



THE HILLTOP

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ENROLLMENT: Strategy Working

Mars Hill College officials are pleased over enrollment figures that continue to rise at the Baptist-affiliated school despite a continuously declining pool of high school graduates and competition from other state-supported institutions.

In every area from original inquiries to applications to enrollment, Mars Hill is demonstrating substantial increases," states Dr. Richard Goodrum, Dean of Admissions, Recruitment and Financial

For example he noted that in 1984, 2,800 high school seniors inquired about Mars Hill; last year 3,000 inquired; this year over 9,000 inquiries were received by the admissions office. Applications showed an increase of more than 50 percent over last year, and during this year's selection process, the highest percentage of students accepted for Mars Hill — 80 percent — actually enrolled at the college. Also, the admissions office reported 50 percent fewer cancellations. This means, according to Goodrum, that Mars Hill is becoming the first choice of more students.

The college has 301 new freshmen, a 10 percent increase over last year and the largest freshman class in four years. The retention rate, those students who continue in school at Mars Hill, is

the highest in several years. In addition to regular students, enrollment through the Center for Continuing Education's adult oriented, evening programs jumped an astounding 20 percent, from 305 during the fall semester of 1984-85 to a current high of 362.

In all, the college has an enrollment of 1,462 for the first semester of 1985-86. Goodrum attributes this to a specific recruitment strategy by the college. "We first identified the market where Mars Hill can be competitive," Goodrum stated. "We made our admissions process more efficient and then focused our efforts on areas where most of our students come from, on areas which showed the greatest response, and on a few experimental new areas.

The strategy has paid off in small but steady increases. One of the surprises to many on campus has been the response Mars Hill has received from students in Ohio. However, according to Goodrum, this shouldn't be surprising since geographically, half of Ohio is as close to Mars Hill as the N.C. coast.

Other factors affecting the student population is Mars Hill's church affiliation, a lower student-faculty ratio (16 to one) than at most state supported schools, the availability of over \$3 million of financial aid and the new strength of the liberal arts curriculum in the

marketplace.

According to Goodrum, there is a new perception of the value of a liberal arts education among prospective employers. Those employers stress the career mobility and communication skills such an education provides, items much in demand in the professional world.

"One of the strongest effects we found on student retention is the faculty contact with students outside the classroom," Goodrum noted. "A strong faculty involved with students beyond the lecture experience is the source for many of the referrals we get," he stated.

The present figures as well as the future plans might look rosy, especially compared to the school's enrollment of a few years ago. However, according to Goodrum, "It's going to continue to take hard work. The number of students available for college is still going down. Demographics show a brief rise in student population in the 1990's, but then a decline. Everyone here also realizes that this is a private enterprise. We have to continue to develop a product that keeps us viable in the educational marketplace."

For additional information concerning the educational programs at Mars Hill, contact the Office of Admissions and Financial Aid, Mars Hill College, Mars Hill, N.C. 28754 or telephone 689-1201.



Governor Jim Martin discusses issues with Mars Hill College students as part of his "Community Meeting" concept, he has started across the state.

Academic Update

BY GENA BARONE
NEWS/FEATURES EDITOR

Mars Hill College's new Vice-President for Academic Affairs, Dr. Donald D. Schmeltekopf, has already started the job by making some changes and generally doing a great job for Mars Hill College. He replaced Dr. Richard L. Hoffman who stepped down to take a year's sabbatical travel and study.

Schmeltekopf is a native of Kyle, Texas, and earned his Bachelor's Degree from Baylor University after attending Southwest Texas State University. He has a Master of Divinity Degree from Southeastern Baptist Theological Seminary in Wake Forest, and received his PH.D from Drew University in Madison, N.J.

The Dean of Academic Affairs is in charge of the different majors and the general studies areas. His main responsibility is to oversee the effective administration of the academics which includes the people in the program and the program itself. Schmeltekopf also coordinates co-curricular life activities such as lectures and community meetings. These events directly supplement the academic program.

The Dean has begun to implement some changes in the administrative side of academics. He has created a Dean's Council which meets every other week to talk about current issues regarding students in academics. The council consists of the seven division heads, the Director of Library Ser-

vices, Lewis Miller; the Registrar, Robert Chapman; the Director of Continuing Education, Ray Rapp; and Dean Schmeltekopf. A main issue of this council involves aiding the recruitment and retention of students.

Another administrative change is the formation of the Administrative Group. This is a committee of top administrators which meets weekly to report and exchange information regarding concerns the administration may have. They aid the president by recommending administrative policy and implementing the decisions they make. They are working on problems regarding the upkeep of the dorms and also finding an efficient way of aiding students who have personal emergencies. The council includes Schmeltekopf; the Dean of Admission and Financial Aid, Dr. Smith Goodrum; Dr. Michael O'Brian, Dean of Student Development; Claude Vess, Business Manager; and Dr. Earl Leininger, Vice-Chairman of the Faculty.

