

## Salem Trustee's

The life of women here at Salem College is determined by a governing body known as The Board of Trustees. This year, the Board met on Thursday, October 6th.

There are seven committees within the whole Board that determine what is best for the women here. They have seven two-hour committee sessions in the morning, and after lunch they meet as a whole to discuss the findings of each committee.

The student affairs committee, chaired by Elizabeth Rose and comprised of student representatives Linda Eudy, Suzanne Fowler, Jeanne Karkins and Betsy Morrow, examined the new drinking proposal and focused on the need for a Student Center in the near future.

The short range plans for a new Student Center are underway, and the new center is proposed to be opened in January of 1984. This new Student Center will be next to the Club Dining Room, which has already been refurbished. The core of the meeting seemed to be the work of the Building and Grounds Committee. Apparently, all three rooves on the new athletic complex have been installed incorrectly. The members of this committee insist that this error will not affect the athletic program here at Salem, however. This mistake was discovered in late July, and the architect and contractor, as well as the college have been in daily communication with each other trying to reach a resolution.

## Salem's Future in Sports

By Lee Sears

The Salem intercollegiate sports program is at the bottom of the barrel in this region.

Salem College has four teams: volleyball, tennis, riding, and soccer. Hollins has eight teams. Mary Baldwin has nine teams. Randolph-Macon has ten teams. Sweet Briar has eight teams, and Wells has six teams.

Most of the schools comparable to Salem offer lacrosse, field hockey, and basketball in addition to the four sports that Salem offers.

Dr. Litzenburg said Salem cannot claim to be a premier women's college while Salem offers such a

limited selection of intercollegiate sports; other premier women's colleges have at least twice as many sports to offer.

Litzenburg said, "a sense of competition and self-esteem have not been encouraged outside the classroom."

He said that students should be encouraged to be competitive and aggressive outside the classroom.

Litzenburg said, "Students come and go. The institution is permanent," therefore it is not entirely the students' problem that Salem is deficient in intercollegiate sports.

The new soccer team seems to indicate that the

students and faculty are interested in expanding the sports program at Salem.

This spring, a new field hockey team will start training for next fall.

The Admissions office is now creating a sports profile of prospective students.

Litzenburg said that a school's reputation rides on an interconnecting string of factors. The main factors affecting a reputation are achievements of graduates, accomplishments of faculty, reputations of trustees, activities of the president, and the activities of the students.

Litzenburg said that our interconnecting string is "threadbare in spots."

## Sophisticated Admissions Program

By Neal McArthur

When asked what makes Salem Admissions program so special, Paige French, dean of admissions, said, "The students, parents, and alumnae join hands in their own way and make it better."

The most successful aspect of this program brings students to Salem for tours and overnights. Of the young women that come to the overnights, between 60-70 percent apply and 50 percent or more come to Salem. Salem has more overnights than any college with which the Admissions staff is familiar. Dean French said, "The reason we can have more overnights is because of our students. We owe them a tremendous debt of gratitude; the success of these overnights is due to the students."

In addition, Salem alumnae are planning to have 50 parties and receptions in their homes in the southeastern United States and Texas this year.

The faculty is also an important part of the admissions program. Faculty members correspond with prospective students and spend time with them when they come to visit.

French stressed, "You

can have machines and publications, but what is really special is our wanting to get to know you and being sure Salem is a good place for you to thrive."

"This is true for Salem and true for admissions. The student is not a number in a classroom, why should she be a number when applying?"

French included that Salem has a very personal admissions process and a very dedicated admissions staff. The prospective student is not judged only on SAT scores or grades. French said, "We want to get to know the people... understand what makes them tick, understand each one on their own terms."

Ten people comprise the Admissions staff which is an average size for a college like Salem. There are seven professional staff members including Dean French—three primarily travel on the road from September to December. Three plan overnights and attend receptions and parties, and one works part-time recruiting music students. There are two secretaries and a person on the word processor.

Another key to the success of the admission program is the word processor. It personalizes the

mail sent to the students by dealing with their specific interests. The students are listed by their zip code: the word processor prints out all the information the student has given to Salem about herself.

There are approximately 7000 high school seniors who have requested information on Salem, and 2000 have made a second contact with the college.

As of Monday, Oct. 2, Dean French said, "2150 high school juniors have told of an interest in Salem."

One of the goals of Admissions is to increase the applicant pool. If more people apply to Salem, then Salem can be more selective about the people it accepts. Currently 85 percent of the people that apply are accepted and 50 percent enroll. Dean French hopes the percentage of students accepted will be lowered if more people apply.

Two ways to increase applicants' responses are phone contacts and parties given by Alumnae Admissions Representatives (AAR). There has been a substantial increase in AAR's. Last year there were 80 and over the summer it was increased to 250. Salem representatives

are scattered across the country—Hawaii to Maine to Florida.

An intense travel program in the Eastern United States is another method the Admissions staff is using to increase the number of applicants. The Admissions staff visits schools and homes in 15 to 18 states per year, and is now implementing tele-travel, a system which will allow Admission staff to talk to students it is unable to visit in person in as many states.

The success of the admissions program can also be attributed to its publications and correspondence, such as the new up-dated brochure prospective students are receiving.

The Admissions staff would love to answer any questions the students have. Dean French said, "The door is always open; we never turn down volunteers in admissions!"

*The Admissions Office  
Wants To Express Its  
Great Appreciation To  
The Students And  
Faculty Of Salem For  
The Time, Effort And  
Enthusiasm Which You  
Gave To The Recent  
Prospective Student  
Overnight. You Made It  
A Great Success For All  
Of Us, And We Most  
Grateful. Many, Many  
Thanks!*