

enrollment continued

pressed interest in Chowan. A total of 45 students made application, 32 were accepted and 23 planned to enroll on August 22. In addition, over 5,800 inquiries were generated from a variety of sources, including college fairs, advertising, radio sports, telephone calls, and student searchers. Direct mail campaigns targeted Boards of Trustees and Visitors, alumni, guidance counselors, ministers of youth and pastors, chambers of commerce, and a ten-county area defined as a primary market. A special 8,500 piece mailing this summer targeted Virginia seniors who had not yet chosen a college in response to capped enrollments at Virginia colleges and universities.

A new market segment of homeschoolers was identified at an annual convention of this group. Advertising specific to the needs of homeschoolers was placed in over 200 papers in North Carolina and Virginia. Chowan advertised in two homeschooling publications (NC and VA), and plans have been laid to increase dramatically our outreach to this population.

Chowan hosted eight campus visitation days totaling approximately 190 guests. Group visits to campus brought over 1,100 prospects, families, and influencers, and individual private visits totaled 120.

Sixty-seven percent of our freshmen applications come from North Carolina and Virginia. The other 33% comes largely from the states of Florida, Maryland, New Jersey, New York, and South

Carolina. A young, energetic, highly motivated staff face the challenge of marketing Chowan - - The Four Year College. Plans are to actively recruit in a much tighter radius of 150+ miles, emphasizing stronger personal contacts at specified public and private schools. Greater focus is on the private/independent schools, Baptist church relations (in and out of state) and the homeschooled. The student enrollment staff will actively seek to expand the alumni network within their territories, to increase referrals, inquiries and applicants. We are stressing higher academic standards, better institutional matches, and higher women's enrollment for the fall of 1993.

Plans are to rely on a professional marketing/advertising agency to provide expertise in market research, direct mailings, and advertising strategies. Every effort is being made to define our primary audiences and reach them with the most cost effective methods available.

The task for student enrollment is difficult. Our goals require commitment, dedication, and professional service from the entire campus community. We have a lofty but worthy mission at Chowan College—to provide quality higher education in a Christian atmosphere.

The student enrollment staff is equally committed to enrolling a student body who can carry on our college mission by graduating from Chowan—The Four Year College. We stand ready for the challenge.

Business Affairs

In 1991, 57% of all colleges and universities nationwide reported the need to make mid-year budget cuts. Chowan College experienced a number of financial stresses. However, we are very pleased to report that through a combination of difficult expense reductions and other strategies, the 1991 - 92 school year ended well. Actual operating revenue and transfers amounted to approximately \$9.6 million. With expenditures just under that, the result was an operating fund surplus of \$1,954. A number of budget

design enhancements have been implemented through the course of the year to improve our ability to monitor and allocate our resources.

More than 350 students were served on the Deferred Payment Plan, which allows qualified families to pay tuition and fees in regular payments each semester. Additional resources and alternatives to assist parents in paying college tuition are being explored as affordability becomes increasingly difficult for students.

Student Development

1991 - 92 was another year of growth, improvements, and positive change for the area of Student Development. There was a consensus by students, faculty and staff that the atmosphere on campus was the best it has been in years. Excitement over the return to four-year status seemed to permeate everything. The enthusiasm of the sophomores over becoming the first junior class in Chowan's modern era was contagious!

Perhaps the most positive changes were the new food service in the cafeteria and the revision of the residence hall visitation policy. Food is always a morale factor. Pioneer College Caterers has altered institutional food jokes forever. Students and their parents were bragging on the quality of the food! Even the local pizza establishments initiated campus delivery service.

In response to student requests, the residence hall visitation policy was significantly increased placing more responsibility upon the students for adherence and enforcement. The student body met the challenge in fine fashion. There were only a few minor infractions of the new policy.

The re-location and refurbishment of the Trading Post (Campus Bookstore) and the Snack Bar were beautiful additions to the campus. The addition of Harden Chapel provided a much-needed place for personal and group prayer and worship.

There were vast improvements in student services as we continue to strive for service excellence. The loss of Mary Jo Byrd to the Admissions Office was lessened by the acquisition of Winslow Carter to serve as Dean of Student Development. He immediately had a positive impact upon student services.

Residence Hall programming was at an all-time high - thanks to an outstanding residence hall staff! Programming included such events as special seminars on date rape, beach trips, camping trips and other outings. Alcohol Awareness Programs were sponsored each month by the Counseling Office. The intramural program offered a wide variety of activities and the level of participation was great. Gerald Spruill was instrumental in the formation of a Club Soccer Team.

The Student Development Staff is a veteran one, operating as a close-knit team as it interfaces with students, their parents, the faculty, the staff and the community. The office exists to serve students and to meet their needs.

Overall, it was an excellent year! Even the worst event of the year brought about some good. The tragic death of Jennifer Jones tenderized the campus and touched the loves of students, faculty and staff as nothing has in a long time. It dramatically reminded us of what life is about and how important our job of influencing young adults is! Chowan continues to be a strategic place to simultaneously "be yourself" and "find yourself."

Highlights of the Year

- President's Reception for new students
- Residence Hall Workshops
- Campus-wide student scavenger hunt
- International Student Orientation
- Spiritual Emphasis Week
- SGA Dances & Concerts
- Red Cross Bloodmobile
- Campus Clubs & Organizations
- BSU Mission Trip to Georgia
- School Spirit Week & Homecoming Festivities
- Parents Weekend
- Movies, bands, magicians, comedians
- Excellent intramural programs
- Holy Week Emphasis
- Spring Festival Activities
- SGA Elections

The endowment fund, an important source of stable revenue for Chowan, achieved a commendable investment return in excess of 10%, despite a conservative strategy. The market value of the fund as of May 31, 1992 stood at approximately \$8.9 million.

To permit greater flexibility in responding to the external economy and enrollment fluctuations, we decided to contract our custodial and food services to outside vendors. Cenplex Building

Services and Pioneer College Caterers assumed responsibility for these areas at mid-year.

As we continue on schedule in the process of becoming a four year institution, we are increasing efforts to plan ahead. This includes projecting needs for new faculty, the adaptation of existing and new programs, and researching the financial implications of each decision. A planning committee comprised of all segments of the campus is in place to assist in this effort.