee
- 4) Official transcripts of any college-level course(s) you wish to transfer

References, though not required, are strongly recommended.

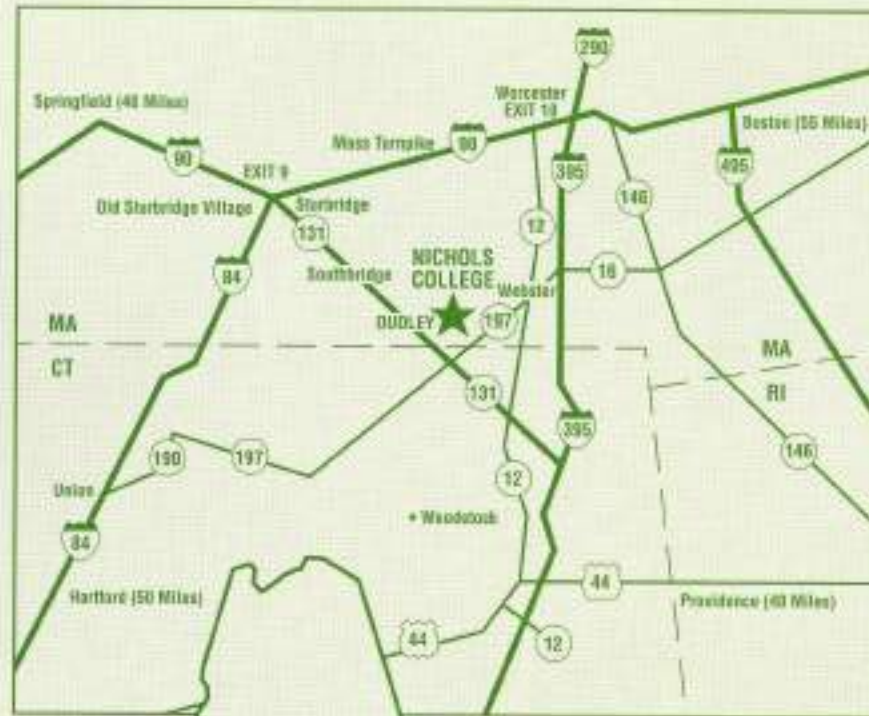
Nichols uses the rolling admissions procedure. Your application will be considered as soon as your completed file is received. If you have questions or need help, contact our Admissions Office at (508) 943-2055 or (800) 470-3379; we'd be delighted to assist you.

FOR ENTRANCE YOU SHOULD HAVE FOLLOWED A COLLEGE PREPARATORY COURSE WITH THE FOLLOWING UNITS:

- **ENGLISH — 4 UNITS**
- **COLLEGE PREPARATORY MATHEMATICS — 3 UNITS**
(2 UNITS FOR LIBERAL ARTS)
- **SOCIAL SCIENCE — 2 UNITS**
- **LABORATORY SCIENCE — 2 UNITS**
- **ACADEMIC ELECTIVES — 5 UNITS**

HOW TO GET TO NICHOLS

PREVIEW YOUR FUTURE — VISIT NICHOLS



Distance from:

- Albany: 120 miles
- Boston: 55 miles
- Hartford: 50 miles
- New York: 175 miles
- Philadelphia: 275 miles
- Providence: 40 miles
- Springfield: 40 miles
- Worcester: 15 miles

We suggest you get the real flavor of Nichols with a campus visit — call us at (508) 943-2055 or (800) 470-3379 to make arrangements.

Type of College: Small, independent, coeducational; courses of study — business and government administration and liberal arts.

Brief History: Founded in 1815 as Nichols Academy, became Nichols Junior College in 1931. Grew into a four-year college, graduating its first four-year students in 1962 and became a coeducational institution with liberal arts degrees in 1971. Added MBA in 1976.

Location: Dudley, Massachusetts, about 15 miles south of Worcester.

Campus: 42 buildings situated on 200 acres. A picturesque, rural New England setting.

Degrees: Nichols offers Bachelor of Science in Business Administration, Bachelor of Science in Public Administration and Bachelor of Arts degrees.

Programs of Study: 15

Student Profile: Nichols has 750 undergraduates from 15 states and 5 countries.

Accreditation: Nichols College is accredited by the New England Association of Schools and Colleges, Inc.