



## COLLEGE ARCHIVES

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Folke Bernadotte Memorial Library  
Gustavus Adolphus College  
800 West College Avenue, Saint Peter, MN 56082-1498

### **Gustavus Adolphus College Archives St. Peter, Minnesota**

**Office of Admissions. Collection of the Office of Admissions, 1943-  
Ongoing.**

**GACA Collection 459**

**Office of Admissions. Collection of the Office of Admissions, 1943-Ongoing. GACA Collection 459. 2 Hollinger boxes, 1 legal box, and 1 oversize box.**

**ABSTRACT:**

The Office of Admissions collection contains admission materials produced by Gustavus Adolphus College. Promotional materials include books, mailings, pamphlets, photos, posters, slides, and videos that were used to persuade prospective students to visit and attend Gustavus.

**SCOPE AND CONTENT:**

This collection is divided into 4 series: Admission Materials, Mailings, Promotion and Publicity, and Publications.

**Admission Materials** consists of documents used by students to apply for admission.

**Applications** includes applications for admission, Curriculum II, housing, and other programs at the college.

**Financial Aid** includes descriptions of scholarships and other ways to assist in paying for tuition, as well as applications for this aid.

**First-Year Materials** contains forms for first-year students, as well as general information to the students.

**Student Forms** consist of forms students are required to complete to attend the college.

**Mailings** are composed of materials sent by the college to prospective students.

**Promotion and Publicity** contains visual materials used to portray Gustavus.

**Photographs and Slides** consists of images of the college, students, and activities.

**Posters** contain advertisements of events and deadlines.

**Videos** contains VHS Tapes and DVDs portraying the college.

**Publications** contains paper documents produced by the college or used by the admissions staff regarding Gustavus.

**Books** includes books published by the college and used by the admissions department to improve their skills.

**Handouts** are paper documents given to students to promote certain programs and events.

**Correspondence** contains letters sent by the college to students, staff, and alumni. There are also letters received by the admissions staff.

**Pamphlets** contains descriptions of athletic, music, art, and other student organizations, as well as general descriptions of Gustavus.

**Programs** contains descriptions of various academic programs offered by the college.

**RESTRICTIONS:**

There are no restrictions on the use of this collection for research purposes. The researcher assumes full responsibility for observing all copyright, property, and libel laws as they apply.

Researchers must use collection in accordance with the policies of the College Archives, the Folke Bernadotte Memorial Library, and Gustavus Adolphus College.

**COLLECTION CITATION:**

Office of Admissions. Collection of the Office of Admissions, 1943-Ongoing. GACA Collection 459. Gustavus Adolphus College Archives, St. Peter, Minnesota.

**PROCESSED BY:**

Ellen Dow, student worker, processed this collection and developed the finding aid during December 2021- February 2022.

**SUBJECT HEADINGS:**

Gustavus Adolphus College.

Gustavus Adolphus College -- Office of Admissions.

<b>GACA Collection 459</b>	<b>Box</b>	<b>Folder</b>
<b>Admission Materials, 1981-Ongoing</b>		
Admission Checklists, undated	1	3
Admission Folder, 1998	3	1
Admissions Tour Handbook, 1992-93	1	20
Advising & Registration Manual, 2007-08 and 2009-10	1	15
Class of 2012 Invitations, 2008	4	5
Class of 2021 Student Profile, 2018-19	1	3
Class Schedule, Fall 2009	1	8
College Calendars, 2008-10	1	8
Deposit Tickets, 2019-20	1	3
Letter of Recommendation Forms, undated	1	4
<b>Applications, 1994-Ongoing</b>		
Applications for Admission, undated	1	4
Applications for Curriculum II, undated	1	4
Application Information, 2018-19 and 2020-21	1	3
Common Application, 1994-95 and undated	1	4
Housing Applications, undated	1	4
Transfer Student Applications for Admission, undated	1	4
<b>Financial Aid, 1983-Ongoing</b>		
Alumni Referral Scholarship Information, undated	1	12
Andrew Thorson Scholarship Application, undated	1	12
Art Scholarship Application, 2006	1	12
“Clearing the Air About Financial Aid”, undated	1	12
Evelyn Anderson Theatre and Dance Scholarship Application, 2006	1	12
Financial Aid Picture Brightens Handout, 1983-84	1	12
Financial Assistance Brochure, undated	1	12
Financial Need Estimate Form, 1986-89	1	12
Financing Your Education Pamphlets, undated	1	12
Gustavus Association of Congregations Scholarship Application, undated	1	12
Hugh O’Brian Youth Foundation Scholarship Application, undated	1	12
Jussi Björling Music Scholarship Application, 2006	1	12
Paul L. Rucker Minority Scholarship Applications, undated	1	12
Partners in Scholarship Applications, undated	1	12
Policy on Outside Scholarships, 1998-99	1	12
President’s Scholarship Application, 2006	1	12
Scholarship and Financial Aid Handout, 2018-19	1	12
Scholarship Award Certificates, undated	1	12
<b>First-Year Materials, 1981-Ongoing</b>		
First Year Payment Plans, undated	1	15
First Year Registration Appointment Request Postcard, undated	1	15
First Year Student Declining Balance Meal Plan Contract, 2008-10	1	14
First Term Seminar (FTS) Class List, undated	1	15

