

CONVERSATIONS UNLIMITED - Monday, Aug. 18, 1986

INTRO UP AND UNDER

Hi, everybody. Many of us may not feel ready for this but the word is out that classrooms soon will be reopening for millions of college students around the country. Labor Day isn't far off, and that date stands in the calendar like a landmark signalling the time for campuses to begin the fall semester. For most colleges and universities, this has been another summer of active competition for a shrinking pool of students. Today we'll be talking with Nancy Sacks Rothman about what some campuses are doing to attract what they consider their rightful share of new students.

Nancy Rothman is ~~in the office of the~~ ^{ASSISTANT} Vice Provost for Undergraduate Studies at the State University of New York at Stony Brook. She ^{H&D} serves as director of the Evening College ^{Programs} and as such is involved in Stony Brook's efforts to keep enrollment from falling off. I suppose it's only fair, Ms. Rothman, to begin with must be an obvious question, and that is: Why are universities competing so hard for students?

INTERVIEW NANCY ROTHMAN:

- Review declining birth rate, high school enrollments
- Review change in citizens' attitudes towards tax support for education
- Note other competition: upswing in public campuses' fund-raising efforts
- How research-oriented universities differ from others
- Describe some competitive methods being used around U.S. for recruitment of undergraduate students
- Curricular changes designed to appeal to students
(Note: Extended Day Program; UG Evening Program; Evening College)
- How does competition benefit students?

14:00

We'll take a short break now. When we return, we'll be talking with Nancy Rothman about the efforts of Stony Brook to enroll more part-time evening students.

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BRIDGE MUSIC UP AND UNDER

Hi. I'm Al Oickle, and I'm at the State University of New York at Stony Brook with Nancy Sacks Rothman. We've been talking about the competition that has developed in the past few years among the nation's colleges and universities -- not on the football fields but in the recruitment halls. Stony Brook has this spring and summer mounted an energetic campaign to enroll new students, and we've talked a little about that. How's the campaign going, Ms. Rothman?

INTERVIEW NANCY ROTHMAN:

-- Evening Express components:

- * Advertising, radio, posters, direct mail, news
- * Evening College (School for an Evening)
- * Business programs
- * Graduate programs
- * Specials: Vietnam; LI in Year 2000

-- Describe new cycle beginning this fall

-- What lies ahead: fewer colleges?

more specialization?

return to liberal arts?

-- For information, call 632-xxxx

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29:00

OUTRO

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