Flush with the success of enrolling a record 823 first-year students and significantly lowering the amount of financial aid awarded to the freshman class, the Admission and Financial Aid offices are focusing new energy on innovative recruitment strategies to raise applications and push Furman into greater national prominence.

“By a lot of objective measures this was an extraordinary year,” says Associate Vice President for Admission Brad Pochard. “The academic profile of the class is strong along a number of dimensions [see chart, right], and we were able to enroll a record number of students even as we deliberately lowered our discount rate.”

He noted that while applications grew modestly, the acceptance rate was over 75 percent. The average SAT score is 1253, compared to 1284 last year.

“Furman has not been a very selective school for some years now,” says Pochard. “We’ve had the advantage of a strong reputation among a fairly narrow band of students, which has kept the general quality of our applicant pool (and our incoming class) strong, but we don’t believe that is a sustainable model.

“What we want to boost the numbers of applications from a broad spectrum of students, leveraging our strong academic reputation to maintain our base while extending beyond our traditional markets, and thus raising our selectivity level.”

The strategies now being implemented include a holistic approach to recruiting and evaluating students that places greater emphasis on high school grades and curricula and evidence of persistence, drive and intellectual curiosity. The latter is assessed through personal interviews, high school counselor recommendations, and the addition of new essay questions as supplements to the common application.

Furman also will take an aggressive stance on a policy that has been in place for several years: lowering the emphasis on standardized test scores.

“In the past we have spent a lot of money to attract students with the highest scores,” says President Rod Smolla.

“We are not doing that any more. The SAT is a predictor of college success, but not a very good one, for a number of reasons. We think there are different ways, better ways, to bring in more top-quality students who can really benefit from all that Furman has to offer.”

Smolla points to a number of studies and the university’s own strategic planning research study in spring 2011 (which showed an overwhelming percentage of faculty in favor of utilizing measures other than test scores in determining admisssibility) as support for Furman’s strategy.

He admits that trying to identify qualities such as heart, grit and potential can be a tricky enterprise. “I’m not pretending this is easy,” he says.

“We’re looking at written recommendations and leaning on guidance counselors. It is real people-intensive.”

Pochard said that nearly 1,000 applicants were interviewed last year as part of the Furman Admission Network (FAN) initiative. FAN includes more than 650 friends and alumni nationwide who undergo training to ensure consistency and who submit reports that are included in the applicants’ files.

Pochard says these reports have been insightful and helpful. “They often solidify our decisions based upon what we see in a student’s file,” he says. “But there were also cases when the report made us reconsider. We take what our alumni have to say very seriously.”

A significant aspect of the strategy is continued discipline in awarding financial aid, a policy that last year produced a 38 percent financial aid discount rate (the percentage of tuition revenue awarded as institutional financial aid), down from 48 percent last year.

“The money we spent on aid in the past can be better deployed to strengthen our academic and co-curricular programs,” Smolla said. “This is a more financially sound and sustainable approach for us, and we were pleased that record numbers of students still recognized the value of a Furman education and chose to enroll.”

The new initiatives also include an aggressive marketing effort to differentiate the university among its competitors and attract prospective students across a wide range of backgrounds, talents, interests and potential. New positioning strategies, collateral material (including both print and Web), and a revamped approach to the campus visit have either been completed or are under way.

### Furman student admissions by the numbers:

<table>
<thead>
<tr>
<th></th>
<th>FALL 2011</th>
<th>FALL 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deposits</td>
<td>824</td>
<td>715</td>
</tr>
<tr>
<td>Females</td>
<td>467</td>
<td>428</td>
</tr>
<tr>
<td>Males</td>
<td>357</td>
<td>287</td>
</tr>
<tr>
<td>International</td>
<td>22</td>
<td>7</td>
</tr>
<tr>
<td>White*</td>
<td>631</td>
<td>594</td>
</tr>
<tr>
<td>Black*</td>
<td>34</td>
<td>26</td>
</tr>
<tr>
<td>Hispanic*</td>
<td>26</td>
<td>23</td>
</tr>
<tr>
<td>SAT average</td>
<td>1253</td>
<td>1284</td>
</tr>
</tbody>
</table>

* Ethnic percentages were calculated using a baseline of 745 students for Fall 2011 and 662 for Fall 2010. This year, 79 reported “unknown” in the race/ethnicity question. In 2010, that number was 53.

