

PRESS RELEASES FOR 6/01

<u>DATE</u>	<u>TITLE</u>	<u>SENT TO MEDIA</u>	<u>IN HOUSE</u>	<u>TOTAL</u>
6/18/01	Record Enrollment	115	8	123
<u>Total</u>		115	8	123

Campus Distribution: Dr. Hendricks/ Dr. DeLapa/ Gene Clayton/ R. Lowe/ Boyd Parsons/ Switchboard

Date June 18, 2001

Methodist College Office of Public Relations

Topic Rec'd Enrollment

630-7043 / FAX: 630-7253

123
+ ~~123~~

BASIC MEDIA LIST FOR PRESS RELEASES

LOCAL/REGIONAL

- Fay. Observer-Times
- Features Education
- Sports Religion Editor
- Business
- Paraglide (Ft. Bragg)
- The Daily Record (Dunn)
- The Pilot (S. Pines)
- News and Observer (Raleigh)
 - Arts & Entertainment Calendar
 - News Education
 - Features Sports Business
- Challenger
- Up and Coming
- The Carolina Flyer (Pope AFB)
- Arts & Leisure
- Sanford Herald
- The News Journal (Raeford)
- The Sampson Independent
- Fifty Plus

Special Sections

- Weekender
- Medical Notes
- Applause
- Saturday Extra
- Community Calendar

RADIO

- WFNC/WQSM
- WFAI
- WIOZ
- WAZZ
- WFLB
- WKML
- WZFX
- WUNC
- WCLN
- WCPE

TELEVISION

- WKFT-TV (40)
- WTVD-TV (11)
- WRAL-TV (5)
- WNCN-TV (17)
- WFAY-TV (62)
- COMMUNITY CHANNEL
(Time-Warner Cable)
- WECT-TV (6)
- WUNC-TV (4)

CAMPUS

- MC Webmaster
- Monarch Messenger
- Personal Files
- MC Today

HIGH SCHOOLS

- PFSH
- TSHS
- DBHS *Principal*
- EES
- SFHS
- SVHS
- CFHS
- WSH
- Fay. Academy
- Northwood Temple
Academy
- JBHS

OTHERS

- Hoke Co. H.S.
- Pernell Swett H.S.
- Triton H.S.

NORTH CAROLINA

- NC Christian Advocate
- Mount Olive Tribune
- Red Springs Citizen
- Smithfield Herald
- Business North Carolina
- Bill Norton NC Conference UMC (Raleigh)
- Goldsboro News-Argus
- The Herald-Sun (Durham)
- The News Reporter (Whiteville)
- Spectator Magazine (Raleigh)
- The Daily Tar Heel
- The Bladen Journal (E-Town)
- Harnett County News
- The Robesonian (Lumberton)
- Charlotte Observer
- Greensboro News & Record
- Wilmington Morning Star
- Rocky Mount Evening Telegram

- Associated Press

SPECIAL DISTRIBUTION

- Fay. Area Conv. &
Visitors Bureau
- NCCIHE
- Cumb. Co. Pub. Library
- AARP
- FAEDC
- YMCA

- Arts Council of Fay/Cumb. Co.
- City of Fay. (Mayor's Office)
- Fay. Tech. Com. College
- Fay. Museum of Art
- Fay. Chamber of Commerce
- City of Fay. (Jason Brady)
- NC League of Savings Inst.
- Cumb. Co. Schools (Sarah or Supt.s Ofc.)
- Fort Bragg Schools
- Cape Fear Regional Theatre
- Museum of the Cape Fear

*CNN
Mail & more*

- Western Harnett H.S.
- Harnett Central H.S.
- Pinecrest HS

- FSU
- Fay. Parks
&
Recreation
- CASE III
Notes

FOR IMMEDIATE RELEASE

June 18, 2001

Bill Billings

Director of Public Relations

METHODIST COLLEGE ENROLLMENT PASSES 2,000 MARK, INCREASES 14 PERCENT OVER PRECEDING YEAR

FAYETTEVILLE, NC—Methodist College completed the 2000-2001 school year with record enrollments of 2,260 for the fall semester and 2,110 for the spring semester, posting one-year gains of more than 14 percent.

“This marks the first time in the College’s 41 years of operation that enrollment has exceeded 2,000,” said College President Elton Hendricks. “This is a major milestone for us.”

The fall enrollment was up 286 students or 14.4 percent over a Fall 1999 figure of 1,974 students. The spring enrollment increased 270 students or 14.6 percent over a 2000 figure of 1,840. Enrollment in the Evening College soared 48 percent to all-time highs of 885 in the fall and 884 in the spring.

Following a national trend in higher education, Methodist experienced dramatic growth in the number of older, nontraditional students. While older students were most evident among the Evening College population, the day program also enrolled a significant number of older students.

Spring 2001 enrollment reached a new record of 2,110—1,226 in the regular day program and 884 in Evening College. Summer enrollment is running well ahead of 2000 and may reach 1,000 students for the first time.

As of June 18, new applications for Fall 2001 totalled 1,740, up 21 percent over last year. The College had received reservation deposits from 415 new students, 17 more than

—MORE—

—2-2-2— Methodist College Enrollment Increases 14 Percent

last year.

The most recent report from the Projection Committee estimates that Methodist will enroll 1,395 students this fall in the regular day program, that 580 will be new students, and that 775 students will be living in the residence halls. If projections are correct, the College will enroll about 20 students more than last fall in the regular day program.

Last fall, enrollment in the regular day program totalled 1,375, for a 2 percent gain over a Fall 1999 figure of 1,343. The College enrolled 855 returning day students and 520 new students in Fall 2000. A total of 757 students were living on campus on Drop/Add Day, 3 percent more than the Fall 1999 figure of 731.

New degree programs, an aggressive marketing program (including print and broadcast advertising and targeted direct mailings), and additional evening/weekend and online courses are helping Methodist College attract new students. The College currently offers 51 undergraduate majors and will launch a master's degree program in physician assistant studies this fall. In addition, Methodist has more nationally-accredited programs (22) and more intercollegiate sports (19) than many liberal arts colleges its size.