



MERRY CHRISTMAS

Movies

A Screen Demon Spotlight on Holiday Releases

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Benson Will Implement New Strategies in Order to Augment Future Enrollment

Heather Lyn Gupton Editor

Since declining enrollment was cited as a primary factor in former Admissions director Joe Rigell's departure, many are concerned with how his replacement Thomas Benson, vice-president and dean of the college, plans to deal with the problem.

According to a Nov. 7 memorandum sent out by St. Andrews president Thomas Reuschling, Benson was selected to replace Rigell for "the next few months," after which time he would "return to his duties as academic vice-president. According to Reuschling, Benson will not be greatly altering previous Admissions strategies which were in the works at the time of Rigell's departure.

"Essentially what Tom has done is to take the staff and basic strategy that was in place and to make it as efficient as possible and then add a couple of new strategies."

According to Reuschling, "new strategies" include the recruitment video which was recently completed, and a series of innovative mailings to prospective students which are designed to give potential students a very clear picture of what St. Andrews is and is not.

Reuschling add that other "new" strategies will include more recruitment through churches and increased use of alumnae and Board of Visitor/Trustee members for the purpose of follow-ups with prospective students. The Admissions office will also be hiring a temporary (for approx. 2 days) general consultant to help analyze the Admissions office and to make suggestions for improvement. However, Reuschling said that the consultant would mainly be making suggestions that would be implemented in the fall of '92 rather than now.

Reuschling said that no full-time assistant admissions director would be hired but that Peggy Floyd, a previous S.A.

employee in Development, would be coming in "as a part-timer to help manage a couple of these new initiatives."

Reuschling noted that various staff and faculty members would be taking a more active role in the admissions process. He did add, however, when asked about the initial pre-set goal of recruiting 250 students, that it was "something we're going to shoot for. We're going to keep trying. It's a very competitive market out there." Reuschling also said that he didn't expect all the results of what was currently taking place to show up immediately.

Benson, like Reuschling, doesn't expect immediate, but rather cumulative results of all efforts now taking place in Admissions.

"Much of the Admissions story for the fall '92 has already been written. What we are drafting is the "story" for '93 plus," said Benson.

Usher is 1991 Recipient Of Galloway Scholarship

The North Carolina Alliance for Health, Physical Education, Recreation and Dance has selected St. Andrews College student Samuel Wayne Usher as the 1991 recipient of the June P. Galloway Scholarship.

The award, which comes in the form of a plaque and and \$800 academic scholarship, recognizes superior academic achievement and is presented to one college student in North Carolina each year. Usher was honored at the NCAHPERD banquet at the Holiday Inn Four Seasons in Greensboro on Nov. 20.

Usher is enrolled in the teacher certification programs at St. Andrews and carries a 4.0 G.P.A. A resident of Bennettsville, S.C., Usher is a 1980 graduate of Clemson Univer-

sity with a bachelor of science degree in recreation and park administration. Usher graduated from Marlboro Academy in 1976.

From 1983 until 1989, Usher was a program supervisor for Scotland County Parks and Recreation. He has also worked with the Scotland County Drug Awareness Program and as a volunteer with the Scotland County school system.



Samuel Wayne Usher

Brazilian Students Plan A Three-Week Stay at St. Andrews In February

The airways are running hot and heavy between the Americas this year. No sooner will our Ecuadorian friends be returning home than a group of new friends will be arriving from Brazil. Many of our own St. Andrews-South American liaisons, such as Professor Lee Dubbs and student Cayce Wolfe, will be leaving to visit Ecuador and will miss the opportunity to spend much time with the 50-70 students and faculty who will be arriving Feb. 1. It is St. Andrews' hope that, in the absence of the Ecu-

dorian-bound group, the student body will make a special effort to make the Brazilian group at home on the St. Andrews campus.

The Brazilian students, ranging in age from 16-23, are part of the English as a Second Language and American Cultures School, and come to us through Phil Young's English School. Young's language school is based in Daytona Beach, Fla., and also in Curitiba, a city located in the southern portion of Bra-

zil. Previous Brazilian groups have spent time at Embry-Riddle Aeronautical

Did you know that...

- ▶ Portuguese is the national language of Brazil, not Spanish.
- ▶ Brazil is one of the five largest countries the world.
- ▶ In Brazil, school begins in March.
- ▶ Half the people in South America are Brazilians.
- ▶ It is currently summer in Brazil.

School, Stetson University and Brevard Community College.

They will be arriving on our campus on Feb. 1 and will be leaving Feb. 21, spending just three weeks with St. Andrews. The group hopes to practice their English "skills" on us and learn a little bit about our culture. This group will be conducting their own classes with their own faculty so they will not be as involved with our academic life as were the Ecuadorian students. They will also be spending some time off campus on field trips. However, there

should be plenty of opportunities for students to get to know them through-out the normal course of a St. Andrews day.

The Brazilian students will be living in Pate Hall during their stay, but will hold their classes in various locations on the campus. Receptions and other interaction sessions are being planned for their stay. Vance Bishop and other members of Student Life will be working on a daily basis with this group to make their stay on the St. Andrews campus a pleasant one.

Admissions Recruitment Video Completed

Heather Lyn Gupton Editor

The Admissions recruitment video which was recently compiled by MediaLinks of Greensboro is now in its final stages of completion.

Admissions staff members have already pre-viewed the completed product which is approximately 11 minutes long.

Admissions plans to have approximately 300 copies of the video made for use during college fairs, open houses, receptions, and possibly on the road with Admissions counselors as well, in addition to sending them to potential students.

The final video will most likely be available for individual viewing by the end of this week.

Although the Admissions office had initially anticipated an earlier, scheduled and open viewing of the video before the holiday beginning, a formal showing will not be possible before January. However, those who are interested in seeing the finished product may contact the Admissions office to arrange a viewing at the end of this week.

Correction

In the Nov. 22 Lance article "Student Senate Food Committee Discusses Health Concerns with Marriott," S.A. student Jason K. King was incorrectly quoted when Lance staff reporter Robert Novotny mistakenly used King's name instead of S.A. student Jason Rich's. The Lance regrets the error.

Also in the Nov. 22 issue, guest columnist Melissa

Reece's column, "With Primaries Looming, It's Time to Make Some Real Choices," should have read, "Although there is a great diversity of political philosophies," and "...rather than dredging the bottom for our prospects..." Thoreau should have been quoted as saying, "The broadest and most prevalent error requires the most disinterested virtue to sustain it."

"I have nothing to declare except my genius." Oscar Wilde