### Student Enrollment by Race/Ethnicity

<table>
<thead>
<tr>
<th></th>
<th>Fall 2011</th>
<th>Fall 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>White*</td>
<td>631</td>
<td>594</td>
</tr>
<tr>
<td>Black*</td>
<td>34</td>
<td>26</td>
</tr>
<tr>
<td>Hispanic*</td>
<td>26</td>
<td>23</td>
</tr>
</tbody>
</table>

### Academic Milestones

- **Fall 2011:**
  - Deposits: 824
  - Females: 467
  - Males: 357
  - International: 22
  - White*: 631
  - Black*: 34
  - Hispanic*: 26
  - SAT average: 1253

The numbers show a significant increase in the number of female students and a decrease in the number of Black students, with a corresponding increase in the number of Hispanic students.
A new look for Student Life

Master Plan calls for makeover of UC, residence halls

In 1998, Furman trustees approved a campus master plan that called for doubling the size of the James B. Duke Library, renovating James C. Furman Hall, and increasing the size of Plyler Hall. It also included plans for a new academic building to house the departments of business, economics and education. Over the next decade classroom and meeting space on campus grew by a third. State-of-the-art laboratories and high-tech lecture halls transformed learning, and the library became a hub for student activity. The additions dramatically reshaped academic life at Furman.

Now, a preliminary master plan approved by the trustees in the spring is expected to do for housing and student life what the 1998 plan did for academics.

Designed by Harbury Evans Wright Vlattas Company, a Norfolk, Va.-based architecture and planning firm, the Student Life Master Plan calls for sweeping changes to be made to the residential areas, the University Center and other areas of campus.

From bicycle paths to parking spaces and intramural fields, the 82-page plan addresses all the touchpoints of student and residential life. Its overarching goal is “to knit together academic and student life in a more closely connected and enriching campus experience.

“We want to change the culture of the campus,” says Connie Carson, Vice President for Student Life. “The architects have shown us how we can blend and bridge the academic and student life buildings seamlessly. They should meld together and complement one another. Philosophically, we are moving along this path.”

When she was Assistant Vice President of Campus Services and Planning at Wake Forest University, Carson played a leading role in developing that university’s master plan, which was updated in 2007. Fresh from that experience when she arrived at Furman in 2008, she saw several immediate needs.

“I was surprised to see how far behind we were in some of the residence halls,” says Carson. “And when I walked into the University Center, I didn’t see students hanging out. It is more like a service center than a student center.”

Dozens of administrators, students, trustees and architects worked 18 months to develop the new master plan. If all goes as expected, Carson says the master plan should be completed in seven to 10 years.

South Housing, which includes McGlothlin, Blackwell, Manly, Prentis and Greer halls, will be addressed first. These buildings will be updated, with some areas converted to meeting spaces and lounges. The South Housing quadrangle currently a poorly landscaped area with crosswalks—will be transformed into a visually appealing student commons with seating areas. A new residence hall (or halls), featuring a graded and level field, may be added. Lakeside Housing will receive similar treatment. Meeting areas and casual spaces will be added, and the landscaping will be revised to be more inviting.

The University Center renovations will include gathering spaces, a new food court, more work spaces for student organizations, and an expanded Career Services Office. A two-story glass atrium enclosing the existing courtyard is a striking feature of the upgrade and will allow for indoor and outdoor programming.

The third and final phase of the master plan calls for construction of a covered pavilion in North Village to serve as a social venue for student groups.

Other features of the master plan include:
- A pedestrian and bike path connecting the Vringers to campus.
- Multiple covered parking stations for bicycles and mopeds.
- Enhanced sustainability features in the residence halls.
- Additional outdoor recreational sports venues.
- Complete overhaul of all residence hall systems—HVAC, plumbing, electrical, fire safety and security.
- Jane Wright, president of Harbury Evans Wright Vlattas, says many colleges and universities began to integrate living and learning environments in the late 1990s. The most common adaptations include placing seminar rooms and classrooms in living environments. Some schools also have introduced faculty-in-residence programs.

