

# The Guilfordian

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Chris Cornell leads Soundgarden at Lollapalooza. See pp. 8-9 for stories. photo by Jodie Hargus

## Restructuring works Budget appears balanced

By Matthew Levy  
News Editor

Just last November, Guilford College projected a potential shortfall of over \$2 million in its 1992-93 budget. Less than a year later, Provost Dan Poteet declares the budget to be sound, due to the massive restructuring undertaken to bring expenditures under control.

"The budget seems to be in order. We finished last year in good shape, and by that I mean with enough money to fund the severance packages [for those who lost their jobs in the restructuring]."

Those packages served to lessen the blow to the 32 mostly full-time administrators and staff members cut in the work-force reduction.

"We regret the need for the restructuring," commented Poteet. "Our challenge now is to plan well, and to figure out priorities, and control things well in the future."

The largest single cause in the budget shortfall was the steady increase in financial aid over the last few years. The financial aid budget doubled last year to nearly \$3 million from the \$1.5 million the college spent in 1989-90.

"One of the things that drove the restructuring process was the need to increase and maintain a very large financial aid budget," said Poteet.

The reduction in salary expenditures made it possible to raise the financial aid budget to \$4 million for this year without an unnaturally large tuition increase.

The restructuring process began in 1990 with the creation of the Strategic Long Range Planning Committee (SLRP). Poteet serves as chair of the committee. Also on the committee last year were President Bill Rogers; the three vice-presidents of the college: Kathy Adams, Nancy Cable-Wells and Jim Newlin; two students: Bryan Platt and Joyce Hefferan; and five faculty: Dottie Borei (clerk), Martha Cooley, Rudy Gordh, Betty Turner and Robert Williams.

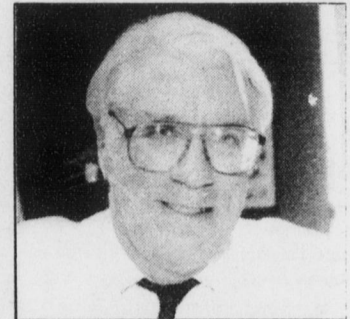
Due to the potential for the budget-underfall to snowball, this group was forced to make its decisions under a rigid time constraint. Poteet explained the reasoning behind the immediate restructuring in an address to the community last year.

"The initiation of this process followed upon my discovery that my early optimism about phasing the solution to the College's financial constraints over several years was simply impossible, that the dilemma posed in particular by enormous pressures for financial aid—the means by which we continue to make Guilford a place of opportunity for all deserving students—made an immediate, deep change necessary."

(Guilfordian, November 1991-92)

The process left little time to consider the strain to be caused by the elimination of the equivalent of 41 full-time positions, and this is the main cause of worry about the workability of the new situation.

Also, the reduction of the CCE staff from eight positions to one, in conjunction with the reinstatement by UNCG of its continuing education program, left skepticism that Guilford's renowned pro-



Provost Dan Poteet

Photo by Carl Beehler

gram would survive, much less thrive in the new situation.

In the effort to ward off future budgetary problems, two main concerns have come to the forefront: fundraising and student retention. In lieu of the former, Vice-President for Institutional Advancement Gordon Soenksen is reorganizing the fund-raising staff to improve Guilford's endowment.

Poteet remarked on Soenksen's efforts, "He has settled in quickly, begun to make some changes, begun to reinforce the critical organs of that office—it is all very promising."

To address the issue of retention, the task of aising has been shifted from part-time to full-time faculty members. In addition, Academic Dean Kathy Adams and Dean of Student Life Joanna Iwata will co-chair an ad-hoc committee on issues of retention...."

(Ed. note: The repercussions of the restructuring for CCE and the reorganization of the office of institutional advancement will be addressed in next week's issue.)

## Entering class impressive, second year in a row

By Greg Loughlin

The new first-year students have arrived, and the admissions office is reporting it to be high quality, larger in size than last year's class though slightly less diverse.

As a group, Triad-area colleges are experiencing increased enrollment this year and Guilford College is no exception.

The admissions office's goal for en-

rollment was the same as last year, 320. However, while 327 actually enrolled last year, this year between 340 and 345 have enrolled in one of the largest classes ever.

Director of Admissions Larry West attributed much of the increased enrollment to incoming students from the New England area.

"We offer a quality education at a competitive price compared to similar schools in their areas," said West. There was also an increase in the enrollment from Southern states, including Georgia, Florida and South Carolina.

However, for the third year, N.C. applications and enrollments dropped off slightly. West speculates that many in-state students are gravitating towards state schools because of the "cost factor."

Academically, the incoming class is very similar to last year's incoming class, which boasted the highest quality statistics recorded in at least eight years. The average SAT score dropped only two points to 1054 from last year's

1056. The average GPA rose from 3.13 to 3.23.

Despite a cutback in need-based aid offered to first-year students, West stated, "We were able to meet the institutional goals without sacrificing quality or diversity."

According to West, the administration asked the admissions office to bring in the same quality and quantity of students as last year while "reducing the percentage of students qualifying for and receiving need-based aid."

The percentage of students receiving need-based aid had risen from 33% in the fall of 1988 to 54% last year. The administration felt the economic situation necessitated bringing this number under control. Thus, in the new class, 48% is receiving need-based aid.

West noted that this may have led to a slight increase in average income of the families of the incoming students. This worried students who stress the importance of need-blind

admissions.

"Money should not determine who is able to enter and participate in the academic community. That could take us back to a system of lords and landed peasants of academia, whose only quali-

**"We were able to meet the institutional goals without sacrificing quality or diversity."**

**-Admissions Director Larry West**

fication is the wealth of their families," said Carl Beehler.

Some cautioned against idealism because of the reality of Guilford's financial situation. West pointed out that the need for financial aid is increasing at all

financial institutions, and that Guilford's endowment was too small to meet every need. However, West maintains that Guilford's admissions policy remains "need-blind."





"We don't deny a student admission because they might need financial aid," he was quick to point out.

Admission office personnel admit that the number of students of "special populations" has been somewhat restricted by financial limitations. According to Jimmi Williams, associate director of admissions, "most of our special populations took a hit this year."

The numbers of Quakers, African-Americans, Presidential Scholars and international students have all decreased since last year. Williams says there is not enough money for further recruitment of special populations.

Given the financial limitations set in order to "stay afloat," says Williams, "we have been extremely fortunate to make a class with the diversity we have."

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