



Dr. Fred Young

## President

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Young said the improved academic program which he called for last year is becoming a success. "The first general studies seminars were offered and they showed promise," he said. Writing across the curriculum is also showing promise, he said.

He also noted that the second Powell endowed professorship was created and will not be restricted to the field of science. Dr. John Sullivan, professor of philosophy, was named Maude Sharpe Powell professor this summer.

"More than 50 programs of a cultural or intellectual nature were presented on this campus last year, a dozen of which drew capacity audiences," said Young, stressing the importance of such programs to complement general studies.

He also reported that the mass communication major was added to the curriculum and that a closed-circuit television network is being installed on campus. The mass communication majors will operate one of the channels and broadcast their own productions. Other channels may be used by the faculty for instruction.

Another step forward in academics at Elon has been the master of business administration program which, Young said, had a good first year. Thirty-nine enrolled during the past year, and 60 more are expected to enroll for the fall. The MBA is the college's first graduate degree program.

He also said that Elon unfortunately was not able to buy a hotel for the students spending semesters in England, but rented housing should be sufficient.

Development also had much success during the year, the president said. "This year 38 percent of all Elon alumni contributed to the college, ranking Elon ahead of such institutions as Duke, Davidson, and Wake Forest, and among the top 10 colleges in the southeast," said Young.

He also said the General Assembly has taken action "toward freezing the gap in the cost of attending public and private institutions."

After discussing the progress made toward the Centennial plan, Young presented the faculty with some remaining challenges. He said that the faculty must first effectively educate current students, since their recommendations are the most important influence on new students. Then, he said, Elon must start "an active and aggressive marketing campaign" to attract students from North Carolina, Virginia and other states.

Thirdly, efforts to improve retention must continue, he said. Good teaching and good faculty-student relationships are important factors in retention, said Young. Involvement in campus activities is another, and "increasing student participation in such activities will be another objective for this year," he said. He used the Elon Lacrosse Club as an example. "Those young men share a bond and enthusiasm that simply cannot be created artificially," Young said.

He said the general studies program also needs to continue to be strengthened. "Students also need to see the value of the cultural, intellectual and religious life programs that complement the general studies thrust. We have made an excellent start in each of these areas, and the new fine arts center will have a positive impact. However, we can still improve our own support," he said.

Young then urged the faculty to develop departmental plans to carry out these objectives. He said that it takes personal contact to successfully recruit. "And it is healthy to compete for students internally as long as the welfare of the student remains foremost," he said. Helping students who have not decided a major, he said, is "an excellent retention tool."

"If we do reach (our goals), we will do it working together—students, faculty, staff, trustees, alumni, and friends. A diverse group of individuals with different backgrounds, different responsibilities, different perspectives, but all sharing a common vision of what Elon College can mean in the lives of the young men and women it serves," Young concluded.



COMFORTS OF 'HOME': Elon student Chris Newton relaxes with friend Lori Hancock (photo above) by the Best Western pool. In the photo below, Bryan Daughtry of Gaithersburg, Md., talks in his hotel dorm room to an Elon friend.

## Housing

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Also the shuttle bus will provide transportation from the motel to the football games and to the outlets on weekends. "The students at Best Western really enjoy themselves," said Luko. "To them it's like living in a dorm with air conditioning and a pool.

"We'll have one day a week that we'll set aside to move students onto the campus," said Luko. "During the first move one day, which will be during the first full week of classes, we hope to move a good number of the Best Western students on campus."

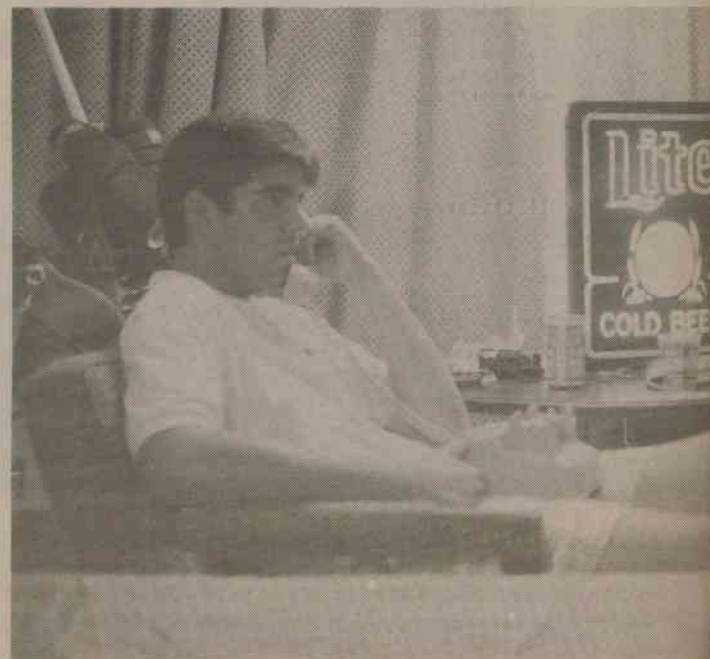
Openings will become available because of "no shows" and withdrawals.

As the students move to the campus, they will be "adopted" by the East Area. "All of the students from Best Western will be on campus by the end of the fall semester," said Luko.

A statistical follow-up will be done on each of the Best Western students. These follow-ups will address such issues as the students' grades while at Best Western and after they move to the campus, whether or not they're happy, and how well they fit in to campus life once moved over. This will be a year-long process.

As of now, Luko said that she "is not aware of plans for additional dorm construction in the near future.

As Chuck Staton said, "The college is to be commended for finding us accommodations. It would've been a lot more trouble for us to have had to go out and find a place to live on our own."



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