In general, she says, students adjust quicker to college life in this environment. They have better grades and are less likely to transfer or drop out of school.

“They are all very positive indicators for a university,” says Wright, who serves as the principle and lead planner on the Furman project. “Because there is proof of the benefit, we are seeing many more requests.”

Moving on up
Cassidy taking on larger role in Student Life

At Bethany College, a small private liberal arts school in West Virginia, Jason Cassidy was a model student.

He had outstanding grades, played on the basketball team, was president of his fraternity, and was vice president of the student body.

But with less than two months remaining in his undergraduate education, Cassidy was undecided about his career path.

Entering his senior year, the biology major had plans to enroll in medical school. But a less-than-average score on the Medical College Admission Test (MCAT) derailed that plan. As a backup, the Atlantic native figured he would enroll at the University of Georgia, earn a master’s degree in science education, and launch a career as a high school biology teacher.

Then a brochure landed in his hands. It was an advertisement for the College Student Personnel Administration Master’s Program at Canisius College in Buffalo, New York.

“A light bulb went off,” he says. “I had never thought about working at a college, but it made sense.”

Graduating from Canisius in 1999, Cassidy joined the Furman staff as an assistant coordinator in housing. He and his wife, Lisa, whom he met at Bethany, moved into a small Furman-owned house on the north end of campus.

Since then, Cassidy has been a rising star in Student Life.

In 2002, he was promoted to Assistant Director of Housing; he moved up to director six years later. This summer he took on a new role as Assistant Vice President for Student Life and Dean of Students.

At 36, he is the number two person in Student Life, a division that includes 60 employees and more than 150 student staff.

“It is hard to move up at Furman because people stay here a long time. Most of the time, to move up you have to move on,” says Cassidy. “I have just been benefited from a combination of good fortune and good timing."

Connie Carson, Vice President for Student Life, says Cassidy’s self-effacing, humble leadership style endears him to colleagues and is one of many positive attributes contributing to his rising star.

“When I first came here I said to myself, ‘This guy has it,’” she says. “His highs get too high or his lows too low. Jason is also a quick study.”

In 2008, Cassidy successfully worked to fold the Vringers, an apartment complex on Duncan Chapel Road that included many public tenants, into the University Housing structure.

A year later, he cut his teeth on a controversial campus topic when he was front and center during deliberations to change the long-debated alcohol policy.

Innovatively, the subject of Cassidy’s 21-page dissertation paper was entitled ‘Perceived Barriers and Benefits to Addressing Ecological Factors on a Campus with a Dry Campus Alcohol Policy.’

“I had a very unique opportunity to put into practice what I had learned from my dissertation studies,” says Cassidy. “It was very rewarding.”

Cassidy worked with members of student government and administration to draft a proposal that was vetted and approved by a 61-member group that included staff, faculty, parents, law enforcement officials, students, local community members and a trustee.

As part of the plan, Cassidy helped author and implement a student alcohol education program.

The result: Furman’s transition from a dry campus to one that allows students 21 years or older who live in North Village to have alcohol in their apartments has been remarkably smooth and is now used as a case study for other universities.

In 2010, Cassidy was named Assistant Vice President for Student Life.

“Jason does not take anything personally. He is comfortable with who he is. He never lets his highs get too high or his lows too low.”

—Connie Carson, Vice President for Student Life

 PROFILE

In 2008, Cassidy successfully worked to fold the Vringers, an apartment complex on Duncan Chapel Road that included many public tenants, into the University Housing structure.

A year later, he cut his teeth on a controversial campus topic when he was front and center during deliberations to change the long-debated alcohol policy.

Innovatively, the subject of Cassidy’s 21-page dissertation paper was entitled ‘Perceived Barriers and Benefits to Addressing Ecological Factors on a Campus with a Dry Campus Alcohol Policy.’

