



CROSSROADS

Belmont Abbey College

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New President Takes Office

Belmont Abbey College has a new president.

Father Neil W. Tobin began his first official day as college president at a breakfast held in his honor in Maurus Dining Hall on the Belmont Abbey College campus.

Father Bradley, his predecessor, invited trustees, advisors, clergy, administrators, faculty, and friends of the College to the 7:30 a.m. breakfast. In introducing Father Tobin to the group, he thanked everyone for coming out at that "unchristian hour." He expressed his gratitude to those gathered for their kindness toward him and assured Father Tobin he would get the

same kind of support.

As Father Tobin addressed the group, he expressed his delight in finding the Belmont Abbey College community such an integral part of the larger community. "We are all people needing people," he continued, and we must "support and depend upon one another."

Admitting that the best characteristic a college president can possess is "the ability to bear pain gracefully," Father Tobin continued, "I know I have some big shoes to fill. I shall do my best to fill them, but I have to be myself."

Bishop Michael J. Begley, D.D., bishop of the Diocese of Charlotte, was also on hand to

welcome Father Tobin. "God took one Tobin away and sent us another," Bishop Begley explained. Father Joseph Tobin, O.S.B., who died last March, was associated with the College in various capacities for more than fifty years.

Basil Whitener, the Gastonia attorney and former U.S. congressman who's vice chairman of the College's Board of Trustees, said Father Tobin was off to a good start. Father Bradley, he noted, "has been with us for 15 years and he didn't eat his grits this morning."

But Father Tobin has been here for only 15 days and he ate all his grits."



Fr. Tobin gives a prospective view of Belmont Abbey College.



Abbey and community welcome Fr. Tobin on his first official day as president.



Breakfast speakers (left to right) are Basil Whitener, Fr. John Bradley, Fr. Neil Tobin and Bishop Michael Begley.

Knight Publishing Co. - BAC Complete Marketing Research Study

Belmont Abbey College has just completed its first "Marketing Research Study" to determine the image of the College held by the residents of Gaston and Mecklenburg counties. The survey was done in conjunction with the Marketing Research Department of Knight Publishing Company in Charlotte. The instrument was designed by the Knight Publishing Company and administrators of the College. The survey was conducted by telephone over a ten-night span. Thirty students volunteered to make the phone

calls.

There were several objectives of the study. The study sought to determine the factors that influence the choice of college to attend. It also questioned how aware the community was of the College.

The survey also consisted of several statements concerning the College, and the respondents were asked to agree or disagree. Some of the statements included academic strengths, entrance requirements, cost, religious affiliation and social life.

The respondents were also

questioned about their media selections. This will enable the office of Institutional Relations to determine which areas of the media to concentrate their efforts.

The findings of the study have been released in a 125-page report. The report will be evaluated to determine the action which the College will take in the future.

This study will benefit the College a great deal. This is the first time the College has had an accurate idea of how the community views Belmont Abbey College.

Local Students Receive Tuition Reduction

Belmont Abbey College has increased its automatic tuition reduction to qualified students from Mecklenburg, Gaston, Cleveland and Lincoln counties by \$100.

In the past, the College has reduced tuition for these students by \$200 per year, \$100 per semester. Beginning in the 1978-79 academic year, their tuition will be reduced by \$150 per semester or \$300 per year.

A "qualified student" is any present resident of Mecklenburg, Gaston, Cleveland, and Lincoln counties who also

graduated from a high school in one of those counties. Once the student is accepted for admission to Belmont Abbey College as a full time student, he or she automatically receives the tuition reduction.

These students also receive an additional tuition reduction of \$300 per year from the state of North Carolina, a grant awarded all residents of North Carolina. Therefore, a student who qualifies for both grants will automatically have his tuition reduced by \$600 per year.