

The Southern Baptist EDUCATOR

News Journal of the Association of Southern Baptist Colleges and Schools

Volume LXVI, No. 3

Second Quarter-2002

ASBCS Annual Meeting to Feature Continuing Education Opportunities for Seven Chief Administrative Disciplines

Workshops and briefings designed to provide continuing education opportunities for seven chief administrative disciplines will be offered during the annual meeting of the Association of Southern Baptist Colleges and Schools June 2-4 in Panama City Beach, Florida.

Pre-meeting activities on Saturday June 1 include a conference for public relations and marketing officers, a golf scramble and various family recreational opportunities including sightseeing, boat tours, chartered fishing trips and other water sports.

In addition to presidents and chief academic officers of the 55 ASBCS member schools, the meeting is designed to benefit chief admissions officers, chief student development officers, chief marketing/public relations officers, chief financial officers and chief development officers.

According to Bob Agee, ASBCS executive director, the workshops will place special emphasis on marketing, student recruiting, and student retention. "As we did last year, other workshops will focus on legal issues, fund-raising, and financial management," Agee explained.

A program outline for all pre-meeting and annual meeting activities is listed on pages 6-7 of this issue of *Educator*.

Robert Benne, author of the book *Quality with Soul* will be the Hester Lecturer for the annual meeting. Benne is the Jordan-Trexler Professor of Religion and Director of the Center for Religion and Society at Roanoke College in Roanoke, Virginia. He also wrote the book *The Paradoxical Vision: A Public Theology for the Twenty-First Century*.

Host school for the meeting is The

Baptist College of Florida. Tom Kinchen is president.

The pre-conference for marketing and public relations officers is sponsored by the Association of

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Communicators in Baptist Education (ACBE). According to Marc Whitt, vice-president for communications and marketing at Campbellsville University and Tim Fields, director of communications for ASBCS, the pre-conference workshop entitled "How to Build an Effective Public Relations Program" not only will provide valuable help for personnel from member schools but will mark the reactivation of ACBE, which has not

been operational in several years.

ASBCS Board members will meet from noon to 3 p.m. on Sunday. Registration for the annual meeting and workshops is from 1-6 p.m. on Sunday.

The meeting will begin with a legal affairs briefing on Sunday afternoon. A bus trip is planned for spouses on Monday for lunch and shopping.

Hotel reservations for the pre-conference and the annual meeting can be made using the form posted on page 9 of this issue or downloaded from the ASBCS Web site <www.baptistschools.org>. Deadline for hotel reservations is April 29.

There is no registration fee for the public relations pre-conference or for the annual meeting. In addition to transportation and lodging, the only cost is for meals and activities.

Participants should pre-register by completing the meal and activity reservations form on page 8 of this issue and mailing it with payment for meals and activities to Association of Southern Baptist Colleges and Schools, 917 Harpeth Valley Place, Nashville, TN 37221. The form can also be downloaded from the ASBCS Web site. ■

Baptist Association for Student Affairs to Meet June 11-13

The Baptist Association for Student Affairs (BASA) 2002 Summer Conference is scheduled for June 11-13 on the campus of Mary Hardin-Baylor in Belton, Texas. Theme for the conference is "Student Affairs-The Big Picture-All the Pieces to the Puzzle."

According to Anthony Lammons, BASA president, California Baptist University, student affairs covers many areas of university life including career services, campus police and security, student ministries, student government, residence life and housing, health and wellness, student activities, coun-

seling, testing, recreation and other areas.

Speaker for the opening night banquet will be Don Newbury, chancellor, Howard Payne University. Keynote speaker for the conference is author J. Budziszewski, associate professor in government and philosophy at the University of Texas at Austin.

For more information on BASA and a registration form for the conference go to the ASBCS web site @ <baptistschools.org>. Click on the BASA button on the home page and down load and print the February issue of *The Link* newsletter. ■

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"Legal Notes" is designed to provide accurate and authoritative information on legal issues facing Southern Baptist-related higher education. It is provided with the understanding that the publisher and editors are not engaged in rendering legal counsel. "Legal Notes" is not intended as a substitute for the services of a legal professional. If your institution needs legal counsel, a competent attorney should be consulted.

Annual subscription is \$8.00.

Benefits of Membership in ASBCS

Following are some of the benefits available to the 55 member schools in the Association of Southern Baptist Colleges and Schools. Please review these benefits and make sure your school and the faculty and staff are utilizing these services. For further information contact the ASBCS office at 917 Harpeth Valley Place, Nashville, TN 37221-1141. Phone 615-673-1896, Fax 615-662-1396, e-mail: bob_agee@baptistschools.org tim_fields@baptistschools.org.

1 Administrative staff, faculty and trustees of member schools receive *The Educator*, the only publication devoted to promoting ASBCS member institutions and promoting the collective efforts of our schools in offering distinctively Christian higher education. *The Educator* is published quarterly and mailed in January, April, July and October. Schools are contacted annually for updates to their mailing list. Requests for updates or additions can be submitted anytime. Deadline for copy submission is 30 days prior to publication date.

2 Member institutions have access to **The Placement Registry**, a service that provides a resource of prospective faculty and staff for vacancies within our institutions. A coded list of registry applicants is provided annually to chief academic officers.

3 Dependents of administrative staff and faculty are eligible to participate in the **Tuition Exchange Program**, which includes 30 ASBCS colleges and universities (see page 10 for more information).

4 Member institutions are included in the annual **Directory of Southern Baptist-Related Colleges and Schools** and the annual **ASBCS Administrative Directory**. The schools directory gives an overview of each school as well as admissions contact information and is mailed to all state convention offices, presidents of member schools and is requested frequently by parents of prospective students from across the United States and around the world. The *Administrative Directory* includes important contact information on nine key administrators in the member schools in order to facilitate communication with and between key personnel in our member institutions. (see order form for both directories on page 16 of this issue).

5 Member schools have their own page **on the ASBCS Web site** @ <www.baptistschools.org> and <www.baptistcolleges.org>. The site receives in excess of 15,000 hits each month from prospective students, parents of prospective students and others. Each school's web site and admissions office can be accessed from our web site.

6 Member schools may place **free ads for faculty and staff openings on the ASBCS Web site**. Updates are made at least weekly.

7 ASBCS serves as a **point of contact** for member schools. Our offices receive hundreds of calls annually from prospective students and their parents, church members, etc. who inquire about which schools are part of the family of Southern Baptist colleges and schools.

8 The ASBCS provides a **valuable platform** through which member schools can rally with other schools to take a stand on critical issues in the public policy arena. The ASBCS holds a seat on the Secretariat in Washington, which allows our schools to have a strong and viable voice in the public policy monitoring process through NAICU. Through our involvement, we have prevented several potential infringements on our right to operate as independent faith-related institutions, and we have served as major players in the effort to protect and enhance the federal financial aid program.

9 Key administrators from your school may participate in our **annual meeting**. Presidents, chief academic officers and other administrators report that they benefit from the meeting through fellowship with colleagues who share common concerns, through workshops, lectures and presentations designed to challenge them to think more deeply about what it means to offer higher education from a Christian perspective.