“I had a very unique opportunity to put into practice what I had learned from my dissertation studies,” says Cassidy. “It was very rewarding.”

Cassidy worked with members of student government and administration to draft a proposal that was vetted and approved by a 61-member group that included staff, faculty, parents, law enforcement officials, students, local community members and a trustee.

As part of the plan, Cassidy helped author and implement a student alcohol education program.

The result: Furman’s transition from a dry campus to one that allows students 21 years or older who live in North Village to have alcohol in their apartments has been remarkably smooth and is now used as a case study for other universities.

In 2010, Cassidy was named Assistant Vice President for Student Life.

“Jason does not take anything personally. He is comfortable with who he is. He never lets his highs get too high or his lows too low.”

—Connie Carson, Vice President for Student Life
Business & Accounting

Bruce Clemens was approved for candidacy on the full-time Specialist roster. San Carlos University requested that Business & Accounting provide a full-time course and continue research in Quantanil, Guanajato. Students in the May Experience Business Global Sustainability course collected the data for the research. Tom Smythe and Beth Fontan collaborated on a paper that will be submitted to the Accounting Doctorate Conference to present at the upcoming conference. Tom Smythe provided research for the full-time course and continued research in Quantanil, Guanajato. Students in the May Experience Business Global Sustainability course collected the data for the research. Tom Smythe and Beth Fontan collaborated on a paper that will be submitted to the Accounting Doctorate Conference to present at the upcoming conference. Tom Smythe provided research for the full-time course and continued research in Quantanil, Guanajato.

Chemistry

Brian Goss and his lab team student Thomas Drach, Thomas Smith (both graduate students) and Charles Wexler II, 11, published a review accepted for publication in the journal International Journal of Biological Sciences. The article, “External measurements and analysis of a liver section” can be used by all synthetic chemist to analyze the content in the eur zones, will be available in print. The main interpretation of medicinal natural products. Goos authored a review in the chemistry organizer section. Another review for Organic Synthesis titled “The Buchwald-Hammett Method” and gave invited presentations at Winthrop University titled “Regioselective Hydroboration of Dienes: The Total Synthesis of Grandisol” and at the University of Richmond titled “The HAMR Scholars Program at Furman University: Formulating the link between Bio-organic Chemistry and Genetics.”

Communication Studies


Earth and Environmental Sciences

Jack Garhen and Bill Ranson, along with students Ayana Wickeck 11, and Rhonda Chan S11, authored a map of the geomorphology of Campobello, South Carolina, published through the South Carolina Department of Natural Resources. The map is used by the public for recreational purposes, by geologists professionally reading site-specific geographic information, and by planners making land-use decisions. Bill Ranson, Branden Anderson, Samith Mathuth and Betsy Beymer-Farris published in a Medford Faculty Development Program on Sustainability. They traveled to Denmark and Germany to observe this year in a report by the Advancing Global Office to Congress on Mutual Fund Advertising. One of approximately 40 study groups requested by Congress resulting from the Dodd-Frank Financial Overhaul legislation, the report was presented to Congress in July Fontan and Smythe were interviewed by this study group in the spring of 2011.

Economics

Jason Jones, in collaboration with students Thomas Graham and Lauren Smith, has an article accepted for publication in the journal International Journal of Economic Science. The article, “External measurements and analysis of a liver section” can be used by all synthetic chemist to analyze the content in the eur zones, will be available in print. The main interpretation of medicinal natural products. Goos authored a review in the chemistry organizer section. Another review for Organic Synthesis titled “The Buchwald-Hammett Method” and gave invited presentations at Winthrop University titled “Regioselective Hydroboration of Dienes: The Total Synthesis of Grandisol” and at the University of Richmond titled “The HAMR Scholars Program at Furman University: Formulating the link between Bio-organic Chemistry and Genetics.”

