

MORE IN MULTIMEDIA:

FOOTBALL GAME AT APPALACHIAN STATE

Highlights from the game and an interview with Coach Lembo

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GROVE WINERY AND VINEYARD

Vineyard located in Gibsonville.

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PRESIDENT MUSHARRAF

Speech and press conference coverage

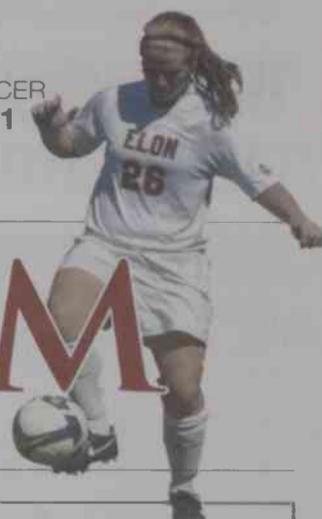
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WOMEN'S SOCCER PAGE 21



Sam Gyllenhaal rocks out with Black and Blue
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THE PENDULUM

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ELON'S TOP FIVE MAJORS

SARAH BETH COSTELLO | Graphics Editor

College of Arts and Sciences attracts most students

Sam Parker
Senior Reporter

Curriculum updates, academic program advancements and new developments for majors have all contributed to the changing numbers of enrollment within the 2010-2011 undergraduate top-10 majors.

Majors in business administration, strategic communications, psychology, media arts and entertainment, biology, international studies, political science, exercise and sport science, accounting and elementary education all lead in Elon's undergraduate studies, the majority of which are located in the College of Arts and Sciences.

Connie Book, associate provost for Academic Affairs, said more than half of all students major in the College of Arts and Sciences, averaging around 54 percent, making it the largest school at Elon.

Business administration within the Love School of Business holds the No. 1 spot on the list with 577

students, continuing its number one position for the past three years even after the implementation of four new majors within the LSB. Coming in second, strategic communications has an enrollment significantly smaller, totaling 366 students.

Although business administration continues to hold the number one spot, majors such as biology and exercise and sport science are shaping the direction of the university through the development of their departments and the addition of new programs, according to Book.

"It's not that we are recruiting any differently, it's just that some assets, such as the doctor or physical therapy program for biology majors, are attracting more students," Book said.

Book explained that the increasing interest in hard sciences, specifically biology and pre-med, may be related to the availability of the anatomy lab for students. She also said that Elon's commitment to updating and advancing courses also plays a role in

enrollment increases.

"We are doing new things. We bought Danieleley East, and in that building, we are adding three undergraduate labs, so those labs will be designed to support undergraduate research in the sciences," Book said. "Our initiative relating to growing the DPT program will be in Danieleley East, too."

This support for undergraduate research was one of the aspects that brought sophomore Alyssa Flashburg to campus. Flashburg, a sophomore biology major, said the biology department's emphasis on undergraduate success instilled passion in her for biology.

"Because Elon's science department is small in comparison to other neighboring universities and continues to maintain its focus on the undergraduate level, all students have the opportunity to participate

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More need-based financial aid to be available

Rachel Southmayd
Senior Reporter

As part of The Elon Commitment in the next 10 years, Elon University plans to increase the amount of need-based aid available to students with the goal of increasing diversity on campus.

Patrick Murphy, director of Financial Planning, said this will be accomplished through increased funding from Elon's endowment, or donations given by outside donors and alumni, and the restructuring of existing financial aid programs.

"A lot of the Ever Elon campaign is for scholarships," he said.

The rest, he said, will come from institutional funds, or money from tuition. He said the university has an extremely low "discount rate" or the amount taken from tuition to fund financial aid. This is what enables Elon's tuition to be low, he said.

Murphy said there will not be an increase in Elon's discount rate or a jump in tuition prices inconsistent with normal annual increases.

For the 2010-2011 academic year,

the cost of attendance for an out-of-state student is \$35,475. In comparison, Rollins College, a school in the same category as Elon, costs \$54,030 to attend for the 2010-2011 year.

Murphy said the school would not increase its "discount rate" to fund additional aid, but rather the institutional funds will be used in a different way.

"I would say part of the early operation on increasing need-based aid is to take some of the money that we're using for merit-based aid and convert that to need-based aid," he said.

Merit-based aid includes scholarships given to students based on their academic record in high school. Some of the merit scholarships awarded include the Presidential and Fellows scholarships. Murphy said he predicts there will be fewer Presidential scholarships given.

"Another goal is to increase diversity and part of that is international students," Murphy said.

Currently, there are no specific programs in place to help international students with additional financial aid,

Murphy said.

He said a new program, temporarily named the "Elon Commitment scholarship" will be established, similar in structure to the Watson Program that exists now, which gives eight North Carolina students a substantial amount of aid based on their academic achievement.

Preference is given to students who will be the first in their families to attend college and come from school districts with low incomes, among other criteria. This new program will include 10 students now and 20 students within 10 years.

"That would mean that we would, at any given time, have 32 Watson students, and we'd have 80 of the 'Elon Commitment' students, so that would be a pretty significant group of students that have very high financial need," Murphy said.

The Odyssey program at Elon also produces significant scholarships for students. Murphy said several different endowed scholarships exist under the Odyssey umbrella, and these are usually valued at a minimum of \$12,000.

"As this Ever Elon campaign really starts to pull in a lot of money, we'll see this Odyssey program expand quite a bit," he said.

Immanuel Bryant, a Class of 2014 Watson scholar, who said he wanted to attend Elon for a long time. He said the Watson scholarship was a key to being able to actually attend once he was admitted.

"It gave me an avenue to actually get here," he said. "I doubt if I would have come without it."

He said without this scholarship he would have had to take on very large loans to fund his education.

"It relieves some of the pressure," he said.

Murphy said he expects an increase in financial planning's budget for additional grants as well, available for students who qualify for need-based aid.

He also said the overall goal of increasing financial aid is diversity.

"To be able to create a truly global, diverse campus you have to be able to serve students from all kinds of backgrounds," he said.