10 Administrative personnel can benefit from **participating with other professionals** from schools much like yours to share ideas, to learn from one another, and to encourage one another. Many professional groups have organized and relate to the ASBCS as auxiliary organizations representing most of the professional areas within the college or university setting.

11 Member schools can participate in the **11 Consortium for Global Education (CGE)**, which was founded by our schools. The health and strength of the CGE is tied directly to our ability to work together as part of the ASBCS family. The Executive Director of ASBCS is also the Executive Director of CGE.

12 As a member of ASBCS, you may set up **an exhibit at the Southern Baptist Convention**. Currently, all ASBCS member schools are granted permission by the SBC Executive Committee to display a booth at the annual Convention.

13 ASBCS is continually developing **additional vital services** for our schools, such as our current group discount plans on student insurance and our alliance with several other corporate sponsors that provide discounted services to our member schools. ■

Bridging Two Commitments: Christian Faith and Higher Education

by Fisher Humphreys

Editor's Note: This article is adapted from an address given by Fisher Humphreys, professor of Theology, Beeson School of Divinity, Samford University, to Baptists involved in higher education. He welcomes responses and comments on this article by email at: fhumphr@samford.edu

Introduction

I want to describe some relationships between two sets of commitments that we as Baptist educators share. They are our commitments to Christian faith and to higher education.

The relationships between the two sets of commitments have been the subject of several public conversations. I will briefly mention three of these in order to distinguish my subject from them.

The first is an ongoing conversation about the question: What is a Christian college or university? Is it a college founded by Christians, or financed by a denomination, or owned by trustees who have been elected by an ecclesial body? Is it a university whose faculty, as the primary bearers of its institutional culture, create a Christian ethos in the institution? This seems to me to be a very important conversation; it is certainly one from which I have learned a great deal.

A second ongoing conversation concerns the secularization of Christian colleges and universities. I suppose that everyone agrees that something that may be called secularization has happened to many colleges. Still, I have misgivings about some of the things being said in this conversation. On one occasion James Burtchaell offered as evidence for secularization the fact that some Catholic colleges and universities allow non-Catholic professors to teach religion courses. His example caused me to doubt the secularization hypothesis, because I have taught religion at two Catholic institutions, Loyola University in New Orleans and Spring Hill College in Mobile, and I feel confident that my teaching did not carry forward the secularization of those institutions.

There is a third public conversation, one in which the connection between our Christian faith and our various disciplines is discussed. This conversation, sponsored in large measure by the Education Commission and more recently by the Association of Southern Baptist Colleges and Schools, has helped professors to integrate faith and learning and to see the importance of a Christian worldview.

These three conversations have been helpful to me, and per-

haps to you also. Today I want to direct your attention to two other issues that, like these, concern relationships between Christian faith and higher education.

How We Think about Our Students

The first concerns students. Given that we are Christians, how should we think about our students? We may begin by observing that our Christian faith teaches us that all persons have been created by God, in God's image, a little lower than God, and are loved by God.

This is, I think, the highest possible estimate of our students, and it is a fundamental and indispensable estimate. As professors we will be attentive to estimates such as, for example, whether or not students are academically gifted, but we will not allow that to blind us to the Christian estimate of students.

Because our students bear the image of God we respect them, we appreciate them, and we take an interest in them. We appreciate them as persons before we know anything about their academic work, and we appreciate them as students when their work is good work. We also challenge our students. We believe because students are in God's image, they need to outgrow thoughtlessness, carelessness, laziness, ignorance, and prejudice, and we who are professors can help them to do that.

Respecting students is not a substitute for teaching them; in fact, teaching them is an ideal way to show respect for them. Last week my friend Philip Wise told me a story about a mother who asked her first grader how he was enjoying school. He replied, "Oh, I love school. It's great!" Then, after a brief hesitation, he added, "Well, except for one thing. . . . I don't really like it when Mrs. Decker tries to teach us stuff."

I believe that all human beings have a deep need to be respected and to be appreciated, and for someone to take a genuine interest in them, and for someone to challenge them appropriately. It is within our power as professors to help meet those needs for our students.

Various things can prevent us from giving our students the respect they need. To the extent that we are still scrambling to get this for ourselves, we are hardly in a position to give it to others. Another barrier is that students act in ways that seem to forfeit our respect. Sometimes some of them don't study, or

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Fisher Humphreys

Bridging Two Commitments...

(continued from page 3)

they plagiarize, or they are chronically late with work, or they are contemptuous of any learning that will not equip them to make money. How can we maintain our interest in students whose lives are superficial and irresponsible?

One thing that helps us is to remember that much of their behavior arises from fear or from ignorance. They are frightened by the challenge of learning and of entering into adulthood, and they know not what they do.

Another thing that helps us is our faith. We trust the Christian doctrine that tells us that, whatever this student has done or failed to do, she is loved by God. In the plainest possible words, we intend to treat our students as Rabbi Jesus treated his disciples.

Caroline and I have two adult children. When they were very young I noticed something anomalous. Before they had become responsible for their actions we had to begin to treat them as responsible in order to enable them to become responsible. Our treating them as responsible helped them to behave responsibly. So it is, I think, with our students, whatever their ages. As we treat them with respect and appreciation and as we take an interest in them and challenge them, we help them to behave as persons worthy of that treatment.

The alternatives to respecting our students are to treat them with indifference or with contempt. Such treatment is a factual error—no human being is contemptible—, it is a moral failure, and it jeopardizes our work as teachers, because only the most superficial learning will take place when students feel that their professors are indifferent to them or contemptuous of them.

One of the most spiritually helpful questions we Christians can ask ourselves is this: “Upon what person or group do I feel entitled to look with contempt?” We professors must struggle with the temptation to look with contempt or indifference on students who do poor academic work, or who do not seem capable of good work, or who hold views that are politically or religiously or morally reactionary. We will become better teachers when we know clearly which groups we feel entitled to look upon with contempt.

In the Christian tradition there is a name for treating people with respect. It is an old-fashioned word, but retrieving it can help us to integrate our commitments to Christian faith and to higher education.

The word is *humility*. Humility is not contempt for oneself but respect for others as well as for oneself. It is the recognition that the lives of others are as important as my own. Humility is also respect for God, accepting that God is the only divine being and that we are human beings.

Roberta Bondi says that among the desert mothers and fathers humility was understood as “the master virtue that includes all the others.” She tells the story of Abba Macarius

who, when returning to his cell from a swamp, was attacked by the devil. The devil struck at him several times with a scythe but was unable to hurt him. The Abba was puzzled and asked the devil why he could not hurt Macarius. The devil replied, “Your humility. Because of that I can do nothing against you.”¹ Respect for persons is a good defense against evil.

Humility is an appropriate response to reality. Other people do matter, and God alone is God.

Humility also is a quality that is essential for a decent life. It is indecent not to let God be God and not to respect the lives of others.

Humility is indispensable to authentic community. We may have superficial community simply by being in proximity to others. We find that in classrooms in which students are not meaningfully engaged in the learning process.