Music

Mark Britik took the stage in June at the 2011 International Trombone Symposium and Festival in Christchurch, New Zealand. The festival was held at the Vardberg Westerdals University School of Music. Britik was a featured performer at the festival and presented a solo recital featuring a new electronic music piece, “Recombinant Noc.” Britik was also featured as a guest artist at the East Tennessee State University. Britik was invited to perform at the South Carolina Music Educators Association Annual meeting. Britik was invited to perform at the South Carolina Music Educators Association Annual meeting. Britik was invited to perform at the South Carolina Music Educators Association Annual meeting. Britik was invited to perform at the South Carolina Music Educators Association Annual meeting.
Admission

The Office of Admission has successfully recruited a record number of students for the Class of 2015. At 823 new students, the class is the largest and most ethnically diverse of any class in recent history. In addition, the number of international students has tripled, and the percentage of male students has dramatically increased. The class of 2015 is accomplished as well. With 626 students, 41 student body presidents, 210 two-sport athletes, 63 first-chair band members, 34 theatre leads, 33 Eagle Scouts, a founder of a non-profit organization, and six published authors.

The increase in quality students is due to the Office of Admission’s continued dedication to a holistic approach to admission, seeking to get to know students both academically and personally. To that end, the upcoming year and thereafter, we are granting applicants the option of submitting standardized test scores. In addition, in order to better understand students who value an academic challenge, leadership, service, and commitment to the community, we have added a supplement to the application with an additional essay question, as well as the opportunity to interview with a Human Admission Network (HAN) volunteer. Lastly, Admission has implemented an additional decision plan, now offering Early Action in addition to Early Decision and Regular Decision.

We are working to strengthen ties with high school counselors, having hosted the inaugural High School Counselor Advisory Board on campus this past spring. The Office of Admission is also making connections with area guidance counselors in targeted markets, that is, Southwest Airlines (Chicago, Orlando, Dallas, Baltimore, Nashville, and Houston). The President’s Office is working closely with us in plan strategic events in these cities, wherein President Smolla will be teaching high school classes, as well as hosting high school counselors for receptions. With targeted recruitment efforts, Admission will disseminate these markets with Furman’s presence.

—Brad Pickens
Health Risk Assessments

... and more

Faculty and staff who are enrolled in Furman's medical plan are eligible to participate in a confidential Health Risk Assessment (HRA) this fall. The HRA will be conducted by CIGNA HealthCare. It consists of a confidential assessment along with measurements for height, weight, abdominal circumference, and blood pressure.

A finger prick blood analysis will determine blood glucose, triglycerides and cholesterol. These variables can help you to understand your personal risk for chronic diseases such as type 2 diabetes and cardiovascular disease.

Faculty and staff who are enrolled in Furman's medical plan are... T

NEWS BRIEFS

The creation of this Ecosystem is part of a larger public-private partnership called the "Greening of Greenville." The Greening of Greenville's broad-based efforts to pilot new energy-saving technologies and forge distinctive partnerships around sustainable development of Greenville as a model for other communities. Greenville’s city and county governments, General Electric, Duke Energy, Thrus Paver Systems, Furman, and many other large employers are working together to create energy solutions that will benefit both the environment and the economic bottom line.

As part of the project, streetlights on Main Street in front of the building will be converted with highly efficient LED bulbs, resulting in significant energy savings and also providing examples of different lighting options.

In addition, several businesses and organizations, including Furman University participating in the SmartBuilding Advantage program with Duke Energy. This program will enable Furman to conduct an energy audit of McAllister Auditorium and the Charles E. Daniel Music Building. The audit will provide the university with a menu of potential energy-saving projects with fast payback.

President Smith and administrators, students, faculty, and staff have been involved in promoting the Greening of Greenville project. Twelve students in Furman’s May Experience course on "Conservation and Renewable Energy" developed strategies with public-private partnerships in these new opportunities. The initiatives the students collaborated with Greenville Energy to expand furman’s new green initiatives. The projects includes a group of community leaders, including members of the city of Greenville’s Green Ribbon Committee, providing support for the Greening of Greenville project and contributing to the creation of the city of Greenville’s climate action plan.

For more ways to get involved in the Greening of Greenville, visit the Greening of Greenville website at www.greeningofgreenville.com. As part of the project, streetlights on Main Street in front of the building will be converted with highly efficient LED bulbs, resulting in significant energy savings and also providing examples of different lighting options.

