



Index

Editorial	4
Features	6
Sports	10

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New Dean of Enrollment brings new ideas

By Annette Hinkson
Staff Writer

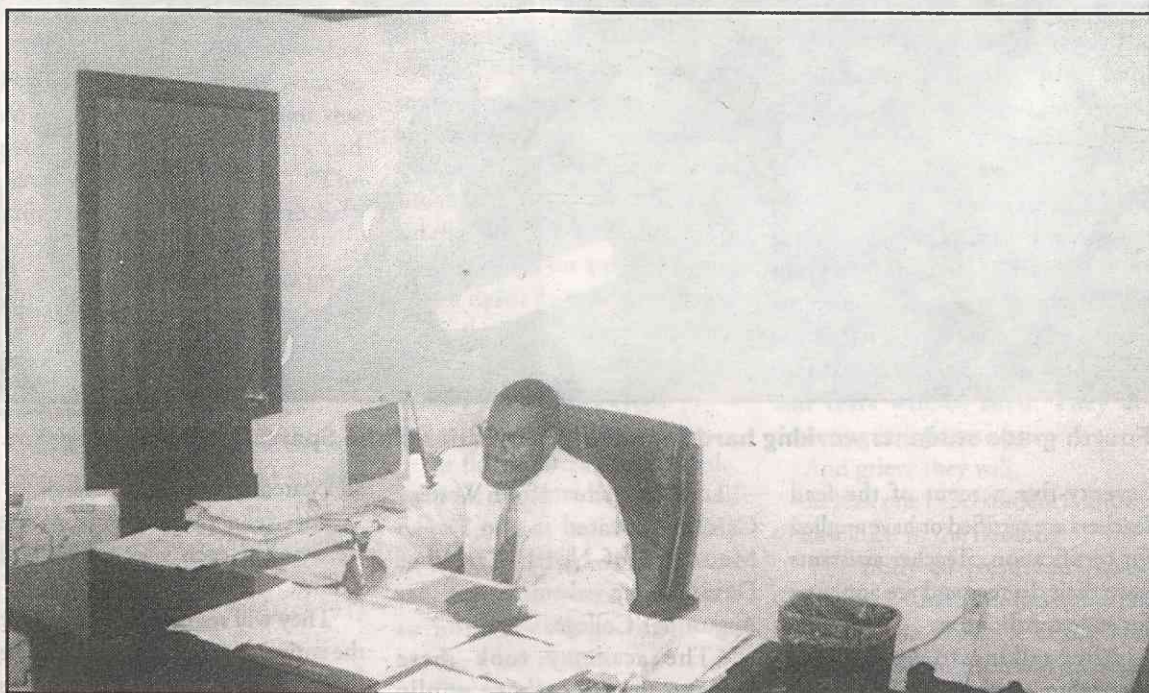
According to the Admissions Office, enrollment for freshmen is at a 10 percent decrease as of the beginning of September.

Out of this percentage there are 140 students from North Carolina and 328 students from out-of-state. The decrease may be caused by the offers from the more competitive schools.

"The possible reason behind this decrease could be how competitive the field is in starting high school seniors," said Sha-Ron Jones, the new dean of enrollment management.

Jones comes to St. Aug from North Carolina Central University where he was Director of Admissions last year. According to Jones, the school needs better marketing in order to raise the number of enrollment. These high school students choose public colleges over private colleges because of better scholarships and lower tuition.

Jones and his staff's goal is have



Sha-Ron Jones working hard in his office to come up with ideas to increase enrollment.

'2000 by Fall 2000.' Their main concentration are the freshmen and they plan to drain every effort to achieve their goal. They cannot do it alone so they are asking the entire college to assist in pressing this effort.

"The new Admissions staff is

very excited and will carry the banner of St. Aug on in a very productive and positive manner," Jones said.

The admissions staff can motivate the students to come to St. Aug, but it is up to the academic departments to keep them here by

considering their interest. Jones wants to engage the college community to encourage that goal. This includes friends, alumni, students, faculty and staff. Another way to boost enrollment is upgrading the college website.

"We need bright colorful images

of the campus and students with captions," Jones said. "On the admission links of the website of the website incorporating faculty on the website as well as students and facilities in order to give it fun and adventure and include a lot of positively."

The idea is to make the website so the students will be enthused by St. Augustine's College and feel that it is the place to be. Jones feels the faculty should be promoted in the classrooms of high schools in and around Wake County as guest speakers.

"If the college initiated a commercial the signal should go as far as funds will allow," Jones said.

According to Jones the focus points should be on students' success, students actively at work and student activities.

"Other programs should participate more with grant funding opportunities to promote their academic area," Jones said. "They should become more active in their areas and allow the students to get involved to enrich their undergraduate experience here."

New staff arrives and are ready to work

By Jamie Harris
Sports Editor

As Saint Augustine's College opened its doors to welcome all the smiling faces of new freshmen, the doors were also wide open for new faculty and staff.