We may have more meaningful community by sharing in common tasks to which we are all committed. We find that in classrooms in which students study the subject matter with a view to making good grades and getting well-paying jobs.

But community in the full sense comes only when we respect one another. We find that in classrooms in which professors respect students and students respect one another.

Humility provides freedom from tedious, humorless efforts to justify our own existence. A humble person recognizes that the justification for her existence was given to her along with her existence. It is a gift of God's grace.

How do we express humility, respect for students? There can be no comprehensive list, I think. We express respect for students by being responsible in our teaching, by not imagining that friendship with students is a substitute for academic rigor, by teaching that is informed and passionate, by beginning and ending our classes on time, by learning students' names, by never talking down to students, by taking their questions seriously even when they are not very good questions, by preparing syllabuses and study guides with care, by writing thoughtful, sincere comments on students' papers, by testing and grading fairly, by giving special attention to those who find it difficult to keep up, by continuing to challenge as well as to affirm all of our students. Perhaps most important of all, we express respect by listening attentively to our students. The important thing is that we be guided not only by the expectations of the academy but also by what our Christian faith teaches us about the meaning of persons.

How We Think about Our Teaching

The second issue is how as Christians we are to think about the work of teaching itself. How are we to understand what we are doing when we help students to gain knowledge, to develop skills, and to express their creativity?

First, we recognize that teaching is an intervention. Though it is neither intrusive nor manipulative, it does affect students. After they have been in our classes they will never be quite the same persons they were before.

There is a tendency, when professors' influence upon stu-

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dents is discussed, to attend to the large and dramatic effects that professors make upon some students. We could call this the *Tuesdays with Morrie* effect. Its importance is easy to notice because students remember it and talk about it. But for every student who undergoes a conversion in our classes, there are dozens, perhaps hundreds, whose response to us and our teaching is less apparent but no less real. Our attitudes, our manner, our priorities, our integrity, our commitments, our example all shape the lives of the students in our classes. And students are formed by our faith: faith that life is worth living, faith that life is morally serious, faith that persons are more precious than institutions, faith that rules exist for the welfare of persons not the other way round, faith that it is possible to be aware of the tragedy of human life and still to live a happy life, and faith that there is enough love for everyone. From us students can learn to avoid the cynicism and the bitterness that characterize so much of our culture.

In short, the education of students is effectively the formation of persons. I agree with Parker Palmer that “education is spiritual formation.”² Chaucer’s Oxford clerk recognized the formative character of his work: “The thought of moral virtue filled his speech / And gladly would he learn, and gladly teach.”³

Our formative work in students’ lives takes place whenever we are teaching about anything that is, to use St. Paul’s language, honorable, just, pure, commendable, and excellent (Phil. 4:8).

persons is done only by religious professionals and only in explicitly religious settings such as worship services. But the Christian faith is incarnational. It teaches us that “the world is charged with the grandeur of God,” the whole world. God is present in classrooms as well as in churches. People’s lives are shaped by lectures as well as by sermons.

This does not mean that we must speak about religion in our classes. Sometimes it is appropriate to do that, sometimes not. One of the wonderful parts of our legacy as Baptists is our recognition that all Christians are called to give verbal witness to their faith. The flip side of that wonderful legacy is that we may assume that, unless we give a verbal witness, we have not behaved as Christians.

Nothing could be further from the truth. Our formative work in students’ lives takes place whenever we are teaching about anything that is, to use St. Paul’s language, honorable, just, pure, commendable, and excellent (Phil. 4:8). When we speak the truth in love, our students’ lives will be shaped Christianly.

I realize that it is easier to see this with some subjects than with others. It is obvious that we are contributing to the formation of a person’s life when we encourage her creativity, as in a class in creative writing, and it is obvious that a class on Dante

is formative as well as informative.

But is this the case of all subjects? To take the hard case, is it true when we teach a subject in which our primary objectives are for students to gain knowledge and skills that equip them to earn a living? Can learning how to be an accountant be a matter of personal formation?

I believe it is. Being an accountant is honorable work. It is a good thing to be able to support yourself in our world. To do accounting well you must discipline yourself, and you must think carefully.

Accounting can contribute to justice by telling the truth about corporations. It is a collegial activity, bringing people to work together in a way that contributes to

community. It is indispensable for the operation of large corporations, and on a planet with six billion people corporations can make important contributions to the commonweal.

Someone may object that accounting is such ordinary work. Indeed it is. But the Christian faith calls us to love the ordinary, to carry out ordinary work responsibly, to feel fulfilled when we do this, and not always to be scrambling desperately for something extraordinary. To use the language of St. Paul again, we are to be people who do what their hands find to do, who do it with all their might, who do it as unto the Lord, and having done it, who learn to be content. When we go to our classes filled with anxiety, our students are apt to interpret this as disapproval. When we go contentedly, our students will see that it is possible to be educated and contented.

Conclusion

At the end of the second century of the common era the bishop of Lyons, St. Irenaeus, wrote these words: *Gloria dei homo vivens*, the glory of God is a human being who is fully alive. That is what God wants— human beings who are fully alive. Life is God’s good gift to us, but to become fully alive we must learn to embrace the gift of life with gratitude, and we must give ourselves to it with trust and abandon. In the journey toward living life to its fullest professors become splendid guides when they recognize that they are shaping lives and when they treat students with respect and appreciation, taking an interest in them and challenging them to live their lives to the fullest.

Endnotes

1. Roberta Bondi, *To Pray & To Love* (Minneapolis: Fortress Press, 1991), 101.
2. Parker J. Palmer, *To Know as We Are Known* (Harper San Francisco, 1993), chapter 2.
3. Geoffrey Chaucer, *The Canterbury Tales* trans. Nevill Coghill (Baltimore: Penguin Books, 1952), “The Prologue,” 25. ■

In the journey toward living life to its fullest professors become splendid guides when they recognize that they are shaping lives and when they treat students with respect and appreciation, taking an interest in them and challenging them to live their lives to the fullest.

Program Agenda—ASBCS 2002 Annual Meeting

June 1-4, 2002 • Marriott Bay Point Resort • Panama City Beach, Florida

PRE-MEETING ACTIVITIES JUNE 1:

SATURDAY MORNING

6:00-Noon: Deep Sea Fishing (Register on ASBCS Web site by May 5)

8:30 a.m.-2:00 p.m.: Golf Scramble
Marriott's Lagoon Legend Course (8:46 a.m. tee time)

9:30 a.m.-4:00 p.m.: Public Relations Workshop—"How to Build an Effective Public Relations Program"

9:30-9:45: Welcome (Dr. Bob Agee)

9:45-10:55: "The Role of Senior PR Administrators in Institutional Planning and Decision Making"

10:55-11:05: Break

11:05-12:15: "How Public Relations Must Change at Baptist Colleges"

SATURDAY AFTERNOON

12:15-1:30: Luncheon—"The President's Role in Public Relations"

1:30-2:40: "We have a Web Site--Now What?"

