



# SMOKE SIGNALS

THE STUDENT NEWSPAPER  
OF CHOWAN COLLEGE

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## Suddenly it's CHRISTMAS



Best Wishes  
for a happy and meaningful  
holiday.

The Smoke Signals Staff

## Chowan experiences "shortfall" in budget, crisis over, no academic cuts to be made

Chowan College is now experiencing close to a million dollar shortfall. In order to meet this shortfall in the operating budget-predicted income and spending-the administration has prepared a three-fold response to the program: 1) cut expenses, 2) take money that was planned for other areas and spend it on the operating budget, and 3) use additional funds from the reserve fund to apply to the shortfall.

John Nesbitt, Vice-President for Business Affairs, claims, "What is happening is not unusual. During the recession everyone is feeling the pinch. 45% of all universities reported budget cuts last year, and I expect more to do so this year."

Nesbitt says the "crisis" is over, the administration will not be cutting back any academic programs, and progress towards four year status continues. Some jobs have been phased out, however John Nesbitt told the student body in a memo that although "these are painful and unfortunate, they are

absolutely necessary" in order to make the college's operations "more cost-effective and efficient".

Nesbitt says that the college is trying to get across a message, "We care. We are concerned, but it takes time to make changes. Be patient. We are here for the students. If you have a question the person you should go to is the person who can answer questions or give change. Start with the person with the most specific authority with the understanding that you have every right to go to that person's superiors until you get satisfaction".

### Board approves plan

The Executive Committee of the Chowan College Board of Trustees has approved a strategic plan by which the administration of the college can handle the current shortfall in the budget and end the year with a balanced budget, according to Dr. Jerry Jackson, president.

Addressing the faculty and staff of the college, Dr. Jackson told employees that the college is facing close to a million dollar shortfall due to the decrease in student enrollment this year.

"The budget we presented last year to the executive committee was based on 725 full-time students and 25 commuting students," said Dr. Jackson. "As you know we only had 738 full-time resident students and 81 commuting students to enroll this year. We are a tuition-driven institution and this decrease in tuition has effected this year's budget."

Chowan announced last year it was returning to a four-year college in the midst of a demographic trend of declining numbers of high school seniors. The college also raised admission standards last year requiring the SAT for all students applying to the college.

The executive committee of the trustees reaffirmed their earlier decision recently voting to continue to raise academic standards for admission to Chowan.

"On paper this year's freshman class at Chowan is the best class we have ever admitted to Chowan," said Dr. Jackson. "Buy raising the standards we turned down over 150 students who should have been admitted under the previous admission standards and if we had admitted them, I would not be standing here today telling you about this shortfall."

John Nesbitt, vice-president for business, told faculty and staff that

Chowan is experiencing "fiscal stress" and that there is a plan approved by the executive committee to overcome this stress. There are also plans in process which will allow for more accurate prediction of student enrollment and other fiscal procedures which will prevent this situation from occurring again at Chowan. Saying the college has reserve funds available and is anticipating a higher student enrollment next fall, Nesbitt outlined strategies for overcoming the shortfall which include expense reductions in all departments and cuts in expenditures which had planned for this year such as equipment purchases.

Nesbitt pointed out to the faculty and staff that recent campus renovations and improvements, (new bookstore and snack bar) are not the cause for the shortfall in that they were budgeted expenditures for improving the campus in an effort to attract more students to the campus.

"The trustees are in complete

support of the plan we presented them for managing this shortfall this year," said Nesbitt. "We intend to end the year with a balanced budget."

The decision was made by the trustees and administration to cut services rather than programs. Services in student development include student activities, health and security cuts. The college is also looking into employing outside vendors including a food service and janitorial service in order to save money.

Dr. B. Franklin Lowe, vice president for academic affairs, assured the faculty that there are no academic "cuts" being made and plans are all on schedule for the return to four-year institutional status.

Many colleges across the nation are experiencing the same kinds of problems, said Lowe. The demographic trend has caused colleges to compete more for students and made it difficult for small colleges in this competitive market.

## Leadership conference set for college students to develop self-esteem, reach goals

October, 1991—St. Petersburg, FL—College students nationwide are invited to participate in a four day conference designed to help them reach their goals, improve their self-esteem and to assist them with their future careers.

The National Leaders of Tomorrow Conference will feature eight guest speakers including such

role models as former San Francisco Giants baseball player, Dave Dravecky; inspirational and motivational speaker, John Croyle; CEO of Chick-fil-A and author of "It's Easier to Succeed than to Fail", Truett Cathy, January 2-5 at Walt Disney World's Contemporary Resort. Abortion of all proceeds from the conference will benefit

the Big Oak Ranch, a home for abused and neglected children in Alabama.

