



October 12, 2008

## Gateway adds 10 new classes

### Gateway term starts Tuesday

*By Howard McEwen  
Enquirer contributor*

Gateway Community and Technical College has added 10 new classes to the term starting Tuesday to accommodate a growing number of students.

"We've seen a healthy increase in students this fall, and we want to make room for as many as we can," said Andre Washington, director of admissions and recruitment.

Washington said the projected fall enrollment will be 3,300 students - up 5.4 percent from last fall.

"We had planned for growth by scheduling more classes this year than last year," Washington said. "However, as the Oct. 14 term approached, classes filled up and we needed to add more to accommodate more students so the increase is demand-driven."

Washington believes the higher-than-expected demand has two sources.

"We have been using targeted marketing strategies to market a little more aggressively," he said.

"Some of our recent tactics include sending personal letters to potential students, revamping our Web site with more in-depth information, increasing our visibility at college fairs and in high schools, and doing a limited amount of print, radio and TV advertising over the summer.

"The downturn in the economy also may have had an effect, as people seek to improve their skills. Economic downturns typically are linked with enrollment increases, but we have not measured that impact."

The courses demanded were general studies, according to Washington, because "we wanted to make sure that any student, no matter what they were interested in, could have an opportunity to start taking classes.

"We've added classes in basic English and math, as well as general education classes in psychology and history to enable students to get started in college this fall. Some students make late decisions, and we want them to know we will try to accommodate them."

Along with additional classes, Washington said Gateway's new rolling admission process gives students additional times to start school.

With a rolling admission, students apply and enroll in college at multiple points during an academic year and not just during the traditional fall and spring sessions.

Gateway has terms beginning Tuesday and Oct. 28.

Washington said financial aid is still available to new students enrolling for the first time in these terms.

Information sessions will be conducted at 3:30 p.m. Monday and Oct. 27 at the Student Services

Center on the Edgewood campus, 790 Thomas More Parkway.

Financial aid labs follow at 4 p.m. Monday and 4:30 p.m. Oct. 27 in the adjacent Nursing and Allied Health Sciences Center. Prospective students attending the financial aid sessions should bring 2007 tax returns and W-2 statements.

For more information, call 859-441-4500 or visit [www.gateway.kctcs.edu](http://www.gateway.kctcs.edu).

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