2:40-2:50: Break

2:50-4:00: "Communication Strategies to Reach Your State's Baptist Constituency"

6:30: Golf Awards Dinner (Dutch Treat)

JUNE 2: SUNDAY MORNING

10:30-11:30: Worship Service—Stan Lott Presiding

SUNDAY AFTERNOON

12:00-3:00: ASBCS Board Luncheon and Business Meeting

1:00-6:00: Registration—Marriott Bay Point Lobby

3:00-4:30: Legal Affairs Briefing—Jason Rogers, et. al.

SUNDAY EVENING

Dinner on your own

7:00: First Plenary Session

Presiding: Stan Lott, ASBCS Board Chairman

Welcome: Stan Lott, President, Chowan College

Welcome to Florida: Tom Kinchen, President, The Baptist College of Florida

Devotional: Tom Kinchen

Announcements and Review of Schedule: Bob Agee, Executive Director, ASBCS

Introduction of the Hester Lecturer: Stan Lott

First Hester Lecture: Robert Benne, Roanoke College
Benediction

JUNE 3: MONDAY MORNING

7:30-8:45: Presidents' Breakfast—speaker: Brent Walker, Executive Director, Baptist Joint Committee on Public Affairs

7:30-8:45: Breakfast Roundtables for CFOs, CDOs, Admissions, PR, & Student Development officers

9:00-10:30: Second Plenary Session

Presiding: Stan Lott, President, Chowan College

Devotional: David Smith, President Brewton Parker, College

Announcements: Bob Agee

Second Hester Lecture: Robert Benne, Roanoke College
Benediction

10:30-10:45: Break

10:45-12 noon: Workshops

Legal Issues Workshop: Dealing with Faculty/Staff Employment Issues:

Jason Rogers, et. al.

"Changes in Annuity Board Products and Services"

Barbara Medlin, Director of Retirement Marketing,
Southern Baptist Annuity Board.

"Organization and Management of an Effective Development Office"

John J. Scales

"How Public Relations Must Change at Baptist Colleges"

Panelists: Sharon Saunders, Assoc. V.P. for University Relations, Houston Baptist University; Marc Whitt, V.P. for Communications, Campbellsville, University; Andy Westmoreland, President, Ouachita Baptist University

"Effective Financial Aid Packaging: A Case Study"

William J. Brown, Dean of Admission and Financial Aid at Lebanon Valley College, Pennsylvania.

"Faith and Disciplines/Faith and Learning: The State of the Conversation"

Michael Beaty, Director of the Institute for Faith and Learning, Baylor University.

MONDAY AFTERNOON

12:15-1:45: Luncheons

ASBCS Business Luncheon (Presidents & CAOs)

Luncheon for Chief Financial Officers

Luncheon for Chief Development Officers

Luncheon for PR, Admissions, and Student Dev. Officers:

Speaker: Bob Sevier, President, Stamats: "Messages that Matter: New Ideas for Getting the Word Out"

Program Agenda—ASBCS 2002 Annual Meeting

MONDAY AFTERNOON (CONTINUED)

2:00–3:15: Workshops

Legal Affairs Workshop: Dealing with Student Issues (Recruiting and Student Life issues)

Jason Rogers, et.al.

“Public Relations Role and the Capital Campaign”

Panelists Alan Medders, V.P. for Development, Campbellsville University; Ruthie Critten, Director of Public Relations, Hannibal-LaGrange College; Stephen Cargill, President and CEO, Cargill Associates; Moderator: Sharon Saunders, Associate V.P. for University Relations, Houston Baptist University

“Using Institutional Web sites and Internet Services to Recruit Students”

J. Paul Crippan, President, J. Paul Crippan and Associates

“Digging Out of Deep Discounting: A Whole System Approach”

Thomas Bakewell, Management Consultant in Strategy, Transitions, and Financial Crisis.

“Making Good Decisions in Designing Retirement Programs”

Barbara Medlin, Director of Retirement Marketing, Annuity Board, SBC

3:20–4:45 Workshops

“Building Bridges Between Academics and Student Life Programs”

Panel: Carla Sanderson, Provost, Union University.; Richard Franklin, V.P. for Student Life, Samford University; Pat Taylor, President, Southwest Baptist University

“Effective Use and Retention of Admissions Staff”

J. Paul Crippan, President, J. Paul Crippan and Associates

“Admissions and PR: Friends or Foes”

Panel: Gary Sherman, Dean of Enrollment Management, Averett University; Susan Huckstep, Director of News & Publications, Averett University; Kyle S. Luke, Director of Admissions, Baptist College of Florida; Heather Stewart, Director of Information Services, Baptist College of Florida

“Developing an Effective Planned Giving Program”

Panel: David Nowell, V.P. for Advancement, Carson-Newman College; Rick Brown, CEO of Rick Brown & Associates, Inc.

“Benchmarks for Assessing Financial Health of an Institution”

Ron Watkins, CEO, Partners Associates, Inc.

“Digging Out of Deep Discounting: A Whole System Approach”

Thomas Bakewell, Management Consultant in Strategy, Transitions, and Financial Crisis.

MONDAY EVENING

6:00–7:00: Reception: Provided by Baptist College of Florida

7:00–9:00: Dinner: Baptist College of Florida in charge of program.

JUNE 4: TUESDAY MORNING

7:30–8:45: Breakfast

Chief Academic Officers' Breakfast

Speaker: Richard Ireland, President of Snowmass Institute

Chief Development Officers' Breakfast

Speaker: “Changing from Mediocre to Magnificent as a Development Professional” - John J. Scales, V.P. for Development, Baylor College of Medicine.

CFO Breakfast

PR/Admissions Breakfast

Student Development Breakfast

9:00–10:15: Workshops

“Baptist Colleges vs. Public Universities: Tackling the Media Challenge”

Panel: Mark Brown, Director of Public Relations, Carson-Newman College; Larry Brunley, Assoc. V.P. for University Relations, Baylor University; Arah Horn, Director of News and Information, Union University

“Strategic Planning for College and University Executives”

Richard Ireland, President of Snowmass Institute

“Strategic Recruitment Marketing for Higher Conversion Yields”

J. Paul Crippan, President, J. Paul Crippan and Associates

“The Four Essentials of an Effective Brand”

Bob Sevier, President, Stamats Inc.

“Benchmarks for Assessing Financial Health in an Institution”

Ron Watkins, CEO, Partners Associates, Inc.

