

Barnard College Archives
Administrative Publications
Recruitment Materials
4 document boxes
BC #11.2

Series I. Viewbooks, Box 1-3

Every year, prospective Barnard students receive a promotional brochure with an informational overview of the College. There are photos and descriptions of the curriculum, academic and social life, the campus, and the resources of New York City, and a reply card that students interested in more information can return to the Office of Admissions. Since 1948, this brochure has been designed and produced by the Office of Public Relations. It is unclear which department was responsible for its publication prior to 1948. The brochure has been referred to as the College “viewbook” since 1953. Prior to that, it was called simply an “illustrated bulletin.” The purpose of the viewbook is to “answer all of the initial questions that students ask” when considering Barnard.

Series II. General Recruitment Brochures, Box 3-4

In contrast to the annual College “viewbook,” general recruitment brochures address individual aspects of a Barnard education. They may be targeted at students with particular career aspirations—for instance, medicine or writing—though they do not pertain to specific academic departments. Some discuss the relationship between Barnard and Columbia; others are aimed at the parents of prospective Barnard students. General recruitment brochures have been produced since the 1930s. It is unclear which department is responsible for the publication of these brochures, but they refer students to the Admissions Department for further information.

Series III. Departmental Recruitment Brochures, Box 4

Departmental recruitment brochures are targeted at prospective students who have expressed interest in particular areas of study. Preserved brochures, produced by the Admissions Department, go from the 1930s to the 1980s and were available for almost every academic department. The content varies, but most include an overview of the department and available majors, without details like course listings, major requirements, or professor names. There are also brochures on intercollegiate athletic programs, interdepartmental programs, and the Women’s Center.

Box 1/4: Series I. Viewbooks

- 1) Barnard College: Columbia University in the City of New York (1918)
- 2) Barnard College: Columbia University in the City of New York (1920)
- 3) Barnard College: Columbia University in the City of New York (1925)
- 4) Barnard College: Columbia University in the City of New York (1933)
- 5) Barnard College (1937)
- 6) New York is Barnard’s Laboratory (1937)
- 7) New York is Barnard’s Laboratory (1937-1942)
- 8) Barnard College (1940)

- 9) Barnard College (1942)
- 10) Barnard College (1944)
- 11) New York is Barnard's Laboratory (1944-1947)
- 12) Barnard College (1948)
- 13) A Liberal Arts College in New York City (ca. 1950)
- 14) Barnard College New York City (1953)
- 15) Barnard College (1957)
- 16) Barnard College: Diversity and Excellence (1960)
- 17) Barnard College: A University College in a World City (1963)
- 18) Barnard College in New York City (1970)
- 19) Barnard College (1971)
- 20) Barnard College (1975)

Box 2/4

- 21) Barnard College: A Slice of the Big Apple (1977)
- 22) Barnard College: Welcome to Our Campus (1979)
- 23) Barnard: Big Apple (1981)
- 24) Barnard: Big Apple (1982)
- 25) Barnard: Big Apple (1983)
- 26) Barnard: Big Apple (1984)
- 27) Barnard: Big Apple, informational folder (1984)
- 28) Barnard: Big Apple (1985)
- 29) Student Life at Barnard College (1986)
- 30) Barnard: Big Apple (1986-87)
- 31) Barnard: Big Apple (1987-88)
- 32) Barnard: 1889-1989 (1989)
- 33) Barnard: Big Apple (1989-90)
- 34) Barnard, Briefly (1989-90)
- 35) Barnard: Big Apple (1991-92)

Box 3/4

- 36) Barnard, Briefly and Barnard: Big Apple informational folder (1991-92)

Series II. General Recruitment Brochures

- 37) Barnard: Admissions cards (various years)
- 38) Columbia University: Kings College (1901)
- 39) Before Medical School (ca. 1930s)
- 40) Barnard: A Senior College (1937)
- 41) The Education of Writers (ca. 1930s)
- 42) What Are They Going to Do? (1935)
- 43) Barnard's New Admission Plan (1940, 1942)
- 44) Barnard College (ca. 1940s)
- 45) Information for Junior Colleges (1941)
- 46) Professions for Women (ca. 1941-1950s)
- 47) Barnard College Is... (ca. 1944-45)
- 48) The College of Liberal Arts and Sciences (ca. 1950s)

- 49) New York is Barnard's Laboratory (ca. 1950)
- 50) Barnard College: New York Central (ca. 1950s)
- 51) Barnard College of Columbia University (ca. 1950s)
- 52) Going to College at Columbia University (ca. 1950s)
- 53) Books Are Only the Beginning (ca. 1950s)
- 54) Do You Want to Teach? (ca. 1950s)
- 55) Barnard: A University College in a World City (ca. 1955-65)
- 56) Barnard College (ca. 1959)
- 57) Barnard: A University College in a World City (ca. 1960s)
- 58) Barnard College (1970-71)
- 59) More Ph.D.s Than Any Other All-Women's College (ca. 1970s)
- 60) "Barnard Took a Big Chance on Me" (1975)
- 61) Barnard Reporter VIII, No. 6 (1977)
- 62) Disabled Students at Barnard (ca. 1977)
- 63) Discovery and Diversity: The Minority Experience at Barnard (ca. 1977)
- 64) This Is Columbia University (1978)
- 65) Barnard College (1978-79)
- 66) Intersession Internship Program (ca. 1978-1980s)
- 67) Transferring to Barnard (ca. 1981-84)
- 68) Transferring to Barnard (1982-83)
- 69) Barnard College: Fact Sheet (ca. 1982-85)
- 70) Transferring to Barnard (ca. 1986-90)
- 71) Around the Clock at Barnard (ca. 1990)
- 72) Visiting Barnard (1991-92)
- 73) Barnard: The Idea; Barnard: The Place (1991-92)
- 74) Barnard: The People (1992-93)
- 75) Annual Statistical Publication (1993-94)
- 76) Barnard: The People (1993-94)
- 77) Barnard Basics (1994)
- 78) Barnard: The People; Barnard: The Place (1995-96)
- 79) Barnard Internship Program (1996)
- 80) A Singular Choice; So Many Choices (1996)

Box 4/4

- 81) A Barnard Education for Your Daughter? (ca. 1992-97)
- 82) Barnard College: Fact Sheet (1996-97)
- 83) Our Community (1997)
- 84) Barnard: A World of Possibility (2008-2009)
- 85) Columbia University: A Guide to the Morningside Campus (1961)
- 86) Academic Acropolis (undated)

Series III. Departmental Recruitment Brochures

- 87) Athletics/Physical Education (1978-1984)
- 88) The Woman Athlete at Columbia University (1996)
- 89) Dance at Barnard College (ca. 1980-2000)
- 90) Education in Health and Physical Education (1942, 1947)

- 91) Barnard College Education Program (1956-1962)
- 92) Humanities (1971-80)
- 93) Humanities, Foreign Languages and Literatures (1971-75)
- 94) Interdepartmental Programs (1971-75)
- 95) Mathematics and Science (1971-80)
- 96) Education in Music (ca. 1930s, 1950s)
- 97) Program in the Arts (1973-80)
- 98) Science (ca. 1950s-60s)
- 99) Social Sciences (ca. 1971-80)
- 100) The Women's Center (ca. 1980s)
- 101) Handbook for Students Entering the Health Professions (1977)
- 102) An Old House in Paris, The Story of Reid Hall (ca. 1969)
- 103) Programs at Reid Hall in Paris (ca. 1973-1975)
- 104) Reid Hall (undated)
- 105) Barnard-NBC Summer Institute of Radio and Television (1951-1953)

106) Recruitment brochures – general and department specific