PREFACE

The Office of Institutional Research, Planning and Accreditation is pleased to present the thirtieth edition of the Bethune-Cookman University Fact Book. This publication is the definitive source of information that chronicles the University’s progress over the past year in fulfillment of the Bethune-Cookman University mission.

The 2009-2010 Fact Book is intended to provide the university community and others with a summary of institutional data about Bethune-Cookman University. The Fact Book is a consolidation of institutional information gathered from various sources. The information contained within this document is used for strategic planning, annual decision making, program accountability and ultimately institutional effectiveness. The data presented is a compilation of information collected, recorded or retrieved by the fall and spring Census dates and used in reporting to both internal and external agencies.

An electronic version of this publication can be accessed through the University’s home page or directly at http://www.cookman.edu. The fact book is placed on the web in its entirety to allow users to view, download or print the entire book or sections as needed.

Our sincere thanks are extended to the “Great Bethune-Cookman family” for their time, information, and effort towards this publication. Requests for the inclusion of additional information that you feel is pertinent should be forwarded to the Office of Institutional Research to the attention of the director.

Compiled by the
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Quick Glance at Bethune-Cookman University

(Picture shown of Harrison Rhodes Memorial Social Sciences Building)
**Bethune-Cookman University**

**Quick Glance**

Established in 1904 and located in Daytona Beach, Florida is a four-year, private institution of postsecondary learning. Bethune-Cookman University is ranked by U.S. News and World Report 2009 America’s Best Colleges edition as one of the top baccalaureate institutions in the South and one of the nation’s top historically black colleges and universities. The institution is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (SACS), the Florida State Department of Education, NCATE, the National League for Nursing Accrediting Commission, Inc., the Accreditation Programs in Hospitality Administration and the NCAA National Collegiate Athletic Association. This university features the Nursing program and offers approximately 37 programs leading to baccalaureate and masters degrees. For More information, please visit www.cookman.edu.

**Campus Life**
- **Mascot**: Wildcat
- **Colors**: Maroon & Gold
- **Campus Size**: 83 acres
- **Campus Buildings**: 58
  - Dormitories (4 Males, 5 Females): 9
- **Tuition & Fees**: $12,936
  - Room & Board: $7,672

**Enrollment (Full- and Part-Time; Fall 2009)**
- **Enrollees/Head Count**: 3,614
  - Males: 1,445
  - Females: 2,169
  - Undergraduate Studies (Full-Time): 3,461
  - Undergraduates Studies (Part-Time): 153
  - Graduate Studies: 20

**Undergraduate Admission (Full- and Part-Time; Fall 2009)**
- **First Time Freshman**: 1,027
- **Out-of-State (Includes International Students)**: 1,126
- **In-State**: 2,488

**Degrees Conferred (Academic Year 2008- 2009)**: 459

**Most Popular Majors**: Nursing, Criminal Justice, Business Administration, Biology, Psychology, Teacher Education

**Academic Majors**
- Accounting, Business Administration, Business Education 6-12, Biology, Biology Education 6-12, Chemistry, Chemistry Ed. 6-12, Computer Engineering, Computer Information Systems, Computer Sciences, Criminal Justice, Educational Studies, Elementary Education K-6, English, English Education 6-12, Exceptional Education K-12, Gerontology, History, Hospitality Management, International Business, International Studies, Mass Communications, Mathematics, Music, Music Education K-12, Nursing, Physical Education K-12, Physical Education/Recreation, Physics, Physics Ed. 6-12, Political Science, Psychology, Religion and Philosophy, Social Science Education 6-12, Sociology, Speech Communication & Theatre Arts, and Transformative Leadership (Graduate Program).

**Faculty & Staff**
- **Full-Time Faculty**: 202
- **Part-Time Faculty**: 28

**Finance (Fiscal Year 2008-2009)**
- **Endowment (June 2009)**: $34.8 million
- **Total Revenues**: $58.8 million
- **Total Expenses**: $63.3 million
Bethune-Cookman
University Profile

(Picture shown of Old Faith Hall, Bethune Cookman College)
Accreditation

Bethune-Cookman University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award the Bachelor of Arts, Bachelor of Science and Master of Science degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500. For questions about the accreditation of Bethune-Cookman University.

The University is affiliated with the United Methodist Church and also accredited by the following agencies:

- Accreditation Commission for Programs in Hospitality Administration
- Florida State Board of Nursing Licensure
- Florida State Department of Education
- National Council for Accreditation of Teacher Education
- National League for Nursing Accreditation Commission, Inc.

Bethune-Cookman University does not discriminate on the basis of race, color, sex, disability, age, religion, national or ethnic origin, in its administration of its educational policies, admissions policies, scholarship or loan programs, or other college administered programs. The University is authorized under Federal law to enroll nonimmigrant students.
The History of Bethune-Cookman University

Bethune-Cookman University began in 1904 as the Daytona Educational and Industrial Training School for Negro Girls. Mary McLeod Bethune, who would eventually become a noted black educator, leader of African American clubwomen and in the 1930s, a political appointee in the Franklin Roosevelt Administration, began the school with only $1.50 and five students. Through dedication to teaching, an extraordinary organization of volunteers, and her remarkable fundraising skills, Bethune was able to expand the girls training institute into an accredited high school.

