

"FERRIS CHASES CO-EDS". A news item emanating from the last meeting of the Board of Control seems to have struck the fancy of editors everywhere. Under the heading "Ferris Chases Coeds" or "Calling all Co-eds", a large number of dailies and weeklies ran this short item: "Ferris Institute is 'chasing' co-eds. An intensive campaign will be launched to lure more girl students for the purpose of making up the loss of enrollment that results from the drafting of male students." Clippings have come in from as widely separated sources as New Britain, Conn. and Honolulu, Hawaii.

DEANS AND DEPARTMENT HEADS CONFER. Last Friday's conference of deans and department heads was concerned largely with two topics: (1) Recruitment for second summer term (July 2-August 10) and fall quarter (Sept. 3-Nov. 23); (2) Types of appeals that may be used in connection with requests for financial assistance from foundations and other potential donors.

Each dean and department head reported briefly on activities, publications, and techniques now in use or proposed for the immediate future for procurement of new students. A contact has been made through which we will be able to get Ferris literature and advertising into certain veterans' posts in Michigan, for the first time. College Preparatory students who interrupted training in the last few years without completing their courses have been reached by personal letters urging re-enrollment before the VA deadline of July 25. Plans are underway to bring presently enrolled students more into the overall recruitment program in their respective home towns. These and a number of other techniques were presented and discussed, and should be valuable to us for immediate enrollment as well as for our long-term planning for recruitment.

The second part of the conference centered around such questions as these: "We claim to be the opportunity school in Michigan. In what way can we justify ourselves in making such a statement?" "What is an opportunity school?" "In what way or ways is Ferris Institute unique among the educational institutions of Michigan?" "On what basis are we justified in asking for contributions from foundations and other donors?" The discussions yielded several points which should be of value to us in our planning. Perhaps even more important were the suggestions for doing better those services on which rests the reputation of the Institute.

CONSTRUCTION PROGRESS. The daily construction report shows that Roger Allen, Architect, with Mr. J. Wangeman, of the State Department, and Mr. Stuart Long, Mechanical Engineer, and contractors were here on June 22 at which time 5 men were excavating for the new tunnel at the boiler house; 14 men were working on the footing forms for the west wing and stripping roof beam forms on the east wing; 11 men were pouring and grading for rough slabs in the corridors; 13 men on brick and block walls on the west side of the east wing.