A History of the Office of Undergraduate Admissions

North Carolina Central University has always maintained an office whose primary function serves the needs of prospective students in pursuit of a collegiate education. According to NCCU archives, until 1967 the University Registrar’s Office managed both the admissions, registration and records operations of prospective and enrolled students. In 1967, these functions were divided into two areas in an effort to better serve the campus community.

The Slogan that expresses the perspective of the Undergraduate Admissions Office on The Centennial Theme SOARing in SERVICE

- Student-Centered
- Open Door
- Accountable
- Respectful

Names and dates of the Unit’s beginnings
- 1910-1964 – Registrar’s Office (Managed Admissions Function)
- 1967 – Office of Admissions (Moved to 2nd Floor Hoey Administration Building)

Leaders in Chronological order with dates
- Mrs. Frances Eagleson, First University Registrar (Registrar also managed Admissions functions)
- Mr. Brooklyn T. McMillon, University Registrar
- Mrs. Mariah Burke Creed, Director of Admissions & University Registrar (1967 – 1980)
  - Mr. Robbie Shultz, Interim Director of Admissions (December 1997)
  - Dr. Franklin Carver, Interim Director of Admissions (January 1998 – June 1998)
- Mr. Sha’Ron Jones, Director of Admissions (June 1998 – March 1999)
  - Dr. Roger Bryant, Interim Director of Admissions (March 1998 – December 1999)
  - Dr. Danny Green, Interim Director of Admissions (Jan. 2000 – July 2000)
- Mr. Anthony Brooks, Director, Undergraduate Admissions (January 2010 – present)

Current and projected vision, mission, goals for the unit

The mission of the Undergraduate Admissions Office is to identify, qualify and enroll the best, brightest, most diverse population of talented students which North Carolina, the region, the nation and the world offer; and to promote for our clientele an exemplary array of programs to meet their educational and professional development interests.

The vision for the Undergraduate Admissions Office is to be recognized as the premiere NCCU enrollment services model, providing a Student-Centered, Open Door, Accountable and Respectful approach to customer service, outreach activities, and administrative operations (SOAR). Staff members undergird these efforts by meeting the following goals:

- Capitalize on the unique legacy and capabilities of NCCU to provide educational opportunities for the broad spectrum of the community;
- Enhance the visibility of the University at college fairs;
- Develop cost effective and appealing recruitment materials;
- Integrate technology with recruitment and admissions processes;
- Improve the personal and professional development skills of the staff;
- Provide in-service workshops regarding admissions requirements;
- Conduct appropriate on-going research relative to enrollment services;
- Develop collaborative relationship and outreach projects with the campus and the community.

Goals for 2007 – 2008

- Goal 1 Enroll a more diverse population of academically-talented students including a first-time freshman class of at least 1,250 students, 200 Re-admits, and 300 transfers.
• **Goal 2** Promote the integration of imaging documents and use of technology designed to automate enrollment services operations for prospective students.

• **Goal 3** Assert leadership for the campus-wide Enrollment Services Committee. Actively participate on the Admissions Standards Committee, Academic Planning Council, and the Retention Management Team to develop strategies to enhance student enrollment, retention and graduation.

• **Goal 4** Continue to provide administrative oversight for the Undergraduate Admissions, Orientation and First Year Experience and the Registrar’s Offices to address efficient operations for each unit.

For nearly 100 years, the Undergraduate Admissions staff has served new prospective students, families, faculty, staff, administrators, alumni and the NCCU community with great pride and distinction. It is further evident that staff members are living out the University’s motto of “Truth and Service.” The staff affirms its continued commitment to improving the recruitment, admissions and enrollment operations. Superb customer service, meaningful collaboration, competitive marketing, and the implementation of technology-based automated procedures will remain the top priorities.

Perhaps the hallmark of the Undergraduate Admissions Office achievements includes its unprecedented contributions to marketing the University so successfully that the results have surpassed enrollment targets. Staff members work diligently with the administration, faculty, students, alumni and friends to develop procedures to address student marketing and student recruitment strategies. Each staff member seek to maintain a thorough knowledge of the University, its strengths and challenges, and each staff member further desires to help prospective students make wise decisions about their educational goals.

In 1910, Dr. James E. Shepard brought forth a new institution; one conceived in truth and service and one committed to a strong liberal arts tradition. One hundred years later, Dr. Shepard would be most proud of his masterpiece and the legacy of leadership he initiated at North Carolina Central University. NCCU is increasingly becoming the college of choice locally, regionally and internationally. The year 2010 marks a significant milestone at North Carolina Central University.

As we move into the next era, the Undergraduate Admissions Staff remains committed to embodying a more profound spirit of collegiality and service. Dr. Shepard’s dream of the Majestic Eagle continues to SOAR!!

The Office of Undergraduate Admissions was originally located in the Hoey Administration Building on the Main floor – 1910 through 1967 and from 1967 to 1980 on the second floor. In 1980, this office moved to the Shepard House until 1991 and is now located in the McDougald House.

*What an exciting time to be at North Carolina Central University!!*  
Prepared by Jocelyn Foy  
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The McDougald House