In 1923 it merged with the Cookman Institute of Jacksonville, Florida and became a coeducational high school. The following year Bethune-Cookman Institution became affiliated with the United Methodist Church, an association which for the first time provided regular support. In 1931 the Institute became an accredited junior college now called Bethune-Cookman College. A decade later, in 1941, the Florida State Department of Education approved Bethune-Cookman's request for expanded liberal arts and education programs which allowed it to become a four year college.

Mary McLeod Bethune served as president of Bethune-Cookman until 1942 when she retired. James E. Colston served as president until 1946 when Dr. Bethune resumed the presidency for one year. In 1947 Richard V. Moore, Sr., became the institution's third president. In 1970, during his administration, the college gained accreditation by the Southern Association of Colleges and Schools (SACS-COC).

Oswald P. Bronson, Sr., Ph.D., an alumnus of the College, served as the institution’s president for 29 years - from 1975 until 2004 when he was named president emeritus. Commitment to academic excellence was the cornerstone of his presidency. Under his leadership, major fields of study increased from 12 to 37. In addition, seven continuing education centers for students began operating throughout the state. While maintaining accreditation by SACS-COC, Florida State Board of Education, and The University Senate of The United Methodist Church Board of Higher Education, the college added new accreditations in the Nursing and the Teacher Education programs.

In 2004 Dr. Trudie Kibbe Reed became President. In 2005 she launched the International Institute for Civic Participation and Social Responsibility to help train future civic, professional, and political leaders and as a tribute to Founder Mary McLeod Bethune's successful engagement in all three areas. Bethune-Cookman institution achieved University status in early 2007 under Dr. Reed's administration.

The current enrollment of Bethune-Cookman University is approximately 3,600 undergraduates. Majority of the students are from Florida and are of African American descent. Since 1943, the university has graduated over 13,200 students and offers 37 programs, including a Master’s of Science in Transformative Leadership.

Sources:
Rackham Holt, Mary McLeod Bethune; A Biography (Garden City, New York: Doubleday & Company, Inc., 1964); Bethune-Cookman University, http://www.cookman.edu/index.html (official website)
The Mission & Vision of Bethune-Cookman University

Mission

Founded by Dr. Mary McLeod Bethune in 1904, Bethune-Cookman University is an historically Black, United Methodist Church-related university offering baccalaureate and master’s degrees. The mission is to serve in the Christian tradition the diverse educational, social, and cultural needs of its students and to develop in them the desire and capacity for continuous intellectual and professional growth, leadership and service to others. The University has deep roots in the history of America and continues to provide services to the broader community through a focus on service learning and civic engagement.

Bethune-Cookman University accomplishes its mission by providing quality instruction in an intellectually stimulating environment that nurtures the mind (intellect), the heart (transformative leadership) and the hand (service learning) according to our founder’s motto and the institution’s seal.

Revised, March 14, 2008, by the Board of Trustees of Bethune-Cookman University.

The President’s Vision

“To bring an institutional identity to Bethune-Cookman College for the 21st century by becoming a top post-secondary institution in the region and nation and continuing the legacy of Mary McLeod Bethune, our founder, by allowing students the opportunity to expand their knowledge and skills through learning, research, and service opportunities valued by students, parents, and communities, and to maintain an accountability system that measures institutional progress towards our mission.”

Dr. Trudie Kibbe Reed (2004)
2005-2010 University Strategic Goals

Goal #1. Enhance academic excellence.
Priority: To enhance academic excellence so that students who graduate from Bethune-Cookman University will have the complex cognitive skills; practical knowledge and competency; an appreciation of human differences; and transformative leadership, an integrated sense of identity and civic responsibility, that prepares them to work and live successfully within a multicultural and global community.

Goal #2. Increase the endowment and fundraising.
Priority: To develop and implement programs and services plan of action that will strengthen the financial stability, increase endowment growth, and provide effective marketing and brand identification for the university.

Goal #3. Facilitate an effective learning community.
Priority: To provide a nurturing campus environment that empowers students to succeed in university by fostering an effective learning community built on the rich tradition and legacy of Dr. Bethune, which is inclusive of academic excellence, service learning, spiritual and leadership development and critical thinking skills that promotes reflection and dialogue regarding ways to improve society.

Goal #4. Create and facilitate an international institute for Civic Participation and Social Responsibility.
Priority: Reconnect the college’s Vision to a core value from the legacy of the college founder, Dr. Mary McLeod Bethune, to provide an institutional identity for Bethune-Cookman University in the 21st Century.

Goal #5. Increase continuing education opportunities of excellence.
Priority: Increase non-traditional, degree-seeking student access and enrollment at satellite campus programs. Implement curricula for accelerated programs, with on-line components, to attract adult learners and non-traditional students. Initiate Accelerated Degree program and continuing and professional studies in line with feasibility studies. Develop programs in graduate and professional studies.

Priority: Strengthen and ensure the university’s financial and administrative integrity, efficiency and operating processes. Assess financial management program of the university is on track and consistent with, not only our priorities, but also accepted best practice measures of fiscal responsibility and accountability.