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Admissions Office proposes new strategies to increase enrollment

Peter Smith
News Editor

Guilford College officials, in an effort to both improve Guilford's admissions profile and reduce possible future enrollment shortages have proposed several new admissions strategies.

The new strategies, which were proposed by the Dean of Students Nancy Cable-Wells, and Director of Admissions Larry West, commented mainly on increasing freshman enrollment and selectivity, and come at a time when Guilford has been forced to struggle with an enrollment shortage and subsequent budget deficits.

In a memorandum issued to Guilford College faculty and staff during December, a "30 point plan" for enrollment improvement was prepared by both Cable-Wells and West.

The plan, which is to be implemented throughout the next six months, will concentrate on maximizing "enrollment and selectivity for the Guilford class of 1994" and reducing "immediately any avoidable attrition."

Long-range goals were also mentioned in the report dealing with improving Guilford's position in the national admissions market place and "reducing the severity of effects from any future enrollment dips"

"We are very concerned with the current enrollment problems, however, we have not backed away from our goal of 320 freshmen for next fall," said Larry West, Director of Admissions. Our staff has been



Larry West

very committed and we're willing to do anything that is necessary to achieve our goals."

In addition to the report prepared by Cable-Wells and West, a "recruitment audit" was performed at Guilford by Peter S. Bryant, an admissions consultant from the Noel Levitz Center for Institutional Effectiveness and Innovation, Incorporated which is based in Coralville, Iowa.

Bryant, who studied Guilford's current admissions and recruitment strategies during mid-December, issued a twenty page report examining Guilford's current enrollment and recruitment position and proposed several new strategies aimed at recommending improvements within the overall institution, and various elements of the admissions, financial aid, and publications process.

Overall, the report recommended 26 suggestions for improving Guilford's admissions and recruitment profile. Specific recommendations ranged from establishing a re-

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Physical plant accident injures workers, initiates speculation

Eric Badertscher
Features Editor

Even on as small a campus as Guilford's, it seems that rumors can travel almost faster than the speed of sound. Although December's coal truck accident involving Guilford Physical Plant worker Harold Mitchell (reported in the Greenboro News and Record) did not keep him from returning to work the next day, rumors have bedecked the incident with a macabre air almost befitting an Edgar Allen Poe anthology.

When asked what they knew about the accident, various Guilford students responded with everything from eyewitness accounts to complete lack of knowledge on the subject. Freshman David Getz said, "I have no clue. Is he dead?" Freshman Butch Maier said that "I heard he was smothered in coal, hanging onto his life by a thread." He also said, however, that he had heard that "the other guy [a rescuer] sprained a wrist, and that was actually worse than what happened to Harold." Senior David Simpson offered the most transformed version of the story, saying that while over at UNC-G, he had heard some people talking about a dead body that had been completely hidden for several months in a coal heap.

If none of the above versions are true, what is the real story? Fortunately, not only were several Physical Plant members on the scene to aid the rescue, but also about 20 student eyewitnesses.

Senior Jon Deitelbaum, who was standing near the cafeteria when he saw the "two ambu-

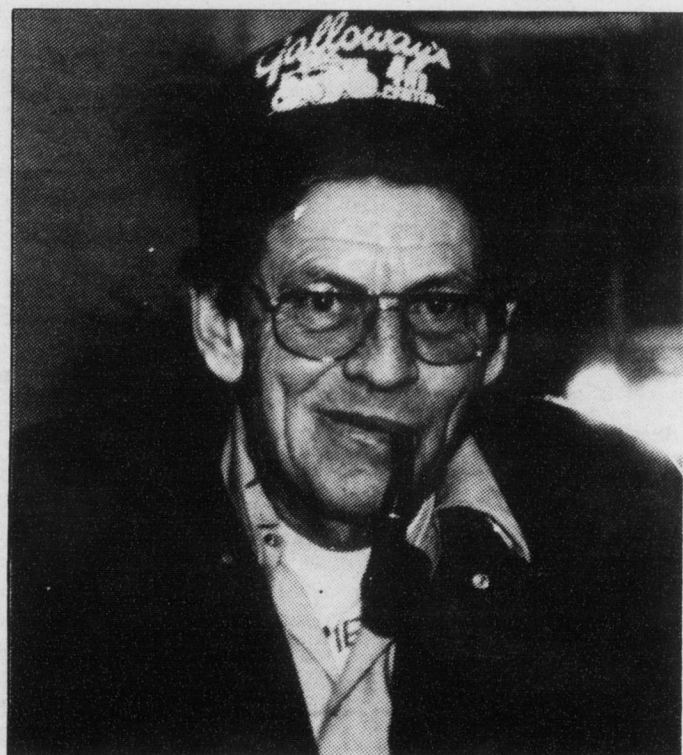


photo by Charles Almy

Harold Mitchell

lances and a fire-truck" speed toward the Physical Plant, ran over to the Plant and saw the rescue.

What had happened to Mitchell, Deitelbaum said, was that he was over by the Haworth soccer fields, down by the Physical Plant, watching the coal truck empty coal into the Plant's furnace. The truck's bed stood at a dumping angle. Mitchell, who was standing behind the truck, received the blow's full force when the bed's back door suddenly swung open, knocking him down, and pouring "over a ton of coal" on him. After about twenty minutes, the truck driver and the other Plant worker there had pulled Mitchell out, but "he was really shallowly breathing," Deitelbaum said. Fortunately, the coal had not covered the

man's face.

Mitchell himself, released from the hospital the next day, seems none the worse for his accident, and is back at work on Maintenance's second shift, making repairs to the dormitories.

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