Gustavus Technology Service(GTS) Information for First-Year Students, undated	1	14
New Student Information Form, 2008-09	1	14
New Student Questionnaire, undated	1	29
Offers of Admission, 1981-2000	1	3
Three Homework Assignments, undated	1	15
<b>Student Forms, undated</b>		
Required Student Health Forms, undated	1	22
Student Conduct Code, undated	1	14
Student Health History Form, undated	1	22
Statement of Financial Responsibility/Guaranty, undated	1	14
Visiting Gustavus Forms, undated	1	3
<b>Mailings, 2004-Ongoing</b>		
About Gustavus Mailings, undated	1	1
Alumni in Admissions Mailing, undated	1	27
Application Mailings, undated	1	1
Campus Visit Mailings, undated	1	7
Class of 2005 Mailings Calendar, 2004	1	8
College Mailings, undated	1	31
“Go Gusties” Mailing, undated	4	--
January 18 Visit Mailer, undated	1	27
Tri-State Counseling Conference Mailings, 2004-08	2	9
<b>Promotion and Publicity, 1964- Ongoing</b>		
Admission Gifts, undated	1	16
Bags, undated	4	3
Dance Cards, undated	1	10
T-Shirt, undated	4	--
<b>Photographs and Slides, undated</b>		
Athletic Photograph Boards, undated	2	2
Athletic Slides, undated	2	5
Band Slides, undated	2	5
Campus Photo Boards, undated	4	--
Choir Slides, undated	2	5
Christ Chapel Slides, undated	2	5
Classroom and Studying Slides, undated	2	5
College Photos, undated	1	36
Fine Arts Photograph Boards (1 of 2), undated	1	37
Fine Arts Photograph Boards (2 of 2), undated	2	1
Learning Photograph Boards, undated	2	2
Miscellaneous Photograph Boards, undated	3	6
Negatives, undated	1	34
Outdoor Slides, undated	2	5
Photo Album Pictures, undated	1	36
Posed Picture Slides, undated	2	6
Slides of Buildings, undated	2	5

Slides of Students Outside, undated	2	6
Students by Buildings Slides, undated	2	6
Student Life Photograph Boards (1 of 2), undated	2	1
Student Life Photograph Boards (2 of 2), undated	2	3
Student Life Slides, undated	2	6
Theater and Dance Slides, undated	2	6
<b>Posters, 1964-Ongoing</b>		
Application Route Poster, undated	4	5
Financial Aid Posters, 1999-2020	4	2
Gustavus Visiting Schools Posters, undated	4	4
“Hi! League Day”, 1964, 1972, and 1973	1	23
Justice, Service, Faith, Community, and Excellence Poster, undated	4	--
Outdoor Photos Poster, undated	4	--
Posters About Gustavus (1 of 2), undated	4	7
Posters About Gustavus (2 of 2), undated	4	8
“U Make the Difference” Poster, undated	4	--
Visiting Gustavus Posters, 1974-2020	4	10
<b>Videos, 1996-Ongoing</b>		
Admissions Video Hmong Version, c. 1998-2000 (VHS and digital video)	2	10
Admissions Video, 2003 (DVD and digital video)	1	11
Admissions Video, c. 1992-1996 (VHS and digital video)	2	11
Admissions Video, c. 1999 (VHS and digital video)	2	10
Admissions Video, 2009 (DVD and digital video)	1	11
Campus Tour Video, c. 1996 (VHS and digital video)	2	11
Interview With New Students, undated (VHS and digital video)	2	12
<b>Publications, 1943-Ongoing</b>		
“Building a Greater Gustavus Fact Sheet”, 1998	1	27
“Bridging the Generation Gap”, undated	1	27
Campus Visit Questionnaire, undated	1	27
Explore Gustavus Sheet, undated	1	3
Fall Sports Foldout, 2011	4	5
Fine Arts Calendar, 2008	4	5
“Greetings from Gustavus”, 1998	1	27
Gustavus Adolphus College Enrollment Power Index, undated	1	17
Gustavus Overview Sheets, 1985-86, 1988-89 and 1991-92	1	3
“Kaleidoscope” Articles, undated	1	24
“KGAC TV Presents Edward T’Morrow Tonight”, 1959	1	32
“Lawler Group” Information, 2007-08	1	25
LECNA Information, July 2009	1	26
Marketing Proposals, May 2008 and January 2009	1	28
Minnesota Association of College Admission Counseling Program, 2006	1	30
National Association for College Admission Counseling, 2006 and 2009	1	33

