

New Administrators Discuss Plans to Help Improve Salem

by Patricia Earnhardt & Karen Elsey

Mr. Harman Says Effective Communication is Essential to Raising Funds

Jim Harman first encountered Salem College while touring Old Salem as the Director of Resources Development for the National Trust for Historic Preservation. Little did he know that he would one day return as the new Director of Institutional Advancement.

He had heard positive reviews of the college from a colleague of his, Bobbie Norton, who worked in the Financial Aid office here at Salem. He accepted the position at Salem because he is "committed to liberal arts and believes in the role of women's colleges." Several members of his family have attended various women's colleges.

Mr. Harman's major objective is to raise the College's endowment from its present state of close to 19 million dollars to 40 million during the next ten years. He feels that effective communication with alumnae and other external constituents, "is essential to the accomplishment of that goal. To inform people well is to get them interested. That interest is what gets them involved," he states.

Mr. Harman also feels that "we need to strengthen our revenue streams in order to raise the endowment." The endowment is meant to supply income, in the form of interest or dividends, for the general maintenance and advancement of the college. Mr. Harman mentioned using the funds for refurbishing the buildings and updating the telephone and computer systems. The endowment is divided into restricted revenues, those set aside for a specific purpose such as scholarships, and unrestricted revenue. Salem's endowment is invested mainly in stocks and bonds. "The biggest revenue for the Development office is through unrestricted annual giving by alumnae, parents, friends of the college, and corporations."

When asked about his first impressions of Salem, Mr. Harman replied that he had "received the warmest reception ever" and that it was "exceedingly positive." At this time, he



Mr. Harman

has approximately 9 people working with him at the director or assistant director level. He characterized them as a "a great group—energetic, bright, and cooperative." In October at the meeting of the Board of Trustees he will present his "plan" for increasing the endowment.

Mr. Harman was also pleased to see students returning. He felt it was "like children off to camp. You're glad to see them go—then you miss them—and then you're glad to see them back."

Mr. Harman probably knows quite a bit about sending children off. He and his wife, Carrollee, of twenty-two years, have five children. One daughter, Laura, is a journalist, while their other daughter is a helicopter test pilot for the Texas Army National Guard. Their three sons also have varied careers: Christoph works for a Danish shipping line, Reggie is involved with IBM, and Kent is an Army sergeant on his way to Saudi Arabia. When asked how he felt about that recent development Mr. Harman replied, with a grin: "You have to do what you have to do." A good philosophy for the work ahead of him here at Salem.

Dr. Burkette Wants Students to Help Sell Salem

"Salem has been a well kept secret ... we need to do a great job selling it."



Dr. Burkette

The Salem community has a new resource - a full-time chaplain.

Dr. D. Wayne Burkette joined the community on August 1 as the chaplain of Salem College and Academy.

"I can't wait until all the students get back - it's too empty," Dr. Burkette said.

Dr. Burkette has and continues to fill many shoes on the campus. He is the parent of a Salem College student, and will be teaching Old and New Testament at the Academy.

Dr. Burkette was most recently senior pastor of Fairview Moravian Church and has been the senior pastor of Home Moravian Church.

Dr. Burkette said that he was shaping his job as he went along. As part of his new responsibilities he wants to get to know the students. "I'm going to

spend time listening to what students think Salem's needs are," he said. "We have a lot to learn and share with each other."

Dr. Burkette has recently stepped down from his position on the Board of Trustees. "The Board of Trustees works more with policies and finances," he said. "Now I can deal with the day to day concerns." Now, as chaplain, Dr. Burkette said he will have a much more detailed picture of Salem by keeping in touch with what is going on around the campus.

Describing himself as a resource person for activities in the community, Dr. Burkette said he was working with the Religious Life Council to help facilitate their work. He is also looking toward community service work for Salem.

Dr. Burkette feels that there is a place for a school like Salem. "Salem can have a new beginning if its positive points are accentuated in light of the challenges," he said.

Dr. Burkette has been involved in Salem's long range planning since his arrival and feels that Salem has a bright future. He said he was excited about the long range plans. Included in some of the plans are pre-professional courses and air conditioning in the dorms.

"Salem has been a well kept secret," he said. "We need to do a great job selling it, and our sales force is the students."

Dean Raftus Says Higher Rate of Admission is a Challenge to All

Dean Karen Lowe Raftus has made several changes as the new Dean of Admissions. New view books are soon to arrive, new recruiting and student search letters have been written and a new scholarship has been added.

The letters, read during a recent interview with the Dean, seemed to describe Salem in a nutshell.

Dean Raftus comes to Salem after 18 years of work in college admissions at The College of Wooster, Wooster, Ohio. She, her husband Jim, and their six pets - three cats and three dogs - have been in Winston-Salem since July.

Dean Raftus said that a higher rate of admissions is a "challenge for the entire institution." She said that it takes everybody to give the image of Salem we want to portray.

"I believe in this school," she said. "I think Salem is worth it."

The role of the students at Salem is also important. Dean Raftus said that it is important for present students to "greet prospectives with the same warmth as you would fellow students."

Students may also become involved in phon-a-thons through the Admissions Office. Dean Raftus said that having a student contact a prospective

cont on pg 6