A current issue in Academic Affairs revolves around a faculty review of the general studies program. This review shows that the general studies curriculum needs to be stronger. The curriculum is based on showing competency in seven areas. Some problems with this are that the faculty were not of one mind when the competency-based program was introduced and that it is difficult to assess competency. Schmeltekopf believes that

General Studies needs unity and coherency. He says, "The courses need to compliment one another and be a shared experience common to all from the freshman year to the senior year."

Schmeltekopf is very enthusiastic about the faculty at Mars Hill College. He believes they are well-trained and excellent in their support. "They truly care about academics and the personal welfare of the students, this is more evident here than it is in other institutions where I have been involved," he says. With the Mellon and Pew Foundations, the faculty can study in summers and recharge their intellectual "batteries". These financial resources can reinvigorate the faculty and provides the possibility for retraining.

Of the Mars Hill community, Schmeltekopf thinks it is a distinctive place. He says, "Mars Hill is a community not just a town, people want to get to know you and they respond, they feel connected to one another."

The Dean likes tennis and spending time with his family. A personal motto of his is "To do his best" if it is at work or with his children. Another motto of his is "to avoid doing things that make other people miserable." He sees people as fellow "travelers" and no one should impede people along their way, everyone should make other people's lives meaningful and contented as much as possible.

The SGA Today

BY SCOTT BARON
SGA PRESIDENT

Howdy! The Student Government Association has been extremely busy so far this year. Thus far, we have completed the elections for freshmen and precinct officers, rented many refrigerators, made many loans, and have planned a lot of events for the near future. One of the biggest upcoming events is the concert on December 1 given by the Imperials. This is an event which should at-

tract students as well as people from all across Western North Carolina. Tickets will be available in the Bookstore soon and at a special table in the cafeteria.

This year, the SGA executive officers are: President, Scott Baron; Vice-President, Skip Wood; Treasurer, Neil Routh; Secretary, Dana Jackson; Chief Justice, Wayne Johnson; Attorney General, Stuart Jolley; Chief of Defense, Matt Miller. Our offices are on the third floor of the Union.

Please contact us if we can be of service to you. We're in it for you!

By the way, refrigerators are still available. Contact our offices between 10-12 MWF, or during other office hours.

Specific concerns currently under debate:

1. Lighting on campus
2. Overhaul of student weightroom in the gym
3. Traffic control
4. Security measures
5. Revision of constitution



LIONEL HAMPTON COMES TO MHC

Lionel Hampton, one of jazz's best-lasting names, will bring his big band to Mars Hill College's Moore Auditorium Monday, September 30, for the first performance in the school's Visiting Artists and Lecturers Series.

Hampton, who has been performing for 45 years, got his start on Chicago's Holy Rosary. At Chicago's Holy Rosary, his decidedly awkward style of stick handling was never able to overcome, but led to a stint with the Chicago boys marching band. His first contact with the saxophone was at St. Elizabeth's School. His first professional gig was with the house band at the Grand Cotton Club.

A chance meeting with Louis Armstrong in 1930, provided Hampton with his first big break. Armstrong had come to Los Angeles without his usual band and had Hampton's group to back him up. During a recording session the following day, Armstrong asked Hampton if he could play the sax. Hampton, who was playing the piano at the time, was not about to pass up a chance to record. Armstrong said sure and that was the first time he had professionally played the vibes. Hampton went on to form his

own group and in 1936 was performing at the Paradise Club when Benny Goodman simply appeared on stage to start jamming with the group. Before long, Gene Krupa took over the drums, and Teddy Wilson commandeered the piano. The group jammed all night long then went out the next day and cut several records.

Two of those recordings, "Dinah" and "Moonglow" led to close contact with Goodman, eventually culminating with Hampton becoming a part of Goodman's band. It was the start of a new era in American music for musical as well as social reasons: swing music was popularized by Goodman's group on the dance floors of America and when Hampton joined the band, it became the first time blacks and whites played together in a major musical group.

In fact, one of the most popular groups to come out of that time was the Benny Goodman Quartet, featuring the four major participants of that night-long jam in 1936: Goodman on clarinet, Teddy Wilson on piano, Krupa on drums, and Hampton on vibes.

Still a favorite around the U.S., especially at a time when jazz is experiencing a renewed popularity, Hampton has kept busy with perfor-

mances ranging from special "Jazz One Night Stand," which reunited him with many of his old playing cronies such as Mel Torme, Buddy Rich and others, to performing with Bette Midler in a Broadway revue that broke all house records for attendance.

He has played for royalty, presidents Eisenhower, Truman, Kennedy, Nixon, and Ford, discovered talent such as Dinah Washington, and Joe Williams, as well as performed numerous concerts for his favorites, "everyday, ordinary, working people."

In addition to his current concerts, Hampton is working with the Lionel Hampton Community Development Corporation, a project that hopes to found a university where "kids can learn to be doctors, lawyers, and yes, even musicians." The dream is well on its way to reality.

The performance at Mars Hill will begin at 8 pm in Moore Auditorium. Tickets are \$5 and will be available at the door. For additional information on this performance, coming performances in the series, and season ticket information contact Robert Kramer, Chairman, Visiting Artists and Lecturers Committee, Mars Hill College, Mars Hill, NC 28754.