Along with adding four new faces in the Business Department, Baruti Kstembo, Wayne Johnson, Marcel Ngambi, and Barbara Corvette, the Admissions Office has two new faces of its own.

With the loss of our admission staff, St. Aug's was in serious need of finding new people to bring in more students. With the new Dean of Enrollment, Sha-Ron Jones, the Admissions Office has added two personal that are looking to make sure the students will enjoy their stay, and leave Saint Augustine's College knowing it was the right institution for them.

Sherlock McDougald is originally from Bunnlevel, North Carolina. His job is Admissions Counselor. McDougald attended Saint Augustine's College, graduating in 1996 with a BS degree in Criminal Justice and completed four years of ROTC. He is now

the first Lt. in the Army Reserves.

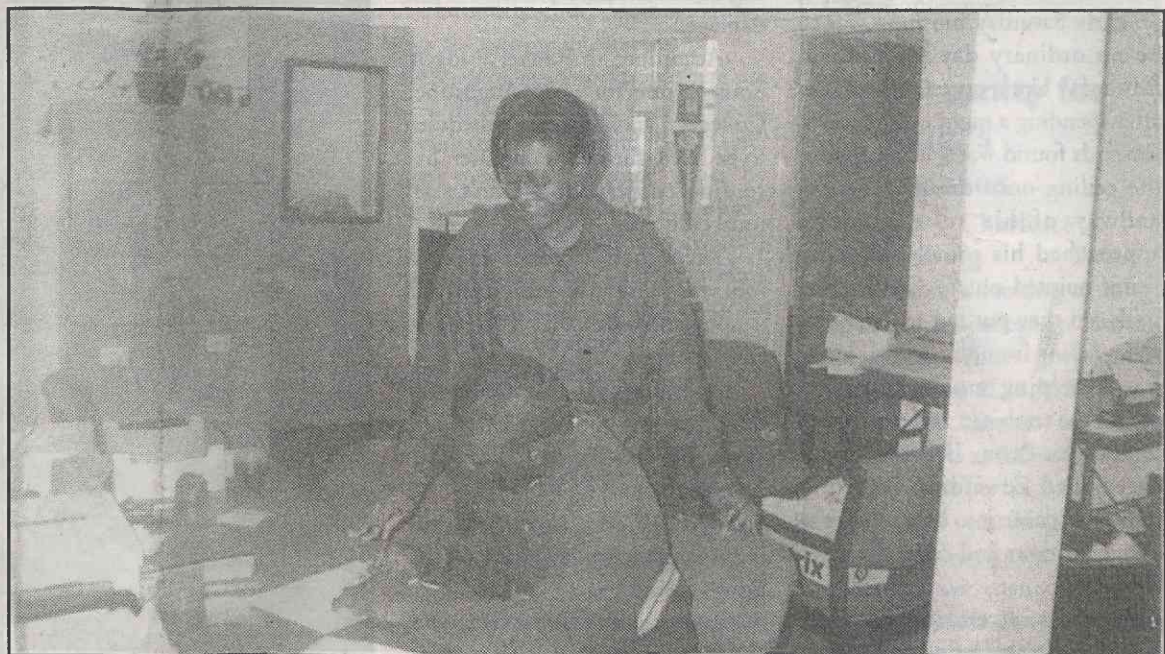
McDougald enjoys spending time with his friends and family and loves sports. His main concern is the students and staff involvement at the College.

"It will take the student body and the staff to have an effective recruitment program," McDougald said.

Charlatta Sims, from Dudley North Carolina, is no stranger to the CIAA. She attended Winston Salem State University, majoring in Therapeutic Recreation and Psychology, and received her Master Degree at Bowie State in Guidance and Counseling. She is also an Admissions Counselor. Before she came to Saint Augustine's College she worked at Prince George County Schools in Maryland. Sims enjoy music, jazz, singing, reading, and crossword puzzles.

Both McDougald and Sims' responsibilities include supervising admissions staff when necessary, travel as needed to High Schools, plan and conduct Open House activities, other required Recruitment Activities, and make sure the student are happy here.

"I enjoy the one on one relationship with the students, and



McDougald (sitting) and Simms enjoy getting started on their new jobs in the Admissions Office

is willing to go the extra mile to help that student if needed," McDougald said.

The lack of support from Alumni staff, has been a problem that Admissions Office has faced in the past, and is looking to find a bond between the two.

"We want to work closely with the alumni office and build a strong relationship with existing

alumni chapters," Sims' said. "We also want to help develop alumni chapters for areas who don't have a chapter."

McDougald said that coming to Saint Aug was a good choice for him.

"I love my job, it is rewarding," McDougald said.

Sims' is delighted as well to be here.

"I like to work with the students and this office has become a close nit family," said Sims.

All in all the two wants everyone to become involved and to know that the Admissions office is willing to help out in whatever ways necessary.

"We want alumni chapters to be aware of what admissions office responsibilities are and well aware of what programs are in their high schools and communities," Sims said.

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