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FOR FURTHER INFORMATION
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KALAMAZOO, Mich. -- Kalamazoo College President George N. Rainsford has announced the appointment of Dr. W. Haydn Ambrose, presently assistant to the president for church relations and director of financial aid, as Dean of Admissions and Financial Aid.

"The College has become increasingly aware of the need to be more self-conscious about admissions and to re-emphasize its importance within the institutional structure," said Dr. Rainsford in making the announcement. "The changing national environment and the attendant change in student attitudes, require constant reevaluation of admissions programs."

"Therefore, after internal conversations, the College is reorganizing the admissions and financial aid offices," he added, "in order to make the best possible use of the human resources available and to insure that our admissions program is as imaginative and creative as we feel it should be for a college like ours."

As Dean of Admissions, Dr. Ambrose will be responsible for the development of the College's admissions program and the management of an "imaginative and aggressive program designed to insure that Kalamazoo will remain one of the best liberal arts colleges in the country."

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2 -- Ambrose-Mandrell appointments

He will also be responsible for supervising the financial aid operation as an integral part of the admissions program and coordinating all other institutional involvement in admissions, including aspects of the offices of public relations, alumni affairs and information.

"Dr. Ambrose is uniquely qualified for this new position," said Dr. Rainsford. "He has maintained over-all responsibility for admissions in the past; now he has an active management role."

James Mandrell, who has served as director of admissions since 1962, will now assume two new responsibilities within the College's administrative staff. First, he will replace Dr. Ambrose as director of financial aid. In addition, he will undertake some broader responsibilities in the public affairs area of the College.

"Financial aid and public relations programs have become increasingly important," Rainsford commented in announcing the change, "as colleges' costs rise around the nation and as negotiations with the state and federal governments involving aid become more vital and complex."

The changes within the College's admissions program are effective immediately.