

## Fall enrollment increases by 25%

The student enrollment for the 1993 fall semester increased by 25% when 805 students registered for fall semester classes, according to Darrell H. Nicholson, registrar. The larger enrollment compares to 642 students in the fall of 1992 at the beginning of the 1992-93 academic year.

Nicholson also said the number of freshman students is 68 per cent higher than last year and the academic qualifications of the new students have improved considerably.

Mary Jo Byrd, Chowan's vice president for student enrollment, said "our increase of new freshmen, full-time equivalency, students is the largest increase of any private college in the State of North Carolina during the last decade, and our 68 per cent increase in first-time freshmen may be the largest such increase in Chowan's history."

According to Byrd, the largest class in the increased enrollment is composed of 475 new students. The sophomore class has 156 students. The remainder of the student body is comprised of 86 juniors and 58 seniors. In addition, there are 30 special students taking classes.

Dr. B. Franklin Lowe, Jr., vice president for academic affairs, said the academic preparation of the new class has improved considerably over previous years.

"The SAT average of the 1993 fall applicants was up by 80 points," he said, "placing the SAT average at 799. This is an increase of 11.1 per cent."

Lowe also said the high school quality point average of the new students is up by 10.62 per cent over last year. "The high school GPA increased from 2.1 in 1992 to 2.5 this year."

"The significant increase in academic preparation of the new freshman class is further noted by the fact that fewer students are being required to complete remedial course work" Lowe said.

"We are also very pleased that 75 per cent of our total student enrollment has registered in four-year programs," he continued, "and we are seeing more of our two-year graduates remaining at Chowan to pursue the bachelor's degree."

The majority of Chowan's students, 73% of the total student body, are residents of North Carolina and Virginia. Students come from 62 counties of the state, and from 107 cities and towns of neighboring Virginia, according to the official enrollment report from the Office of the Registrar.

The college also has students from 20 additional states and from 13 foreign countries. The majority of all students reside in campus housing.

"Our emphasis is placed on recruiting students who will become graduates of Chowan," Byrd noted. "The entire campus community strives to promote service which will attract and retain good students."

Byrd said the large increase in enrollment is due to a new marketing plan and a fresh approach to student recruitment. "We engaged Miller/Cook and Associates, consultants in college recruiting, who are helping us further develop a data-driven retention and enrollment method."

The advisory firm, with headquarters in Roanoke, VA, is consulting with Chowan as the Office of Student Enrollment continues to train personnel to administer the new recruiting plan.

"We have also introduced a new incentive grant and scholarship program to offer students, both



Members of the freshman class wait patiently in line to receive the keys to their residence hall room.

new and transfer, a great reduction in costs if they meet the criteria," Byrd noted. "Our intent is to help qualified students earn a private college degree at a public college price."

The Chowan admissions department has also made changes for more effective student recruitment. The admissions counselors are limiting travel and sponsor regional receptions to provide face-to-face contact with high school guidance counselors.

Interns have also been employed to represent Chowan at college day

programs at high schools throughout North Carolina and Virginia. A new computer network system has been installed in the admissions office to enhance data processing efficiency.

In commenting on the recruiting process, Byrd praised Dr. Jerry F. Jackson, president of the college, for his "countless hours devoted to the college admissions effort which were beyond all reasonable expectations of a college president's role."

"Dr. Jackson totally committed himself to the new approach and never wavered," she stated.

The admissions staff is now actively recruiting students for the 1994-95 academic session and the first campus "Preview Day" was held in early November.

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—Dr. Franklin Lowe  
Vice President  
for Academic Affairs

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—Mary Jo Byrd  
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Student Enrollment

Personnel from Service Enterprises were kept busy throughout the day issuing assignments for post office boxes to the students.



Long lines formed in the Braves Den student center as students checked in to begin the fall semester.