

Up The Coast For Recruits

The Abbey professional recruiting team, directed by Brother Timothy Farwell, O.S.B., with J.P. Collins, residing in Toms River, New Jersey, and Robin Roberts, Class of '76 from Jacksonville, Florida, logs formidable totals in travel and visiting hours ranging over three large areas along the Atlantic coast. To look in upon a typical College Day at an area school, as I did one day last month, was a revelation to me of the scope of the collective recruiting effort. It was also a mini-education on the subject of secondary school students. I wanted to know what questions they ask, what answers were given, and further, how this information could be translated to alumni as well as to the campus family.

Brother Timothy, who arrived here in January, 1975, set about immediately to organize his office into a more efficient working center for himself, Mr. Collins, and Mr. Roberts. Here he schedules his travels; this portion of his work amounts to many hours of phone calls, with misconnections and changes in plans, to form a tight working itinerary.

Here he oversees the flow of brochures and bulletins, which must be maintained in sufficient supply, and edited and revised. Here he faces his overload of follow-up work when he returns from each trip, trying not to allow too much time to elapse as he maintains communication with individuals who are seriously considering applying to the Abbey. It is perhaps silly to



Brother Timothy Farwell recruits local high school students at the recent

College Night held in the Wheeler Center.

speculate on how many conversations on the road net one prospect, but I found that Bro. Timothy spent the entire time talking to waves of young people whose questions ranged from "Where is Belmont Abbey?" to "What are requirements for a degree in Medical Technology?" He had ready answers for tough questions, and friendly advice for those who obviously were college shopping without direction. There is a camaraderie among the College reps who, as members of CACRAO (Carolina Association of College Registrars and Admissions Officers) travel from school to school with their wares in friendly competition and adhere to strict regulations and ethical standards set down by the state organization. I became acquainted with Mr. Collins when he

brought a busload of students to visit here. His enthusiasm about the Abbey is part of his character, and this attitude of his is built-in stock-in-trade. Combing through all our publications, J.P. went over with me what he considered to be essential elements of the College which form an accurate impression for a prospective student. He knows he neither sells the school to the student to the school. Rather, he serves the recruiting process through complex and individualized counseling.

Robin Roberts joined the staff in September, immediately following his summer internship in Washington with Congressman Charles Bennett of Florida. A born extrovert, Robin served as President of the Student Association here last year, received

the Abbeyman of the Year Award, and was nominated for "Who's Who Among Students in American Universities and Colleges." His knowledge is current, of course, and like his predecessors from here in recent years, he reflects the Abbey atmosphere.

These three men are doing what has to be done, which is they are exposing the College to the largest number of students possible through College Days and College Nights or pre-arranged meetings in schools with prospects and guidance counselors. They are competing, however, in a buyer's market, where supply exceeds demand and grim predictions are accepted by educators.

Brother Timothy described the Abbey's position to me. Statistics and projections published by CEEB, (College

Entrance Examination Board) assert that the national population of high school graduates will decrease 15 percent by 1984 and 22 percent by 1990. Of the present 3.1 million graduates there are about 600,000 who qualify for college entrance, and of that number there are 287,000 who can afford to go to College without financial aid. This means that the Abbey team can expect its quest for students to become even more competitive than it now is. Without seeking to expand the size of our enrollment, Abbey recruiters on limited budgets cannot hope to reach the numbers of prospects necessary to maintain the present enrollment.

However, there is a way to refine the recruiters' efforts, one which our graduates understand when they recall that they themselves were attracted here by another Alumnus or student or friend. To provide an audience for one of our team in your home will greatly contribute to the future life of this College, allowing likely students to learn first hand through informal discussions and visual aids the Abbey story. Brother Timothy, J.P. Collins, and Robin Roberts are eager to schedule visits wherever they are invited. They need the chance to cultivate applicants that you as alumni can provide.

Mary Wilson
Director,
Alumni Affairs



J. P. Collins with Fr. Raymond, Director of Admissions



Robin Roberts, admissions counselor in Florida.