STATE OF ADMISSIONS

A note from Su Frost, Director for Admissions, International Recruitment

I was excited when Ashley Lawrence, Associate Director of Cougar PAWS invited me to write an article for the CoFC Cougar PAWS Newsletter. My name is Su Frost and I recently started my new position as Director of Admissions International Recruitment in the Admissions Department. Previously, I worked as the Global Studies Education Coordinator in the School of Business for six years working with students going out to study and intern abroad as well as international students incoming to the School of Business. I am originally from Oxford, England and have also worked in France. The international team consists of Associate Director, Cam Sabelby and International Admissions Coordinator, Sarah Amerson. Our goal is to increase the number and country origin of international freshman and transfer students on campus as well as ensure that students succeed once they arrive.

Over the next three years, we will continue building relationships through international college fairs, personal school visits, maintaining existing relationships and developing new partnerships. We are increasing marketing through the web, digital channels and social media as well as armchair recruiting. As part of this plan alumni, faculty and current students play a vital role in creating many of these important relationships.

Alumni and friends of the College are the champions of the institution overseas. Many international students choose our university by way of a personal referral from a family member, friend, previous student or high school counsellor. Deciding upon a university to attend can be overwhelming for an international student who may never have visited the USA so cannot fully understand the diversity of culture within and between the states. Personal experiences shared with students and their parents helps with making that important decision of where to study. A short conversation or face to face meeting can make all the difference for these students.

The faculty have been travelling for many years and sharing information about CoFC. We have already begun the journey to encourage more of our faculty to participate in spreading the word. This summer Dr. Giocoma Quezada, Professor in the School of Business while taking students on a summer study abroad to her home country of Costa Rica took time out of her busy schedule to visit Education USA in San Jose. She also visited with one of the high school counsellors from the 2016 counsellor fly in, Lew Chin Siew, Associate Professor of Violin in the Department of Music and a world class performer and soloist for many of the top orchestras in the world has previously recruited students from China and Singapore and continues to recruit this summer. For the fall Dr. David Displazes, Associate Professor in the School of Business of will be visiting UAE where he has offered many study abroad programs and is actively involved in doing business in Dubai. These are just a few of the many faculty who actively recruit for the college.

If you are interested in spreading the word about CoFC, we would love to hear from you. Contact me at frost@cofc.edu.

CAMPU SPARTNER VOLUNTEER OF THE YEAR AWARD
Ernest Brevard Jr. ’09 & Steve Litvin, D.B.A.

The Campus Partner Volunteer Award recognizes an individual or group on campus that goes above and beyond with collaboration and support of Admissions efforts.

This year we are proud to honor two recipients for the Campus Partner Award, one staff member and one faculty member: Ernest Brevard, Jr. ’09 and Steve Litvin, D.B.A.

Ernest Brevard, Jr. ’09 serves as campus community outreach coordinator and is always willing to help with recruiting events across campus. He has volunteered to attend College Application Days, college fairs, yield events, and has supported some of our in-house events like Senior Project! He is an alumnus of the College (class of 2009) and has done a great job connecting with students by sharing his personal experiences as a student and making them feel comfortable. Families love meeting with Ernest because he is so friendly and represents the College in a great way. He is a great resource for the Office of Admissions and takes his role as a student development coordinator seriously. He starts outside of his own office by meeting with our students when we host them and continues to work with them once they arrive on campus to ensure their academic success. Ernest has gone above and beyond to help the admissions office reach its recruiting goals!

According to Visitor Services Director Heather Chipley: “Dr. Steve Litvin embodies all we brag about when it comes to claiming that our faculty members are accessible to student! Year after year, Steve has supported the recruitment effort, willingly reaching out to and meeting with students and family members, helping them to determine if the College is the right fit for them. When Steve sees a tour group passing through Beatty, he doesn’t hesitate to speak with the group. A family I was meeting with once day accused me of planting Steve on the Beatty stairwell because they could not believe they randomly bumped into a professor who would spend an unplanned half hour chatting with them!”

Long before the admissions office implemented the Cougar Calling Campaign, Steve, a professor of hospitality and tourism Management, would personally contact accepted students who expressed interest in hospitality and tourism management. He wholeheartedly supports the class visit program, hosting a majority of the students interested in his field. Steve is a familiar face during admissions recruitment events. He repeatedly goes above and beyond, and he is well-deserving of our campus partner award.