“The Trustee's Role in Fund Raising”

Panel of trustees: Arthur Hall, Chairman of the Board, Brewton-Parker College; Joseph Hudgins, Trustee, Carson-Newman College; Doug Worley, Trustee, The Baptist College of Florida

“Designing Effective Freshman Year Experiences”

Panelists: Panel of three student affairs directors

10:15–10:30: Break

10:30–11:45: Third Plenary Session: Stan Lott, Presiding

Presentation of New Officers

Announcements: Bob Agee

Introduction of Speaker: Stan Lott

Third Hester Lecture: Robert Benne, Roanoke College

Benediction

Adjourn

**DRESS IS BUSINESS CASUAL
AT ALL SESSIONS AND EVENTS.**



Association of Southern Baptist Colleges and Schools Annual Meeting and Workshops
June 1-4, 2002 • Marriott Bay Point Resort • Panama City Beach, Florida
for member Presidents, Chief Academic Officers, Chief Student Development Officers,
Chief Admissions Officers, Chief Marketing and Public Relations Officers, Chief Financial Officers,
Chief Development Officers and spouses of all participants

MEAL AND ACTIVITY RESERVATION FORM

Please use separate form for each participant plus spouse

PLEASE TOTAL \$ AMOUNT FROM EACH SECTION (A-G) AND INSERT IN SECTION H

Name for Badge: _____

First Name: _____

Last Name: _____

Title/Position: _____

Spouse Name for Badge: _____

Institution/Agency: _____

Mailing Address: _____

City _____

State: _____ Zip: _____

Telephone: _____

Fax: _____

E-mail _____

Arrival and Departure Information:

Airline or Driving

Arrival Date and Time: _____

Departure Date and Time: _____

Instructions to registrants:

- All fees are per person.
- ONLY ONE (1) PARTICIPANT (PLUS SPOUSE) MAY REGISTER PER FORM. Please photocopy this form for additional registrants – or download this and hotel reservation form at ASBCS website <www.baptistschools.org>
- This form must be accompanied by payment (Check or money order.) Make check payable to ASBCS. Refunds will be given only if ASBCS is notified by May 24, 2002.
- Hotel reservation cut-off is April 29, 2002**

Questions? Contact Tim Fields,
 ASBCS Director of Communications 615-673-1896
 Fax 615-662-1396 • E-Mail tim_fields@baptistschools.org

A. Golf Scramble–Saturday 6/1	Cost	Qty	Total \$
8:46 a.m. Tee-Time			
Lagoon Legend Course (limited to 40 players)	\$90.00	_____	\$_____
Golf Awards Dinner Dutch Treat		_____	

B. Public Relations Pre-Conference Luncheon–Saturday 6/1	Cost	Qty	Total \$
	\$16.00	_____	\$_____

C. Breakfasts–Monday 6/3	Cost	Qty	Total \$
Presidents	\$16.00	_____	\$_____
Chief Financial Officers	\$16.00	_____	\$_____
Chief Development Officers	\$16.00	_____	\$_____
Admissions	\$16.00	_____	\$_____
Public Relations	\$16.00	_____	\$_____
Student Development	\$16.00	_____	\$_____

D. Luncheons–Monday 6/3	Cost	Qty	Total \$
ASBCS Business Meeting (for Presidents/CAOs)	\$16.00	_____	\$_____
Chief Financial Officers	\$16.00	_____	\$_____
Chief Development Officers	\$16.00	_____	\$_____
Admissions	\$16.00	_____	\$_____
Public Relations	\$16.00	_____	\$_____
Student Development	\$16.00	_____	\$_____

E. Banquet–Monday 6/3 (All Participants & Spouses)	Cost	Qty	Total \$
	\$25.00	_____	\$_____

F. Breakfasts–Tuesday 6/4	Cost	Qty	Total \$
Chief Academic Officers	\$16.00	_____	\$_____
Chief Financial Officers	\$16.00	_____	\$_____
Chief Development Officers	\$16.00	_____	\$_____
Admissions	\$16.00	_____	\$_____
Public Relations	\$16.00	_____	\$_____
Student Development	\$16.00	_____	\$_____

G. Spouses' Activity–Monday 6/3	Cost	Qty	Total
Bus Trip	\$20.00	_____	\$_____

H. TOTAL AMOUNT ENCLOSED
 \$_____

MAIL COMPLETED FORM AND PAYMENT BY MAY 24 TO:

Association of Southern Baptist Colleges and Schools
917 Harpeth Valley Place
Nashville, TN 37221-1141

Marriott Bay Point Resort Reservation Request Form

To guarantee your group reservation, we require that you either:

1. Fill out the credit card number and expiration date, then sign below. All major credit cards accepted. **OR**
2. Enclose a check or money order in the amount of the first night's stay.

We regret that we will be unable to hold your reservation without one of the above methods of payment. Deposits will be refunded **only** if cancellation notice is given 72 hours prior to arrival.

To make your reservations on the Internet, please go to the Marriott web-site (**Marriott.Com**)

1. On the Marriott web-site under "find a hotel," locate Panama City Beach, Florida.
2. Then locate the Marriott Bay Point Resort web-site; enter your dates of arrival and departure.
3. Place the room code (example **BAPBAPA** for Garden View etc.) where it asks for a group code.
4. Then follow the instructions given to secure the reservation. (credit card required)

To make a reservation **directly with the Marriott Bay Point Resort**, please fax or mail the information below.

FAX: 850-236-6153 (Mon-Fri 8am -5pm) **CST**
PHONE: 800-874-7105

MAILING ADDRESS: Attn: Reservations
Marriott Bay Point Resort
4200 Marriott Drive
Panama City Beach, FL 32408

QUESTIONS? Call 1-800-874-7105 (Mon-Fri 8am -5pm) CST

Name: _____

Address: _____

City/State/Zip: _____

Phone Number: _____

of Rooms: _____ # of Guests: _____

Arrival Day and Date: _____

Departure Day and Date: _____

BED TYPE REQUEST 2 Doubles King

Nonsmoking rooms have been requested for ASBCS. Efforts will be made to accommodate bed type requests as well, however due to the limited number of non-smoking rooms, some bed type requests may not be honored. **Please indicate which is more important:**

Bedtype **Non-smoking**

Credit Card Number: _____ **Exp:** _____

I authorize Marriott Bay Point Resort to charge a deposit to my account for one night's room and tax (\$140.80 total). I understand that this is a non-refundable deposit, unless cancellation occurs prior to 72 hours prior to arrival.

Signature: _____ **Date:** _____

- ✓ Please note check-in time is 4:00pm and check-out time is 11:00am
- ✓ Reservations requested after the cut off date are subject to availability
- ✓ Special group rate will be honored May 27 – June 5, 2002 based on availability

Attention Marriott reservations:

- Please mail confirmation to the above address **OR**
- Please e-mail my confirmation number (# _____) to: _____ **OR**
- Please fax my confirmation number (# _____) to: _____

**Association of Southern Baptist
Colleges and Schools**
Cutoff Date for Reservations: April 29, 2002

Room Rate: \$128 (single or double occupancy)

- Garden View (Room code BAPBAPA)**
Features view of grounds & golf course
- Water View (Room code BAPBAPB)**
Features view of Grand Lagoon & pool decks
- 1 Bedroom Villa (Room code BAPBAPC)**
Features living room & separate bedroom.
View of golf courses and gardens.

**Children under 18 stay free in room with parents.
Additional adults \$20.00 per person per day.**

Meeting Dates: June 1 – June 4, 2002
Rates offered: May 27 – June 5, based on availability.

