



Budding Scientist

Winston-Salem native Rodney Gadsen, left, a science student at Winston-Salem State University, answers questions about his biomedically related research during a poster session at the recent 16th annual Minority Biomedical Research Support Symposium. The symposium, held in Los Angeles in mid-October, brought together more than 1,800 student and faculty investigators in the nation's largest minority scientific meeting.

WFU doubles minority presence

By ROBERT BARKSDALE
Chronicle Staff Writer

Minority students weren't coming to Wake Forest University, so Wake Forest University has gone to those students. As a result the minority population at the school has nearly doubled in the last year.

This year's freshman class is 7.4 percent Afro-American, an increase over last year's 4 percent. The total Afro-American enrollment for the 1988-89 school year is 5 percent. Dr. Ernest Wade, the school's director of minority affairs, said that university officials realized that they could not sit and wait for minority students to find them. So the school has gone in search of minority students.

"One of the things I heard when I got to the school was, 'We can't get minority students,'" said Wade, who assumed his post in 1985. "I asked that the responsibility be given to my office, and I got the responsibility. I hired Gloria Cooper, and we designed a plan geared to recruiting black students. But you have to go where they are. We found that there are black students out there who can compete at Wake Forest -- which dispels that stereotype. We also found that there are parents of black students who can afford to send their kids to Wake Forest. It's not enough to sit here and say we'd love to have black students. You have to go where the students are and you have to make it attractive to the students and their parents."

Annual tuition at Wake Forest currently is \$7,950. Wade said that in addition to financial aid packages available, the Z. Smith Reynolds Foundation also has provided seven full scholarships for black students.

Wade said that much of the footwork involved in bringing minority students to the campus has been handled by Cooper. Working to recruit qualified Afro-American students, Cooper has spent nearly her entire tenure at the university speaking to students in cities as far north as Detroit and as far south as Atlanta. She also has travelled to Alabama, Mississippi and Louisiana. Packaging Wake Forest as a "very competitive school" with an "intimate setting that has strong opportunities for black students," Cooper has been able to attract the attention of hundreds of the coun-



Dr. Ernest Wade

try's minority students.

"I think that by travelling to all of these cities and by giving a personal touch, we've been able to recruit more black students," said Cooper, the school's first counselor for minority recruitment. "Also, students here, both black and white, are candid with the students who visit."

Twenty-seven Afro-American students visited the campus during the 1987 Minority Weekend; the previous year only six Afro-American students attended the event. This year, 54 Afro-American students attended the weekend and a second weekend has been scheduled for the more than 50 students who expressed interest but were unable to attend because of a conflict with SAT testing. More than half of the Afro-American students attending last year's weekend programs enrolled at the school.

Wade said that his department has gotten strong support from the school administration with respect to its recruitment plans and that the increase in the number of students attending the minority weekend sessions "speaks to the fact that students are willing to look at Wake Forest."

The upgrading of minority recruitment efforts also comes in response to the Student Government President's Select Commission on Race Relations, a 10-page report released in April 1987. The report was the result of a student-initiated study which found, among other things, that "racial inequities are present on the Wake Forest campus" and that life at the university "must cease to be majority-oriented." The study made recom-

mendations for improvements which included increasing minority student enrollment, an effort the authors considered essential in improving race relations on the campus.

At the time the study was completed, Wake Forest's minority enrollment included 116 Afro-American students, 69 of whom were members of athletic teams.

Cooper said she has been confronted with questions from prospective students who have wondered about the racial climate on the campus. She said also that some students have asked why they should attend a white university instead of such historically black institutions as Howard University and Hampton Institute.

"I simply offer Wake Forest as an option for them to consider and that's what I let them know. I can't tell them what to do," she said. "I do think that Wake Forest provides a taste of the real world. The real world is not all one way. Why not start here and continue on that stride?"

Cooper said she believes that minority enrollment can reach 10 percent by 1992.

Wade, too, is confident that the minority enrollment at Wake Forest can continue to increase, but he insists that it will take a unified effort across the campus to make the project successful.

"In reality, the Wake Forest of 1988 is not the Wake Forest of the 60s, 70s, not even the Wake Forest of when I arrived in '85," Wade said. "I'm very pleased that things are going well. But one thing that has to happen is that white students have to be into the kind of tranquility that you're trying to bring about. We have one program in which black students and white students are paired up and they do things together. On the other side, Wake Forest is a microcosm of the society at large. There may be some students here who think that there are too many black students here. There are people in society who feel that way. But I feel that things are getting better because I had a black student who came up to me and told me that she now would recommend Wake Forest to black students. Up until a year ago, she said, she would not have recommended this school to a black student. I feel good that the university is now committed to diversity."

Students learn from executives in BEEP

By TONYA V. SMITH
Chronicle Staff Writer

Combining book smarts and street smarts has helped students at Winston-Salem State University get a taste of their professional futures, thanks to an exchange program that allows business executives to lecture to college classes.

The division of Business and Economics of WSSU in cooperation with the National Urban League, Inc. sponsored the Black Executive Exchange Program (BEEP) Monday and Tuesday at the R.J. Reynolds Business Center on the university's campus.

BEEP is designed to create opportunities for dialogue in an academic setting between practitioners, students and faculty. Dr. Renee' DuJean, director of BEEP, said.

"This is a National Urban League program that evolved out of a summer fellowship program in which we brought faculty into industry to put the education experience into operation," DuJean said.

That program began in 1965 and was very successful because it allowed faculty members to modify their curriculum to adapt to changes in industry, she said. But Afro-American students were still suffering along the entry way into industry because of the low number of professional role models.

"Then we pooled together a program designed to give students the

opportunity to meet leaders who had some level of success, and at the same time this would supplement what students learned in the classroom," DuJean said.

BEEP supplements the college teaching staff with rotating teams of Afro-American executives and professionals from the public and private sectors. At the same time students are exposed to credible role models who have achieved varied measures of success in their careers, DuJean said.

BEEP provides Afro-American students with insight on what skills are needed to effectively operate and succeed in the every-day work life, she said.

BEEP was created in the 1968-69 academic year to serve traditionally black colleges and universities. At that time 50 people served as BEEPers. Today that number has grown to include more than 2,000 representatives from 600 "Fortune 100" companies and 500 corporations, government agencies and a few entrepreneurs, DuJean said.

"We started the program with a Ford Foundation grant of \$100,000 per year for three years, a total of \$300,000," DuJean said. "Today the program is supported by grants and contributions from companies such as AT&T (American Telephone and Telegraph Co.), Miller Brewery and RJR Nabisco."

Students who have evaluated the program have given it high marks, DuJean said.

"We have an evaluation form students complete after each lecture visit and at the end of the semester to tell us their feelings on the program," DuJean said. "I think the best measure for the program is the fact that we've had BEEPers who were exposed to BEEP as students. We also have faculty members exposed to BEEP as students. The first thing they do when they get in the classroom is say send a BEEPer because they know how much the program helped them."

BEEP has opened doors for Afro-American students to secure internships or enter a co-occupational program with the companies who loan out its executives as faculty members. The program is really a hit with students, Bailey said.

"This has been a tremendous experience for us, very worthwhile," Bailey said. "These two days have been 14-hour work sessions for us to learn and share. We had a faculty/BEEPer session where we bounced ideas around and sharpened our focus."

The only complaint students have had about the exchange program is that it's only two days long, DuJean said.

"Some students use this as an opportunity to get their feet in the door for a job," DuJean said. "I don't tell the students that this is a time for recruiting, but I do tell them to have their resumes ready because you never know."

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