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CARLYE CAMPBELL LIBRARY
MEREDITH COLLEGE



Members of last year's freshman class parade through the courtyard. For more on Cornhuskin '87, see page five. (Photo courtesy of Carolyn Hill)

Meredith has record opening day

by Angie Stroud

Meredith College held its largest Open Day on Wednesday, September 30, 1987 with 85 high school seniors and 95 parents attending. The average attendance at the four Open Days last year was 56, according to Sally L. Davis, Assistant Director of Admissions.

The purpose of the Open Day is to recruit students. "Seeing the campus will help the student in her decision-making process" and gives the student "a good feeling for Meredith," said Ms. Davis. The Open Days have been successful in recruiting students. The '86-'87 statistics reveal that 50% of these students apply before attending the Open Day and 41% apply after attending. Ms. Davis contends that these statistics are improving each year.

The Open Day begins with a reception in Cate Center followed by a brief welcome

held in Cate auditorium. At 11 a.m., groups of prospective students attend a class with a Meredith student hostess while parents attend information meetings. After lunch the students and parents assemble for another informational meeting, and are then given a tour of the campus by a Meredith student volunteer.

The student hostesses and tour guides play a "key role" in the success of the Open Days, according to Ms. Davis. She added that "those prospective students remember our students."

Ms. Davis expects 75 students at the Open Day on Wednesday, October 21, 1987. There will be two other Open Days this year one in November and one in February. In April, there will be a Junior Visitation Day which will involve only high school juniors. Any student may volunteer to be a hostess or tour guide by contacting the Admissions Office at 8581.

New office to emphasize marketing, publications

by Vanessa Goodman

Recent changes in the Office of College Relations, now formally the Office of Publications, have occurred because the college needed to present a more unified image to associates and future applicants to Meredith, according to Dr. LaRose F. Spooner, Vice-President for Administrative Affairs.

The office, formerly a branch of the Office of Institutional Advancement, has been placed under Spooner's direction.

According to Spooner, the function of the new Office of Publications will be to actively market Meredith's attributes. Before changes were made in the office, its primary function was to produce professional publications for all areas of the college.

An increase in the need for intense marketing arose because of several factors.

Meredith must compete with other co-educational colleges and universities in the

state for students.

Applicants to Meredith are also attracted to public universities offering lower tuition rates. In 1986, out of a total of 1,232 applicants to Meredith, 47 percent also applied to the University of North Carolina at Chapel Hill and 37 percent applied to North Carolina State University.

Adding to the pressure of attracting prospective students is a decline in the number of women's colleges in the United States, said Spooner.

Dr. John Weems, president of the college, directed Spooner in undertaking a study of the framework of the Office of College Relations and recommended changes.

The new Office of Publications is more diversified. Each division of the office assumes more centralized duties, according to Spooner.

Carolyn Robinson will remain as College Editor and Director of Publications.

According to Robinson, the volume of work that her office handles has increased significantly. "The change has allowed us to narrow our focus on publications, especially since we now produce a publication a day on the average," said Robinson.

Robinson added that she hopes her office will no longer be perceived just as a service agency.

"I want our publications to relate to each other in their design, so that people will immediately recognize a Meredith publication," she said.

Carolyn Hill assumed responsibilities as Publications Specialist. She will assist in the production of the office's publications.

New to the Office of Publications is Molly DeDominicus, who serves as the Director of Public Relations. This is a new position, created as a result of the termination of the position of Associate Director of College Relations.

The Associate Director, a position formerly held by Renee Keever, dealt with publications and media work. The Director of Public Relations' job description places a major emphasis on marketing.

DeDominicus will deal with marketing, planning and coordinating special events. In addition, she will also handle media relations, according to Spooner.

Dr. Marie Mason, Coordinator of Facilities Scheduling, is now also under the direction of the Office of Administrative Affairs. Dr. Mason will also assist in the marketing efforts of the publications office.

Marketing alone will not accomplish all of the college's goals, but it will constitute a major portion of the college's efforts to attract new students, according to Spooner.

The main mission of the college, said Spooner, is to remain a strong and outstanding institution and changes to maintain its image will be made as is necessary.

Meredith chosen as teaching fellows institute

Meredith College has been chosen as one of two independent colleges to participate in the North Carolina Teaching Fellows Program beginning with the Fall Semester of 1988. Acceptance into this prestigious program involved a highly competitive process for all colleges in North Carolina, both public and private.

The Teaching Fellows Program has been deliberately patterned after the Morehead Scholars Program; consequently, the competition among the state's institutions of higher education was quite intense. The

awarding of this program is a clear indication that Meredith is held in high regard by professional educators throughout the state.

The North Carolina Teaching Fellows Program was created by the 1986 session of the general assembly. The program awards \$5000 per year loan forgiveness grants to 400 incoming college freshmen each year. Students receiving the Fellows awards will be required to teach for four years in North Carolina to repay their loan obligation.

Nine public colleges and universities were selected originally to offer the program for

the 1987-88 year. Four additional institutions were chosen as participants for the 1988-89 school year, and Meredith was one of the four selected.

Meredith expects a minimum of 15 Teaching Fellows to be enrolled in the fall of 1988. A Teaching Fellows Committee, working with the director of the program, Dr. Mary Johnson, is planning a four year program which will include seminars, study skills sessions, honors work, attendance at special conferences, and summer internships.

When this program has been in effect for

four years, Meredith will have more than 60 of these Teaching Fellows on the campus engaged in a specially designed program for prospective teachers.

The Teaching Fellows Committee wants the Meredith community to be aware of this exceptional program. Please inform qualified high school acquaintances about the Teaching Fellows Program and Meredith's role in this prestigious program.