Legal Notes

by Jamie Jordan



New Case Deals Blow to Union Activity in Religious Schools

Must a church-related university (or college) permit its employees to organize a labor union to act as their collective bargaining agent for employment matters? “No,” says the U.S. Court of Appeals for the DC Circuit in a recent ruling (*University of Great Falls vs. National Labor Relations Board*). The federal law which governs collective bargaining in the workplace does not apply to a non-profit, religiously-affiliated university which holds itself out to the public as being a religious institution.

The ruling provides important protection for church-affiliated universities. Absent such protection, a school might find itself second-guessed by the courts on issues crucial to the religious portion of the school’s mission - for example, the selection and retention of employees who respect the school’s religious values and the establishment of moral standards for faculty or staff. Hundreds or thousands of such issues could have been treated as conditions of employment and made the subject of collective bargaining under the National Labor Relations Act (NLRA).

The NLRA is the primary federal law governing relations between unions and employers in the private sector. The NLRA assures employees of the right to organize

labor unions and to bargain collectively with their employers. Through regulations adopted and enforced by the National Labor Relations Board, the NLRA spells out what employers must do in response to employees’ attempts to organize as well as what employer actions are unfair (and unlawful) employment practices.

In 1979, the U.S. Supreme Court found that Congress did not intend for the NLRA to apply to religious organizations. If it did, there would be a significant risk that the NLRA would infringe on the First Amendment rights of those organizations. However, the door remained open for the NLRA to apply to a school which had education as its primary purpose, even if the school also claimed a religious mission. The new ruling makes it clear that the right of a university to fulfill a religious mission is constitutionally protected, even if the school’s primary purpose is a secular, educational one.

The *University of Great Falls* decision stands for another important First Amendment principal: a institution is free to define its own religious mission and to determine how it will fulfill that mission. The National Labor Relations Board had found the University of Great Falls, a

Catholic school, was “neither uniquely Catholic nor primarily religious” and thus was not entitled to First Amendment protection. For example, the government argued, the university admits non-Catholics and allows non-Catholics to serve on the board of trustees.

Wait just a minute, the court said! The government has no business judging how religious a university is, nor deciding whether the university is going about its religious mission the right way. These are uniquely religious decisions, and must be left to the university. How can the government decide what Catholics ought to be doing, or tell the university the right way to make a school Catholic?

Each Baptist school has the right to determine its own mission; to decide the role religion will play in that mission; and to determine how it will accomplish the religious portion of its mission. The courts are saying that the protection of these rights under the First Amendment outweighs employees’ rights to collective bargaining. ■

Jamie Jordan is a partner in the law firm of Guenther, Jordan & Price, P.C. in Nashville, Tennessee, (615) 329-2100.

Tuition Remission Provides Valuable Benefit for Dependents of Faculty and Staff

The tuition remission agreement between 35 ASBCS member schools enables full time teachers and administrators whose dependent children are eligible to receive tuition benefits at their home institution to receive benefits at a participating institution.

Not all of the 35 participating colleges and universities have exchange agreements with all of the other participating schools. For a list of each school’s pairings or other information contact Tim Fields, ASBCS director of communications by phone at 615-673-1896 or by e-mail at <tim_fields@baptistschools.org>.

Eligible students must meet the usual requirements for admission at a host institution. The benefit will continue as long as the student is in good standing with the host institution and meets all other eligibility requirements.

A student may be required by the host institution to apply for any tuition grants (state, federal, or other) for which he or she is eligible. Any such aid must be applied to the cost of tuition at the host institution.

If a student can demonstrate need beyond tuition, he or she may be eligible to receive other forms of financial aid according to the regulations of the host institution.

In addition to the above requirements each institution is protected by enrolling a combined total of only five students per year under the plan; reviewing the program annually; retaining the right to exclude certain programs from the agreement; and retaining the right to establish conditions or make exceptions to the agreement.

Schools currently participating the tuition remission agreement include: Averett College, Belmont University, Bluefield

College, Brewton-Parker College, Campbell University, Campbellsville University, Carson-Newman College, Charleston Southern University, Clear Creek Baptist Bible College, Cumberland College, Chowan College, Dallas Baptist University, East Texas Baptist University, Gardner-Webb University, Georgetown College, Hannibal-LaGrange College, Hardin-Simmons University, Howard Payne University, Judson College (Alabama), Louisiana College, Mary Hardin-Baylor, University of, Mississippi College, Missouri Baptist College, Mobile, University of, North Greenville College, Oklahoma Baptist University, Ouachita Baptist University, Palm Beach Atlantic College, Southwest Baptist University, Union University, Virginia Interment College, Wayland Baptist University, William Carey College, William Jewell College, Williams Baptist College. ■

Names & Faces



Lee Royce Named 19th President of Mississippi College

Lee G. Royce, president of Anderson College, Anderson South Carolina, has been named the 19th president of Mississippi College effective July 1.



Lee Royce

Royce holds a doctorate in higher education administration from Vanderbilt University's George Peabody College. He also holds two other degrees from Vanderbilt—a master's degree in business management from the Owen Graduate School of Management and a bachelor of arts degree with a major in history.

Mississippi College is the fourth Baptist school Royce has served since 1975. In addition to Mississippi and Anderson Colleges, he has held positions at Belmont University and Ouachita Baptist University.

All four schools are members of the Association of Southern Baptist Colleges and Schools.

Royce has been president of Anderson College since 1995. During his service as president, the College experienced a 52-percent increase in enrollment, an 80-percent increase in the budget, endowment growth of 75 percent, and a doubling of funds raised for capital and annual purposes. The grade point average for entering freshmen rose to 3.4. Campus ministry activities more than quadrupled to include more than 350 students on a weekly basis. The number of resident students rose from 400 to 720. Anderson College received the distinctive designation as a Teaching Fellows program from the South Carolina Department of Education while obtaining the highest selectivity rating by the Time

Princeton Review of Colleges.

Prior to his assuming the presidency of Anderson, Royce was vice president for university relations at Belmont University in Nashville, Tenn.

Royce's professional background includes experience as an educator and a businessman. From 1975 to 1978, he taught business administration at Ouachita Baptist University in Arkadelphia, Arkansas. From 1979 to 1985, he was director of account services for Endata, Inc., where he was responsible for planning and implementing fund raising campaigns for more than 60 non-profit organizations, including colleges, hospitals, political parties and religious organizations.

