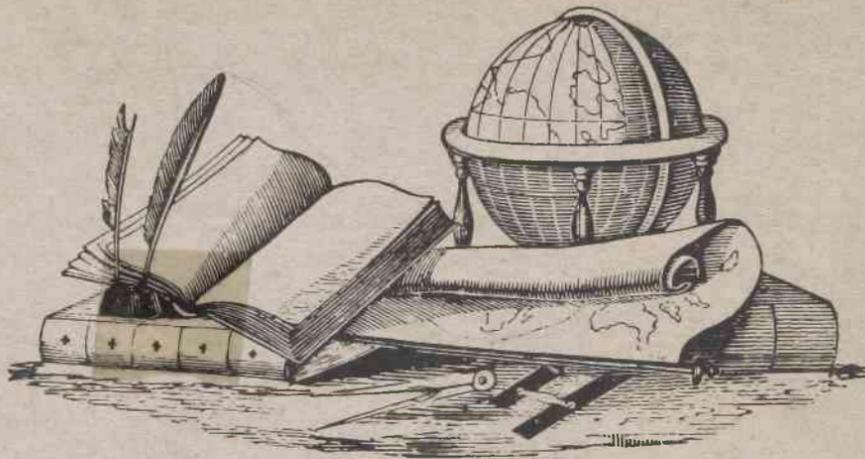


# The Compass

November

1982



Vol. 44, No.1

## Welcome!!!

## Sterling Hudson, New Admissions Director

by Lee Bowser

Sterling Hudson is our new director of admissions. He comes to ECSU after spending the last 15 years as both student and employee at Hampton Institute.

He not only did his undergraduate work but earned his Masters Degree at HI. He served in the Admissions Office there for nine years. He began in 1973 as an Admissions Counselor, then moved to Assistant to the Dean of Admissions in 1979.

Wanda McLean, our previous Admissions Director, worked under him as an Admissions Counselor at HI. Many of the ideas and programs that they were using there, she has tried to implement here. One of the ideas was to attract the desired number of students and students of higher academic quality.

Hudson thinks that the reason ECSU is not consistently getting the desired number of students it wants is that we are not involved in trying to increase the academic preparedness level it admits. He says this has a cause-effect relationship with our image problem. "In the ten county local radius, there is not so much a negative image of us as there is an indifference toward us." We need to make the potential successful student aware that we are here.

With Dr. Jenkins, Vice-Chancellor for Academic Affairs, and immediate supervisor Dr. Robinson,

Assistant Vice-Chancellor for Academic Affairs, Hudson has taken steps to develop a new recruitment plan.

He feels that it is a tremendous job for an admissions office to recruit students in total isolation from the institution. Recruitment should be comprehensive, university-wide. He's not just talking about filling empty places. To explain what he meant, he used a tripod. "The whole thing fits together. We call the three legs recruitment, admission, and retention. In other words, recruit students that will come here with the purpose of leaving with a degree."

Along with staff members, he plans to develop two recruitment teams. One team will include volunteers from the faculty and staff of the university; the other team of volunteers is from the student body, which will be called the 'Viking Ambassadors'. "One of my beliefs is that you cannot hire anybody who can be a more effective recruiter of students of a university than students themselves. Presently enrolled students, satisfied students." The students will be used as representatives when there are visitors to the school and also go out in the field. Students have already been out on the field, though they haven't been officially organized.

The plan he and his staff has is twofold. First, he wants to identify as many

prospective students as possible in the September to December period, and to generate interest in the university. Then in the follow up period, encourage the prospective student with the hope of recruiting him. The Admissions Staff will go out with the goal of meeting or exceeding the enrollment goals of 1983. Unfortunately, because of the critical nature of the enrollment problem, the admissions office is in an emergency type situation.

By the spring of 1983, the Admissions Office hopes to help the Viking Ambassadors organize and implement a full scale 'high school day' on campus. The visiting students will have an opportunity to talk with enrolled students and administrators. He hopes this will become an annual event.

He also hopes to implement a satellite program. When the admissions staff is on the field, there will be some financial aid personnel with them, so that if a student were to present the proper credentials, he or she could be admitted and awarded aid on the spot. Students in the local communities will be offered an opportunity to come to the campus on nine or ten different weekends this semester. If they bring the proper credentials, they can be admitted then. These will be called 'Saturday Admit Days.'

Sterling Hudson is definitely a man who believes in what he's doing.

### SPECIAL ANNOUNCEMENT

As we all know, our Chancellor, Dr. Marion D. Thorpe, has been seriously ill. "The Compass" staff would like to wish him a full speedy recovery.

The entire University Family wants you back at the helm again, Dr. Thorpe!  
Editor and Staff