

UP! UP! and Away!

Chowan welcomes the Class of 2001 and begins enrolling 2002

FIRST-YEAR student enrollment is up! Transfer student enrollment is up! Total institutional enrollment is up! And, the enrollment management staff is on the road again to enroll the Class of 2002!

The department was delighted to have surpassed their goal and to have enrolled 340 students who were not at Chowan during the spring semester of 1997. The numbers include 277 full-time, first-year students, 44 transfers and 19 students who left Chowan for a period of time and have returned to complete bachelor degrees. The total compares to a first-year student enrollment last year of 328.

In addition to new students, Chowan retained 74% of the spring semester student body, giving Chowan a total fall enrollment of 764 students. Not only is the total an increase over last year, but it exceeds enrollment and budget projections.

The striking feature about the Class of 2001, in general, is an alert and positive attitude. In profile, they bring a slightly higher mean high school GPA of 2.622 compared to 2.607 last year. They are of traditional college age and come from homes around the world --Austria, Belaruse, Japan and a wide variety of states. The majority are from North Carolina (34%), but Virginia students are a close second (31%). Other states well-represented are Florida, Maryland, New Jersey and New York. Four students have come from California and two from Washington. The mix contributes to the wonderful diversity that is integral to the Chowan education.

In addition to meeting enrollment goals this year, the office met the following operational goals as well. With the expertise of Dr. Andrea Eason, executive director of information technology, and Bill Harlow, a senior graphic communications major, Chowan launched their own website on the Internet. The site includes a means by which prospective students can apply for admission to Chowan directly from the Internet. A strong enrollment management staff was established that works well as a team and work began on the development of a statistical profile of the student who is successful and remains enrolled at Chowan. Chowan employed an experienced, marketing consultant to assist the college in conducting marketability research and to design a plan to increase visibility.

Competition among colleges for students who are prepared for college-level work continues to strengthen. Increasingly, public colleges and universities, like private institutions, are depending on enrollment numbers to determine operating budgets and recruiting is more sophisticated and more closely tied to financial aid than ever before.

The media publicizes the price gap between public schools and private institutions, but often neglects to focus on the benefits of the latter. In fact, a recent nationwide poll indicated that only 24% of high school students intend to enroll at a private college. Consequently, the enrollment management staff faces a challenging year as they bring in the Class of 2002.

The office has set specific goals for 1997-98 recruiting, the first of which is to saturate the Hampton Roads market. Traditionally, Chowan has drawn the most significant number of students from this area and the college has greater name recognition there than any other large population area. It is geographically within the distance that would be convenient for many to attend Chowan. The college will invite guidance counselors from the area to visit campus in conjunction with the Historic Murfreesboro Candlelight Christmas Tour and arrange for current students to visit their home high schools to encourage others to attend.

Chowan plans to enroll more students from North Carolina and more Baptists from North Carolina. North Carolina students are eligible to

receive the North Carolina Legislative Tuition Grant and can attend Chowan more cheaply than students from out of state and Chowan offers scholarships of at least \$1000 to students who are members of churches affiliated with the North Carolina Baptist State Convention.

Department members will determine target audiences in response to the marketing consultant's research results and design materials and advertising suited to each market. In addition, they will employ a professional design firm to develop a set of recruiting materials that incorporates a new marketing image.

Enrollment coordinators will contact a portion of the next prospect pool, by phone, in order to gage their level of interest in Chowan before appropriately tailoring mailings and strategies. They will work with the office of alumni affairs to host receptions for prospects, newly-accepted students and alumni in selected areas.

In order to increase the number of students on campus who have had

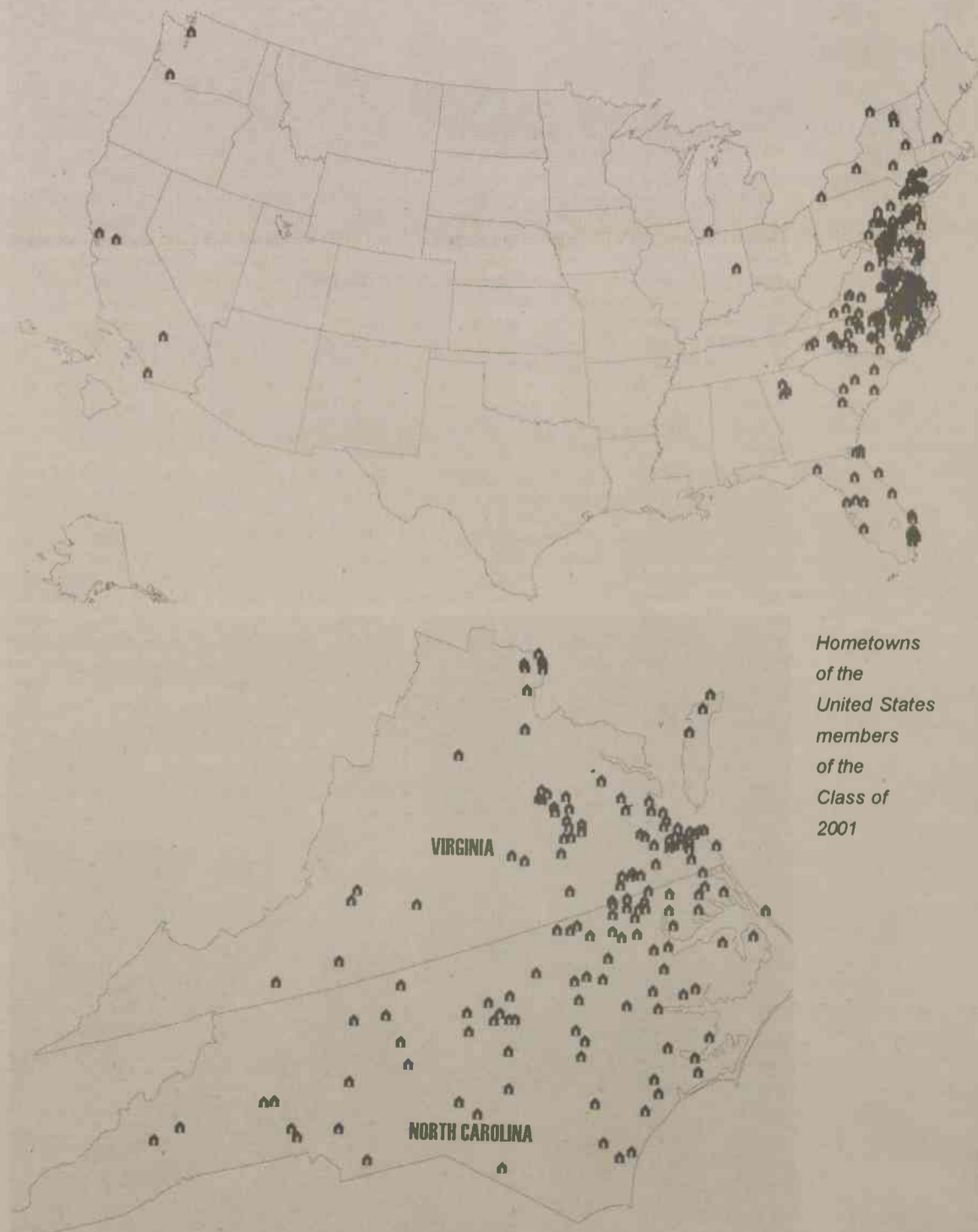
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NEW STUDENTS ENROLLED FALL 1997



AUSTINE EVANS
Vice President for Enrollment Management

Department surpasses goal for Fall '97



Hometowns of the United States members of the Class of 2001