Vonda K. Barbour, President of Leaders of Tomorrow, explains the rationale behind the organization: "Leaders of Tomorrow was formed to help college students realize their dreams. Our motto is "Dare to Dream" and we want to instill that courage in students. Too many talented students don't fully realize their potential because no one ever gave them permission to dream before. We want to give these students the self confidence to dare to be the President of the United States, or a large corporation, or whatever their dream may be."

During the conference, Leaders of Tomorrow will award scholarships to outstanding student leaders who have demonstrated leadership ability, been an example to their peers, or have overcome personal challenges. Students also will receive assistance in marketing their resumes to top corporations looking to hire outstanding college graduates.

## Student voices . . .

In general, Chowan students make more complaints than praises about the way things are going at the current time. With the student body's input and some constructive suggestions, we can improve the overall situation here on campus. From time to time, you might see a member of the Smoke Signals staff walking around with a camera, interviewing students. By all means, walk up to him and speak your mind. With enough input, things just might change the way we want them to.

In this issue, "Student Voices" will focus on the subject of visitation. Several students were asked how they thought visitation could be improved. Hopefully, as the result of everyone's efforts, visitation will be improved to the point where the students are more satisfied, as well as the heads of the college, are more satisfied.

"Have visitation on the weekends also. Many people stay here the entire week and you can't see your friends in your own room."



—Chris Sandbank  
Sophomore

"More privacy."



—Jeff Bernard  
Sophomore

"I think visitation should be every day, not just Monday and Thursdays. Two days a week isn't enough time to see your friends."



"Have visitation in the daytime, like in the afternoon."

—Leighanne Heinback  
Freshman

Photograph  
Not  
Available

—Melanie Martin  
Freshman

"I think the visitation hours should be extended, maybe from 6:00 until midnight. More leniency on restrictions, such as being able to close your door and not having to put both feet on the floor."



—Christi Bailey  
Freshman

"There are no bathrooms for girls in Dunn Hall. They have to walk all the way across campus just to go to the bathroom. I would like to see a new policy where an RA or RD could escort a girl to the bathroom and make sure no one enters."



—Marcus DeMaaijer  
Sophomore

## Alpha Beta Gamma elects new officers

Officers for the current school year were elected at a recent meeting of Alpha Beta Gamma, Beta Tau chapter. Mike Moore serves as president, Tracey Francis as vice president, Missy Wright as secretary, Martha Futrell as treasurer and Jason Askew as project chair.

Alpha Beta Gamma is continuing its birthday project for students and has delivered over 25 cakes at this point. The club sold in excess of 150 miniature Halloween cakes during a recent fund-raising activity.

## Induction service for new members

New members were initiated into Alpha Beta Gamma, Beta Tau chapter, during a candlelight ceremony on Thursday, October 17 in McSweeney Hall. Initiates were Jason Todd Askew, a merchandise management major from Sandston, Virginia; Martha Jane Futrell, an accounting major from Ahoskie, North Carolina; and Melissa Aeleeene Wright, an accounting major from Franklin, Virginia.

## Management accounting class takes trip to area firm

By Keith Butler  
(Special to Smoke Signals)

The Management Accounting 240 class went on a field trip to Halifax Linen Service, Inc., Roanoke Rapids, NC, on Thursday, November 7, 1991. The owners, Mr. and Mrs. Charles McElheney, gave a grand tour of their service enterprise.

"We were favorably impressed by their innovative computerized operations and the pleasantness of their employees," said students.

McElheney had planned a presentation from the management point of view. He and his wife patiently walked the class through the entire factory. McElheney continuously explained the cyclical steps involving his massive equipment. His ingenious management skills and high-tech equipment rank him among the best in the linen service business. McElheney also gave practical information about how his enterprise is managed and provided numerous handouts, including special accounting reports based on their recordkeeping. The handouts will be beneficial for future reference. The information and encouragement to do well in college made the trip worthwhile, students agreed.

Cheryl McElheney is a Chowan graduate who currently serves on

Chowan's Board of Trustees. She reminisced about her college days and told us that she really appreciates what Chowan has meant to her. Mrs. McElheney uses the accounting knowledge she learned at Chowan often and encouraged students to use the opportunities they have to learn as much as they can. Her strong enthusiasm kept students undivided attention.

All the students agreed the trip was very interesting. Viewing the operation of a service enterprise and hearing it explained from such a practical point of view have left lasting impressions. Many complimentary remarks were made by students after the field trip. Tony Wiczordk said that firm has "outstanding management." Cathy Poland said, "The people working there seemed to be enjoying their work, even a 72-old lady who did not look as if she were ready to retire." said Phil Wilson said, "The technology was impressive." Missy Wright commented, "Mrs. McElheney is really sold on Chowan College and seemed not to be able to praise Chowan enough."

Accounting professor, L.M. Wallace, treated students to lunch at Ralph's Barbecue, following the management learning experience at Halifax Linen Service.



The Chowan Chorus and Band rehearsed for performing their annual Christmas concert on Dec. 3, under the direction of Dr. James Chamblee.