Royce is married to the former Rhoda Russell. Their son Mark is an honor student in the 12th grade. ■

People

Averett University: **Octavius Pinkard**, adjunct instructor of political science, serves as a consult for the French presidential campaign of Jacques Chirac. **Bethanie Tucker**, professor of education, has had her math book *Mr. Base Ten* accepted for publication by Aha! Publishing Company. Thomas M. Vick, J.D., assistant professor and chair of the university's Department of Aviation, has been re-appointed to the Virginia Aviation and Space Education Forum (VASEF) Board of Directors. **Campbell University:** **Steven R. Harmon**, assistant professor of Christian theology at the divinity school, was awarded a Lilly Theological Research Grant by the Association of Theological Schools for his proposed research project "Gregory of Nyssa's Oratio Catechetica Magna and the Theological Formation of Christians." **Lloyd Johnson** of the department of government, history, and justice recently presented a paper titled "Welsh Ethnicity on the Colonial South Carolina Frontier" at a meeting of the National History Honor Society Phi Alpha Theta in San Antonio, Texas. **B. Donald Keyser** and **H. Wayne Ballard, Jr.**, faculty members in the department of religion and philosophy, authored a new book, *From Jerusalem to Gaza: An Old Testament Theology*, that was published by Smyth & Helwys Publishing, Inc. **Paul Plummer**, head

athletic trainer and program coordinator, was elected president of the State Athletic Training Association. He also was selected as 2002 University Athletic Trainer of the Year for North Carolina and was asked to serve on the board of directors by the National Athletic Trainer's Association for Research and Education. **Melissa Johnson**, a clinical assistant professor in the Department of Pharmacy Practice, received a "Mentored Patient-Oriented Research Career Development Award," a five-year grant of \$762,205, from the National Institutes of Health (NIH) to study a fungus known as *Candida*. *Justice James Iredell*, a book written by **Willis Whichard**, dean of the Norman Adrian Wiggins School of Law, was included in the 38th annual Outstanding Academic Title list in the January 2002 issue of *Choice* magazine.

Campbellville University: School of Music faculty member **Nevalyn Price Moore** was selected as the 2002 Kentucky Music Educators Association College/University Teacher of the Year.

Hardin Simmons University: Assistant biology professor **Roy Vogtsberger**, along with fellow colleagues in Thailand, published a research article entitled "Surface Ultrastructure of the Third-instar Larvae of *Hydrotaea spinigera* Stein (Diptera: Muscidae), a Fly Species of Forensic Importance" in the December 2001 issue of *The Journal of Vector Ecology*. **Larry Brunner**, senior professor of English, pre-

sented a paper titled "Yeats and the Objective Alternative" at the meeting of the South Central Conference on Christianity and Literature.

Louisiana College: **Joe Aguilard**, chair of the division of education was selected to participate in a national case study on educational initiatives.

Samford University: English professor **Janice Milner Lasseter** is co-editor of a new book, *Rebecca Harding Davis: Writing Cultural Biography*, published by Vanderbilt University Press. **Joseph O. Dean, Jr.**, Dean of the McWhorter School of Pharmacy, received the 2001 Dean's Recognition Award from the American College of Apothecaries. **Mary H. Hudson** received the George Macon Memorial Award for outstanding teaching. Ginger Frost, history professor, has received a \$24,000 residential fellowship for study at the National Humanities Center at Triangle Park, N.C. during 2002-03. Frost will use the highly competitive fellowship--only 35 were awarded to 474 applicants--to support her work on a book-length study of cohabitation in 19th century England.

Southwest Baptist University: Assistant mathematics professor **Robert Glasgow** presented a report entitled "The Many Paths Taken: A Report on Recent Graduates of Doctoral Programs in Mathematics Education." at the Annual Conference of the Association of Mathematics Teacher Educators.

University of Mobile: Intercollegiate athletics

(Continued on page 12)

People

(Continued from page 11)

director **Craig T. Bogar** served as interim commissioner of the Gulf Coast Athletic Conference and was elected vice chair for region XIII of the NAIA.

Virginia Intermont College: English professors, **Dan Stryk**, released his sixth nationally published book entitled *Taping Images to Walls* in February of 2002. The book was released from Pecan Grove Press (St. Mary's University, San Antonio, Texas). ■

Transitions

Campbell University: Allison Broome of Buies Creek, N.C., was named director of out-of-state and international admissions.

Carson Newman University: **Mark Ortlieb**, a New Haven, Ind. native, was named vice president of finance.

East Texas Baptist University: David Jones has been promoted to vice president for institutional advancement after serving as interim vice president since September.

Samford University: Former nursing professor Mary Sue Baldwin was named director of Samford's Problem-Based Learning Center.

Southwest Baptist University: **Edward D. Walton**, former manager of information services for the consulting firm Gaffney, Cline & Associates was appointed dean of the university library.

Union University: Wayne Johnson, associate professor of speech and theatre has been named Executive Director of the Office of University Relations. Jean Marie Walls, associate professor of language, has been named the new chair of the Language Department. ■



Consortium
for Global
Education



A Direct Impact from the Christian University

by Carolyn Bishop, *International Director*

Most individuals have no direct impact on the primary actions or actors involved in recent global events. Possibly one's response is only a thought, or more often than not, we have more questions than productive responses. Can the Christian University have a direct impact on global issues? Can faculty and students listen, apply knowledge based on sound principles, and respond to a course of action? Robert Collyer said "God hides some ideal in every human soul, that some time in our life we feel a trembling, fearful longing to do some good thing. Life finds its noblest spring of excellence in this hidden impulse to do our best."

Individual freedoms are still threatened in the world today. What is the Christian University response?

On September 11, 2001, the individual freedoms of thousands of Americans were threatened. With ensuing events, we have defended those rights by taking the war against terrorism to the source of terrorist groups in Afghanistan. In October, a reporter interviewed a 13-year-old girl near Kabul who lost her mother in the fighting. She had not known where her father was for a long time. After his return, she helped him piece together the rubble of their home. During the interview, in the background was the compound wall, bloodstained, where many, including her mother, lost their lives. When the interviewer asked the young girl what she wanted, she said, "I have no reason to live, there is no hope." Where is the voice of hope in our world today for this girl's freedom?

David McCullough's book, *John Adams*, records part of an oratory presented by

Adams in 1772; "The preservation of liberty depends upon the intellectual and moral character of the people. As long as knowledge and virtue are diffused generally among the body of a nation, it is impossible that they should be enslaved." When John Adams spoke about the study for knowledge, he said, "I must study politics and war that my sons may have liberty to study mathematics and philosophy. My sons ought to study mathematics and philosophy, geography, and natural history, . . . in order to give their children a right to study paintings, poetry, music, and architecture." Adams believed that knowledge should be channeled like a river to serve everyone. The investment in acquiring knowledge to impact society was crucial for the protection of individual freedom for future generations.

Several weeks ago in Shanghai, a young Chinese entrepreneur named Vincent explained that he had the opportunity to go to school. He did well in his studies and went to a university. He taught himself English from magazines and got a job in a factory of a southern industrialized zone near Hong Kong. Vincent made a lot of money over the past few years, yet now he felt empty. He had no satisfaction in the money and that there had to be more to life than seeking his own pleasures. Over coffee, he shared his thoughts and what he valued. Vincent said that his only hope was to have faith in something bigger than himself. Vincent is feeling that tug to fill that area of his heart with something noble and to respond in a notable way.

The hope of imparting and gaining knowledge for faculty and students at Christian universities is at a critical juncture.

If any group should step up to the plate it should be a collective voice of those who have been led to teach and learn at Christian colleges and universities!

The "business of learning" and applying knowledge is hard. In a world bombarded by information, without a fearful longing to do some good thing, there is often no organized thought and plan for receiving the onslaught of information.