VOLUNTEER OF THE YEAR AWARD
Leslie Gambee

“Working with and getting to know Leslie over the years has been a joy and she is more than deserving of this award. Enthusiastic, engaging, efficient, fun loving and genuine are words that come to mind when thinking of Leslie. She is passionate about the College and has never hesitated to do whatever she could in support of Admissions recruitment initiatives.” - Heather Chipley, Director for Admissions, Visitor Services and Volunteer Outreach

Leslie, along with husband, Peter, has been active in PAC since Fall 2010. Before joining PAC, they hosted their first yard sale/tea on their Wilson, CT home and immediately felt a connection with the College of Charleston community. Leslie has been involved with the PAC Admissions committee since joining, continuing to promote the College in Fairfield County through yield receptions and working at college fairs.

As co-chair of the PAC admissions committee, Leslie enjoyed working with volunteers to coordinate the admissions outreach to accepted students and parents. As a parent of two CoFC alumni, Ingrid ’13, MBA ’14 and Austin ’14, the opportunity to share her enthusiasm for the College and its continuing growth and development has been her favorite part of her volunteer experience.

When not talking about the College, Leslie is a certified Platform Tennis instructor, church volunteer, avid runner, golfer and tennis player. A woman of many talents!”
A VERY SPECIAL THANK YOU

Yield Receptions & Summer Send-Off Events Hosts and Volunteers

YIELD RECEPTIONS

January 9, CAA Cougar Trail - Philadelphia
Host: IA, Cougar Club, Academic Affairs, Admissions, Alumni Relations & Regional Alumni Chapter

February 21, Atlanta, GA
Host: Carla & Charlie Heard,
parents of Mia ’15 and Isabelle ’18

February 25, Cougar Trail CAA Event
Host: Admissions, Alumni, Athletics, Academic Affairs, Institutional Advancement

March 3, Mendham, NJ
Host: Nadine ’85 & Douglas Vogel

March 3, Columbia, SC
Host: Admissions “Simply The Best” Reception

March 5, Florence, SC
Host: Admissions

March 8, Greer, SC
Host: Admissions

March 19, Charleston, SC - Lowcountry (ASW)
Host: Admissions “Simply The Best” Breakfast Reception

SUMMER SEND-OFF EVENTS

July 23, Tampa Alumni Chapter
Host: Lochie & Eric Vickers

July 23, Philadelphia Alumni Chapter
Host: Christopher Siri

July 24, Rowayton, CT
Host: Chris & Tami Parker
Parents of Brittany ’15 and Christopher 2018

July 24, Chevy Chase, MD
Host: Alex & Kelly Tanz
Parents of Stephanie ’20 & Nicholas 20

July 24, New York Alumni Chapter
Host: the Becker family

July 24, Atlanta Alumni Chapter
Host: Peter Goldstein and Patricia McNamara
Parents of Barrett McNamara Goldstein 20

July 29, Greenville/Upstate Alumni Chapter

July 30, Raleigh/Durham Alumni Chapter

July 31, Baltimore/Annapolis & DC Alumni Chapters

July 31, Byrn Mawr, PA
Hostess: Jen Fuller ’94

August 7, Plantation, FL
Host: Mark Sturman
Father of Zach Sturman ’17

TAKE COFC HOME WINNERS

Student Ambassador, Latavia Mitchell ’19
Latavia met with 22 prospective students from Allgood High School in Columbia, SC.

Student Ambassador, Lasana Clarkson ’19
Lasana shared her CoFC experience with 30 prospective students from Camden High School.

ON CAMPUS RECRUITING EVENTs

Whether it’s a Maroon Monday, a Super Saturday, or a good old-fashioned TGIF – we reserve certain days throughout the year to allow prospective students and their families to explore campus and design their own visit! During these expanded visit days, guests have the opportunity to take campus tours, attend admissions information sessions and special topic sessions, speak to counselors, tour freshman residence halls, and participate in academic components on their own time frame. (All of the aforementioned activities are repeated continuously throughout the course of the day.)

MEET THE ADMISSIONS COUNSELORS

If you would like to become a Cougar PAWWS member and Admissions volunteer, please contact
Ashley Lawrence, lawrenceaj@cofc.edu or Heather Chipley, chipaley@cofc.edu