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State from University of Montana President Richard C. Bowers regarding enrollment

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IMMEDIATELY

Statement from University of Montana President Richard C. Bowers:

During the past three years the University of Montana has taken a number of steps to stabilize enrollment and I believe that we have progressed satisfactorily. Demographic projections indicate a far harder struggle in the future, while current UM figures outline the challenges ahead in both aspects of enrollment: recruitment and retention.

Therefore, I am taking steps designed to protect and increase our student enrollment. We are beginning a nationwide search for an Admissions professional with marketing skills who can formulate an effective long-range plan for improving UM's recruitment and admissions procedures. This person will serve as Assistant to the President for Admissions until the end of this fiscal year, and will then assume all of the duties of the Director of Admissions, reporting to the President. The current director, Mrs. Marilyn Parker, will be retained on the staff and will be reassigned duties in that area.

Our solution to enrollment must not be just to bring more students to UM -- we must also do a better job with those we have. To assist with retention, I am expanding upon the assignment in that area of Maggie Doolen, Counselor, who has been involved in both retention and recruitment activities. Ms. Doolen has served as the Director of Orientation, a program aimed at retention, and also as one of the University's recruiters. In concentrating solely upon retention, Ms. Doolen will continue as the Director of Orientation and will also counsel students who need extra help in order to stay in school.

(over)

PRESIDENT BOWERS' STATEMENT--add one

I view these changes in our recruitment and retention processes as part of the natural evolution of our external relations efforts. The formulation and implementation of long-range plans in these and other areas will ensure that the University maintains its tradition of excellence.

Richard C. Bowers
President

December 7, 1979