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STAFF MEETINGS ARE MONDAYS AT 7:15 P.M. IN THE PASSION PT
ALL ARE WELCOME TO ATTEND

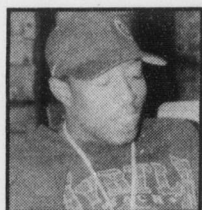
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BEG YOUR PARDON

The Guilfordian seeks to correct all errors. If one is noticed please contact us via any of the above means and we will print a correction the following week in this box. Thank you.

INQUIRING PHOTOGRAPHER

"Do you feel campus staff are treated fairly?"



I feel that especially some of the older black workers have been treated unfairly. Now that there's tension, I hope action is taken.
 - Clifton Howard, junior



No worker deserves to be mistreated or underpaid.
 - Katie Downing, first-year



I think the cafeteria workers and maintenance got shafted. They get to drive around in the little carts, but besides that, it sucks.
 - Haley Woodward, first-year



I think everyone is treated the same on a person-to-person level, but as I understand the pay policy isn't very fair.
 - Joshua Inkvovich, sophomore



I think a lot of the students give props to the maintenance people. They're just as respected as anyone else here.
 - Benjamin Marks, first-year

Enrollment problems lurk behind record retention

AMY BROACH
 business manager

The picture is never totally rosy. While Guilford boasted an 87% retention of 1995's new students, total enrollment dropped to 1,060 this fall.

Dan Poteet, provost, seemed excited about the numbers. "Everyone at the college is pleased with retention," said Poteet. The Class of 1999's retention of 87% overcame the recent high of 81% and surpassed the Guilford retention average of 73%.

The provost credits the entire Guilford community for the success. He gave particular credit to the first-year program headed by Anne Lundquist and to the Admissions office. The Admissions office did an excellent job of "picking students that are likely to succeed at Guilford," Poteet said.

Anne Lundquist agreed, saying that "retention reflected positively on the new (first-year program) initiatives. "For last year's first-year students, an effort was made

to have first-year students' advisors be a part of classroom instruction. For many, this meant having FYS instructors as advisors."

The future looks brighter with even more efforts for this year's first-year students. The highly acclaimed CHAOS and Avanti programs were considered more effective and popular than the former SOS orientation.

The August 21, 1996 edition of "USA Today" featured Guilford's Avanti program, and the participants of CHAOS will appear on "Good Morning America" on October 11. The new first-year advisory board will start up soon, and the first-year center is open and active on the second floor of Hege Library.

What are the costs of all these advancements? Lundquist said "the average cost of the programs would be approximately \$200 per first-year student."

However, as the star of Guilford shines brightly, there is a dark hole in the picture: enrollment. The

total enrollment of 1,060 "somewhat concerns" the Provost. However, he says, "I believe that the decrease in enrollment is temporary." Poteet insists that "if retention remains good, enrollment will grow.

Management professor Bill Steven disagrees. "Total enrollment at a college is affected by a number of factors, including the number of initial inquiries, the percent of those inquiries converted to applications, the percent of applications accepted, the percent of accepted students that enroll, and retention rate," said Stevens.

Stevens said that while the retention and acceptance (83%) rates were high, the number of applications received have just recovered from a dramatic two-year decline that saw the lowest numbers in decades.

Stevens emphasizes that enrollment will suffer with the current low number of applications. "Without an adequate number of applications, it will be difficult to maintain enrollment," he said.

Revamped first-year program helped retention

STACEY VINCENT
 staff writer

"Guilford seems to have found the key to revolving door students," says Ken Burke.

Over the past few years Guilford has been seeing a steady decline in returning freshman, but thanks to an aggressive change in programming the statistics on student retenting are looking much brighter.

The main objective was to make the college transition easier for first-year students by better preparing them before starting their college career as well as providing them with assistance and support throughout.

Guilford began by stressing the schools' commitment to diversity and the community while recruiting new students. Jami Smyth, a returning sophomore at Guilford, says, "It means a lot to people these days to find a school that is interested in the world outside of sports and academics."

Guilford took into consideration the special counseling needs of new students. They created the "First-Year Center" where first-year students can find all of the answers, support, or advice they need. Also, there is a new mentor program where underclassmen volunteer to aid freshmen during the transitional period. Even the academic advising program was given a much needed boost.

The regular orientation program has also been modified to help 'newbies' adjust, as well as survive registration. Last, but far from least, is Guilford's secret weapon for new students—Avanti.

Though the name is reminiscent of a cheap bottle of wine, the taste is far sweeter. Avanti is an optional one-to-three day orientation where incoming students spend time being introduced to all of the benefits Guilford has to offer through many different means. Whether through a rock-climbing trip or a historical tour of North Carolina, new students have the opportunity to gain insight into the year that awaits them.

When the Avanti students return from their adventures, the rest of their class members are arriving and CHAOS begins. CHAOS replaces the former SOS orientation program and is required for all first-year students.

Students who have participated in Avanti seem to be much more stable and confident. Smyth says some of her friends who participated find themselves counseling other first-year students—and occasionally a wary upperclassman.

The drive behind the program changes not only benefit the students, but by increasing the school's rate of student retention it has added to Guilford's tuition revenues. According to Dan Poteet, provost at Guilford College, the changes cost the school approximately \$50,000, but by having last year's new students return it has added over \$350,000 in revenues.

This year's retention rate is 87%, a tremendous improvement from last year's 73%. Many feel that Guilford's success has set the path for other colleges to follow—again.