

Salem Named a "Success Story" in Enrollment Management

Office of Public Information—Salem Academy and College

Salem Academy and College is featured as one of three "success stories" in the fall 1992 issue of *Strategies*, a national newsletter published by Ingersoll Williams & Associates Inc. of Colorado.

Ingersoll Williams, a national enrollment management counseling firm, features Salem along with the Georgia Institute of Technology and the Minnesota Technical College system in the newsletter, which is mailed to directors of admissions and presidents at 3,000 colleges and universities nationwide.

The article summarizes how Salem rebounded from a 19 percent enrollment decline at the college and a 23 percent drop in enrollment at the Academy in 1990. In

1991, Ingersoll Williams conducted an enrollment management audit and began a 15 month project to reverse the decline.

In August, 1991, after the arrival of President Julianne Still Thrift, the college took several steps to increase enrollment, including recruiting alumnae volunteers to join forces with students, faculty and admissions staff in a 10-week telephone campaign that reached 6,000 prospective students and their parents; developing a comprehensive enrollment management plan with clear goals, strategies and detailed action plans; making admissions staff "territory managers" with specific goals and techniques for maintaining relationships with prospective students, and hiring a director of enrollment management to plan and implement strategies to increase and maintain enrollment.

This fall, enrollment in the college fresh-

man class increased 64 percent. Freshmen enrollment at the Academy is the highest in 10 years, and the division of continuing studies has posted one of its largest enrollments in history.

In addition, Salem College cut its attrition of undergraduate students in half.

The *Strategies* newsletter notes that between 1969 and 1992, the number of women's colleges dropped by 61 percent to fewer than 90. This fall, however, 80 percent of all women's colleges achieved increases in enrollment, with Salem posting the largest increase in the nation.

Salem's success, *Strategies* says, is due in large part to Dr. Thrift's "energy and leadership... Her enthusiastic support for enrollment management and her ability to organize and motivate faculty, administrators and alumnae have contributed to a remarkable enrollment turn-around."

The Salemite

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october horriblescopes

from R. Galaxy...

* **ARIES** (March 21-April 19) **RAM**— Be careful when driving in traffic because you might get your car rammed.

* **TAURUS** (April 20-May 20) **BULL**— Don't fight or argue with anybody this month because people will consider you a bully.

* **GEMINI** (May 21-June 20) **TWINS**— Even if your favorite baseball team is not Minnesota, this is a good month to bet on the Twins.

* **CANCER** (June 21-July 22) **CRAB**— If you wake up on the wrong side of the bed, do not spend your day being crabby.

* **LEO** (July 23-Aug. 22) **LION**— Be sure to follow closely the rules here at Salem—no cheating, stealing, or lion.

* **VIRGO** (Aug. 23-Sept. 22) **VIRGIN**— Your lucky song this month is by Madonna, "Like a Virgin."

* **LIBRA** (Sept. 23-Oct. 22) **SCALES**— If you study hard, you won't think the grading scales here at Salem are too harsh.

* **SCORPIO** (Oct. 23-Nov. 21) **SCORPION**— On the night of a full moon, if a werewolf bites you, don't get too excited, but beware of the scorpions because they also come out at night and live here at Salem.

* **SAGITTARIUS** (Nov. 22-Dec. 21) **ARCHER**— If your hero and dream to be is Robin Hood, Salem offers an archery class to fulfill your ambition.

* **CAPRICORN** (Dec. 22-Jan. 19) **GOAT**— Be optimistic this month, and don't let your friends get your goat.

* **AQUARIUS** (Jan. 20-Feb. 18) **WATER CARRIER**— Water you gonna do about carrying all of your books? Go see Lisa Findlay at Banana Republic for a new backpack!

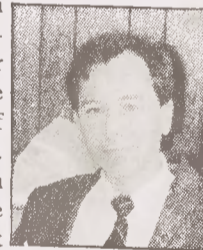
* **PISCES** (Feb. 19-March 20) **FISH**— This is a whale of a good month to stay out of the deep end - sharks follow where you go - Be careful! The Aqua-man is lurking near your shallow waters, be coy and play hard to get.

Welcome New Full-Time Faculty

by P.J. Smith

Three new faces join Salem's faculty this year. Dr. Sheffield, Mr. Mike Cummings, and Mrs. Lisa Hixon all hold full-time positions in different areas.

Dr. Sheffield, the new education professor, received her undergraduate degree from Miami University in Ohio. She received her masters from Florida State University and her Ph.D from the University of South Carolina. Her last position was as a part-time faculty member at Triton Tech in



Cummings

Charleston. Her husband Billy is a social worker currently seeking employment in Winston-Salem and her son Donald is a kindergarten student at Whitaker Elementary.

Dr. Sheffield was a special education teacher in public schools for 13 years. Her students ranged in age from pre-kindergarten to high school. She believes that the concrete background she received from working with special ed students along with the theory gave her the qualifications needed to teach.

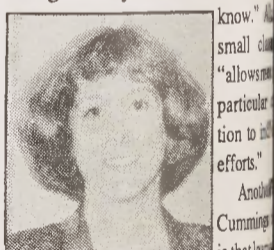
She came to Salem for several reasons. She likes the small size of the classes and of the campus because it is more personal than a big university. She was impressed by the Education Department and she feels fortunate to be working with Dorothy Russell, Chris Baker and Dudley Shearburn. She also says that the people in the department have been "free with their time and energy, and very helpful."

Sheffield also believes that the small classes at Salem are important because it allows her to answer the needs of the students. She also likes to break the students down into groups for discussion, role-playing, and problem solving.

Mr. Cummings is the new Accounting and Business Management professor at Salem. He attended George Mason University and East Carolina University. His wife Diane works for Wachovia and they have a son David who is 11.

He enjoys teaching at small, private liberal arts institutions and could not imagine teaching at a big university. When asked why he came to Salem, he said, "I couldn't have asked for a job description that better fit my qualities." He likes the sense of community at a small school and likes knowing his students on a personal level. Cummings is a public accountant with

four years of experience and he joined Salem faculty from his position at Barton College in Wilson, NC. He likes the small class size because it allows him to get to know the students who he believes is the first step in teaching. He believes, "You can't teach somebody anything until you know what they know."



Sheffield

"What I learn today, I hope I can teach students tomorrow," he said.

Cummings hopes to add an element of diversity to the faculty. He hopes to maintain a standard of education and what is believed to be "an important of knowledge in my discipline."

Mrs. Lisa Hixon is the new member of the Physical Education Department. She sides teaching Aquatics and swimming, Hixon coaches the cross country and swim teams. She was interviewed for an interview at press time.

Salem Students Certainly Get Around

by Paola Gomez

Curious about Salem's night-life on the weekend? Starting after class on Friday, students go anywhere from the mall in Winston-Salem to cities up to four hours away. Some people, on the other hand, choose to just hang out in the dorms. Salem students' social lives range from going home, visiting boyfriends, looking for boyfriends, getting "really happy", to shopping and studying. A survey was conducted of members from each class to determine their favorite weekend activities. The results

follows:

Ziggy's.....25%
Wake Forest University.....17%
Spring Garden.....12%

Corbin's.....9%
NC State.....8%
Davidson.....6%
Hampden Sydney.....4%

Mall.....4%
Dorm.....4%
7% go to either Baity's, Elon
A.S.U., High Point College, or