In addition, several businesses and organizations, including Furman University participating in the SmartBuilding Advantage program with Duke Energy. This program will enable Furman to conduct an energy audit of McAllister Auditorium and the Charles E. Daniel Music Building. The audit will provide the university with a menu of potential energy-saving projects with fast payback.

President Smith and administrators, students, faculty, and staff have been involved in promoting the Greening of Greenville project. Twelve students in Furman’s May Experience course on "Conservation and Renewable Energy" developed strategies with public-private partnerships in these new opportunities. The initiatives the students collaborated with Greenville Energy to expand furman’s new green initiatives. The projects includes a group of community leaders, including members of the city of Greenville’s Green Ribbon Committee, providing support for the Greening of Greenville project and contributing to the creation of the city of Greenville’s climate action plan.

For more ways to get involved in the Greening of Greenville, visit the Greening of Greenville website at www.greeningofgreenville.com. As part of the project, streetlights on Main Street in front of the building will be converted with highly efficient LED bulbs, resulting in significant energy savings and also providing examples of different lighting options.

In addition, several businesses and organizations, including Furman University participating in the SmartBuilding Advantage program with Duke Energy. This program will enable Furman to conduct an energy audit of McAllister Auditorium and the Charles E. Daniel Music Building. The audit will provide the university with a menu of potential energy-saving projects with fast payback.

President Smith and administrators, students, faculty, and staff have been involved in promoting the Greening of Greenville project. Twelve students in Furman’s May Experience course on "Conservation and Renewable Energy" developed strategies with public-private partnerships in these new opportunities. The initiatives the students collaborated with Greenville Energy to expand furman’s new green initiatives. The projects includes a group of community leaders, including members of the city of Greenville’s Green Ribbon Committee, providing support for the Greening of Greenville project and contributing to the creation of the city of Greenville’s climate action plan.

For more ways to get involved in the Greening of Greenville, visit the Greening of Greenville website at www.greeningofgreenville.com.
“I was in fifth grade in California. I woke up early, and wondered why my mom didn’t wake me up for school… My mom told me this horrible thing happened… I remember not understanding. It wasn’t until later in school when we talked about it that it made sense to me.”

Maddie Wright ’13, —Art History

“I was getting ready for class at the Moore School of Business at the University of South Carolina… The word spread down the hall quickly that a plane had hit one of the World Trade Center buildings… [Faculty and staff] just sat there and actually watched the second plane go into the other tower.”

—Kirk Karwan, Department of Business & Accounting

“I was here at Furman working in the rose garden. I walked into the shop around a quarter to 10 and they were showing pictures of planes crashing into the Twin Towers… I thought maybe it was some sort of trick, but it wasn’t. It was dead silence in there — all these guys and ladies watching TV, not saying a word.”

—Bruce Fox, University Horticulturist

“I was here at Furman working in the library when I first heard about [the attack]. I left early because I had gotten sick. By the time I got to Poinsett and Pleasantburg, I heard on the radio one of the towers had fallen. Yeah… It was awful.”

—Laura Baker, Document Delivery Reference Librarian

Where were you on September 11, 2001?

Coming soon: The Furman News Page

Later this month, Furman’s Department of Marketing and Public Relations will debut the Furman Online News Page. The News Page, linked to the Furman Homepage, will replace Funet as the online source for university news and events. The site will include feature stories and links to online news about Furman. It will also contain articles about athletics and academic honors. The scrolling photos that anchor Funet will be featured prominently on news page. “While content on the news page will be similar to the content on Funet, this new site is polished, more professional and much easier to navigate,” says John Roberts who will serve as editor for the site. Roberts, Furman’s Director of Internal and Electronic Communications, Media Relations Director Virce Moore and Furman Magazine Editor Jim Stewart will share the responsibility of updating the site. University photographer Jeremy Fleming, videographer Becky Lane, student writers and photographers will also contribute. “While we will continue to rely on student help, our goal is to fold select university staff and faculty into the news gathering and writing process,” Roberts says. “Like most online sites, the Furman news page will evolve over time. We hope folks find that it is dynamic and informative.”