

COUGAR PAWWS Newsletter

Parents & Alumni Working With Students



Summer 2015

STATE OF ADMISSIONS



A note from Mackenzie Chasteen, Director for Admissions, Recruitment and Enrollment

Thank you for all you do to help us recruit and enroll the best to the College! I want to take a few moments to introduce myself and reflect on the exciting happenings at the College and in the Office of Admissions during the 2014-2015 year.

I began working at the College in August 2005, and it is hard to believe my 10 year anniversary is approaching. Working in various areas of admissions (visitor services, transfer admissions and now serving as director for admissions recruitment) has provided me with a well-rounded view on the ins and outs of the world of admissions, as well as the ever-changing field of higher education. As a '01 alumna, it is a privilege to be part of a progressive office that cultivates the strengths and abilities of its staff while striving to recruit and enroll a diverse, high-achieving undergraduate class. [Read more.](#)

VOLUNTEER OF THE YEAR AWARD



Vita Shoemaker and her husband Dan joined the Parent Advisory Council (PAC) in fall 2009. Shoemaker admirably served as PAC Admissions Committee Co-Chair from 2011-2015.

As a PAC member and Cougar PAWWS volunteer, she feels she has become better informed about College programs and activities. She's gained knowledge from administrators and faculty firsthand and values the insight they've provided concerning their vision for the institution. She finds their enthusiasm infectious.

As a caller for the yield campaign, Shoemaker was able to speak with hundreds of parents and students and took great pride in being able to help them become more informed about the College of Charleston.

"The history, the atmosphere, the intimacy and all the College has to offer speaks for itself. Our daughters Gretchen '13 and Hannah '15 loved their time and experience there," said Shoemaker.

CAMPUS PARTNER AWARD



Sgt. John McBride has worked as a campus police officer for over 10 years. He previously served as a NYPD police officer, where he retired at the rank of sergeant. He enjoys collecting and restoring vintage stereo equipment and mid-century/Danish modern furniture. He is also an avid music fan and recently delved into jazz music, with particular emphasis on music produced in the late 50s and early 60s.

Sgt. McBride has a passion for service. As a NYPD officer, he was involved with their Community Policing Program, almost from its onset. And at the College of Charleston, community service oriented policing is a cornerstone policy.

He'll routinely answer visitor's questions and show them around campus (time and circumstances permitting), and he's happy to assist whenever possible. Sgt. McBride is helpful with visitors on holidays and weekends when the Office of Admissions is closed. Those he has assisted from all over the country have written thank you notes of appreciation in praise of his gracious hospitality and knowledge about the College and the admissions process. He finds the experience satisfying and rewarding when being helpful and informative to visitors and the campus community as a whole.

VOLUNTEER SPOTLIGHT



- » **Pate Clarson '12**
- » **Corporate Partnerships, Jacksonville Jaguars**
- » **Hometown: Ponte Vedra Beach, Fla.**
- » **Major: business administration, hospitality & tourism management**
- » **Hobbies: golf, basketball, running, skiing and traveling**

Pate Clarson '12 presently works in the NFL in the Corporate Partnerships division of the Jacksonville Jaguars. His team is responsible for the account management of over 100 partners including Anheuser-Busch, EverBank, Pepsi, Publix, Ticketmaster, and many more.

He feels choosing to attend the College of Charleston was perhaps the best decision he's ever made. As a former Charleston 40 Campus Tour Guide (which he boasts that he still gives the best tour!), Clarson became educated on factors prospective families deem significant while making their college decisions. As a Cougar PAWWS member, he now passionately advocates the College of Charleston's value and attraction through statistics, relatable examples and personal stories.

Clarson feels Cougar PAWWS plays a pivotal role each year in attracting top students to the College, and he says he's "grateful to all who continue to serve on behalf of [our] great alma mater."

TAKE COFC HOME



Rising junior Jasmine Campbell participated in **Take CofC Home**, a program that engages current students to help with recruitment. Take CofC Home participants schedule visits while home for winter break at the high school from which they graduated. They share their College of Charleston experiences and answer questions. In the spirit of healthy competition, prizes were given to our top recruiters. Having met with 19 Timberland High School students in her hometown of St. Stephens, S.C., Campbell was our top Take CofC Home recruiter.

YIELD CAMPAIGN CALLING



Quinandria Lee '15, Student Ambassador

Deans, faculty, staff and students joined Parent Advisory Council members for the yield congratulatory calling campaign initiative. Collectively, 3,845 calls to newly accepted students and their families were completed.

A SPECIAL THANK YOU



Upstate yield reception, BMW, Greer, S.C.

Yielding students takes a village. PAWWS volunteers and departments campus-wide came together to help accepted students affirm their decision to call CougarNation home.

Collectively, we hosted seven regional yield receptions in spring 2015:

- » Atlanta, Ga.— Hosts: Charlie and Carla Heard
- » Annapolis, Md.— Hosts: Craig and Katie Eney
- » Charleston, S.C. (Lowcountry)
- » Columbia, S.C. (Midlands)
- » Florence, S.C. (PeeDee)
- » Greer, S.C. (Upstate)
- » Rowayton, Conn.— Hosts: Chris and Terri Walker

Interested in becoming a member of Cougar PAWWS? Contact us:

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