Ologie Information, 2009	1	6
Ologie Brochures, undated	4	6
On-Campus Registration Schedules, undated	1	15
“On Shoulders of Giants” Folder, undated	4	--
List of Scholarship Recipients, 2008 and undated	3	5
News Reports, 1983, 1987, 1988, and undated	1	35
Publication Data Sheets, undated	1	3
Requests for More Information, undated	1	3
Residential Life Office, undated	2	4
Strategic Marketing Communication Plan and Initial Collateral Proposal, 2008	2	7
“The Three Crowns” Publications, 1984-95	2	8
“A Tradition of Success” (African-American Recruitment), undated	2	14
Tri-State Counseling Conference Programs, 2004-08	2	9
Withdraw Information, 2005-08	2	13
<b>Books, 1984-Ongoing</b>		
<i>Attitudes and Opinions</i> , March 1984	1	5
Booklets About Gustavus, undated	1	21
<i>Brand Drives Everything</i> , undated	1	6
<i>Find Your Voice</i> Books, undated	1	13
Residential Life Handbook and Contract, 2007-10	2	4
Services for Students with Disabilities Handbook, undated	1	21
<b>Handouts, 1987-Ongoing</b>		
Brother-Sister Day at Gustavus Handouts, 1987-94	3	2
Campus Guide-lights Handout, undated	1	29
Course Materials Online Handout, undated	1	14
“Questions For Your College Search” Handout, undated	1	14
Semester Abroad Handout, Fall 1994	1	29
Student Groups and Organizations Handout, undated	1	14
Student Right to Know Handout, undated	1	29
“Twenty-Five Common Myths About College” Handout, undated	1	29
Unofficial Review of College Courses Handout, undated	1	29
<b>Correspondence, 1982-Ongoing</b>		
Curriculum II Letters, 2006-07	1	27
Gustavus II Adolphus Letter, undated	1	27
“Have You Made Your College Choice?” Letter, 1991-92	1	27
Letter About Gustavus, 1994	1	27
Letters to Faculty, 1982, 1983 and 1985	1	27
Letter to High School Guidance Counselors, August 1994	1	27
Letter to the Lawlor Group, 1995	1	27
Letter to Lutheran High School Juniors, 1982	1	27
Letter to New Gusties, 2008	1	14
Letter to Prospective Students, 1985	1	27
Letter to Selected Prospective Students, 1994	1	27
Orientation Letter, 1994	1	27

<b>Pamphlets,1943-Ongoing</b>		
“ABCs of Viral Hepatitis” Pamphlet, undated	1	22
Activity Pamphlets, undated	3	3
“Building a Greater Gustavus”, undated	1	20
Campus Visit Pamphlets, undated	3	3
Community Service Center Brochure, undated	1	9
Curriculum II Pamphlets, undated	3	3
“The Economy & Your College Search” Pamphlet, undated	1	12
Fine Arts and Humanities Pamphlet, undated	1	2
Gustavus Pamphlets (1 of 2), undated	1	20
Gustavus Pamphlets (2 of 2), undated	3	4
“Gustavus Serves in Peace and in War” Booklets, 1943 and undated	1	21
Health Sciences Pamphlet, undated	1	2
Hmong Pamphlet, undated	1	21
“Meningitis on Campus” Pamphlet, undated	1	22
“More than a One-Year Decision” Pamphlets, undated	1	21
Proverbs Pamphlet, undated	1	20
“Quick Facts” Brochures, 2006-19 and undated	4	9
Residence Halls Brochure, undated	2	4
Service at Gustavus Pamphlets, 1993 and undated	1	9
Social Sciences Pamphlet, undated	1	2
Student Health Service Brochure, undated	1	22
Surpass Your Expectations Pamphlets, undated	1	20
<b>Programs,1989-Ongoing</b>		
“Art at Gustavus” Program, undated	1	32
Band Program, 1989	1	32
“Gustavus Choir in Concert” Program, 1989	1	32
“Music at Gustavus” Program, undated	1	32
Nursing Program, undated	4	1
Study Abroad Program, undated	4	1
Theater and Dance Season Program, 1993-94	1	32
“Welcome to the Campus” Program, undated	1	29