The challenge is to process applied knowledge with understanding of diversity in search for primary sources and then using selected knowledge with conviction to impact educational development. This knowledge should broaden, not restrict horizons and it should deepen commitment. Educators and students must seek to study the world and current trends and engage in a mental exercise of constant truths driven by that hidden impulse to do our best.

If your heart is stirred to do your best for a noble cause, get involved in international education. Christian universities should lead in partnerships with overseas universities, build bridges for cross cultural consultation on curriculum and policies, develop joint course for study and understanding, train students for the challenge of serving in the foreign services, design work/study placements with an overseas school, establish internships with international chambers of commerce, and take the strength and value of faith-based education to make a direct impact for a searching world.

Carolyn Bishop, International Director of the Consortium for Global Education, works in Marietta, Ga., phone (770) 321-4897. ■

Campus Report



The Baptist College of Florida: BCF established a Bi-Vocational Minister's Institute to provide instruction through a variety of systems including on-line courses, free training videotapes, and courses offered at distance sites across the state. The institute provides free and reduced cost theological training to bi-vocational ministers in Florida.

Mississippi College: The college's water fitness program was ranked as the best college program of its kind in the country by the United States Water Fitness Association. The program also was ranked in the top five among all water fitness programs, whether based in a college, health and fitness club or public facility. The college's aquatics director/instructor, **Pamela Smith**, was named as one of the top fitness coordinators in the country.

Southwest Baptist University: The forensics team placed first in Debate Sweepstakes and second in Individual and Overall Sweepstakes at the second National Honorary Forensics Tournament.

Samford University: The Samford Library received an extensive collection of books, papers, and other theological materials belonging to the late Frank Stagg, who taught theology and pastored churches over a 50-year ministry. Stagg died in June 2001 at age 90. A program developed by the Alabama Center for Law and Civic Education at Samford's Cumberland School of Law received a top award from the American Bar Association (ABA). "Play by the Rules: Alabama Law for Youth" was recognized as an Outstanding Law Day Activity during the ABA national meeting. The program teaches Alabama law to young people.

East Texas Baptist University: East Texas Baptist has been recognized for its admissions advertising campaign by bringing home four awards in the 17th Annual Admissions Advertising Awards competition. ETBU won a gold award in the Imprinted Materials category for its ETBU Tiger mouse pad; a gold in Logo/Letterhead Design for its athletic department letterhead; a bronze in Imprinted Materials for its student identification card;

Correction in Baylor Tuition

The annual tuition for Baylor University for 2001-2002 was reported to *The Educator* and listed in the First Quarter 2002 issue as \$15,700. The correct tuition for 2001-2002 is \$11,370. The higher figure is the rate for tuition in 2002-2003.

and a merit level award in newspaper ads in the Newspaper Advertising/Series category. **Union University:** Union University has established the Charles Colson Chair of Faith

and Culture. The Board of Trustees has appointed Hal Poe, Professor of Faith and Culture, as the first Colson Professor of Faith and Culture. ■



Missouri Baptist College dedicated Phase I of the new \$10 million Pillsbury Chapel & Dale Williams Fine Arts Center March 22, 2002. The new Center seats 965 guests and will be the College's preferred location to host musicals, chapel services, special lectures, business seminars and other community events. Encompassing more than 58,000 square feet—larger than a football field—the Chapel & Fine Arts Center is the largest building on the MBC campus and one of the most modern performance facilities in St. Louis. The Center incorporates gallery, instructional, and performance areas, providing a home for the growing undergraduate fine arts programs.

Bluefield Named Virginia's Most Affordable Private College

Bluefield College in Bluefield, Va., is the state's only private college affordable for low-income students, according to a national study released in January 2002.

The Lumina Foundation for Education, a private, non-profit foundation that seeks to promote access to colleges, recently surveyed tuition and financial aid at 28 private colleges in Virginia and found only one—Bluefield College, a private, liberal arts Christian college—to be affordable for needy students.

Annual tuition for students at Bluefield College is \$8,690. Average annual tuition for Virginia's four-year private colleges is \$12,682. The national average annual tuition for private four-year colleges is \$14,690.

In 1997 in an effort to remain accessible to students in its region, Bluefield College became the only private college in Virginia to substantially reduce its tuition when it cut its prices by 23 percent. The school has since been named one of America's 100 Best College Buys by Institutional Research and Evaluation, and last fall, the college's Board

of Trustees approved a \$175,000 increase in its institutional financial aid.

The school's fall 2001 freshman class was the largest in 10 years. Most colleges in the Lumina study were labeled unaffordable because they did not offer enough financial aid to meet the needs of lower- or middle-income students. More than 90 percent of BC students receive financial aid each year. The average annual amount of aid per student, including private and public grants and loans, is approximately \$8,000. That covers more than 90 percent of BC's annual tuition.

"We are not sacrificing quality in order to remain affordable for students," said Dan MacMillan, Bluefield president. "We still hold one of the lowest faculty-to-student ratios (1:16) in the state. Nearly 60 percent of our faculty hold terminal degrees. We are on the cutting-edge of technology with facilities and services like our award-winning on-line writing lab, our access to computer information services and the Internet, and our state-of-the-art Visual Arts Center." ■



Development

Campbell University: Trustees of the Lettie Pate Whitehead Foundation, Inc. approved a grant of \$90,000 to be used for general scholarships during the 2002-03 academic year. The foundation has donated nearly \$1 million to the school since 1954.

Campbellsville University: E. Bruce and Betty Dobbins Heilman have given \$50,000 toward future construction of a new student center. The gift was given in response to The Robins Foundation's challenge grant of \$77,500 for the project.

East Texas Baptist University: Pilgrim Industries donated \$100,000 to be used as part of the Bo Pilgrim Scholarship Fund. Other donations include \$250,000 from the Andersen Foundation and \$50,000 from W. C. Edwards.

North Greenville College: Charleston Heights Baptist Church, North Charleston, SC recently established The Charleston Heights Baptist Church Endowed Scholarship with a gift of \$50,000.

Samford University: Samford has received a \$277,000 gift from the estate of alumnus Christine Murdock Wallace.

Southwest Baptist University: (Editor's Note: the following donation does not meet the \$50,000 minimum limit for listing in *The Educator* but this fund could be a source of further gifts to ASBCS schools. Schools might wish to contact local automobile dealers that are members of NADA for possible nomination for this scholarship.) Robert P. Mallon, chairman of the board of

Dallas Baptist University Receives \$981,000 Gift

Dallas Baptist University received \$981,000 from the Viola Burg Estate for the Viola and Kenneth Burg Christian Education Scholarship Fund. In earlier years the Burgs gave \$450,000 to help build a gymnasium and fitness center named and prior to their deaths the Burg's had established several scholarships and funds valued at more than \$860,000.

trustees for the National Automobile Dealers Charitable Foundation, presented a \$7,000 check to the school for the establishment of a student emergency fund. The gift was made as part of the Joseph J. Sanchez Memorial Fund that was established in 1985 to honor the memory of the former vice president and general manager of the Oldsmobile Division of General Motors and the first president of the Saturn Corporation. According to Mallon, Sanchez overcame many hardships, including childhood polio, to attain a college education and to achieve great success in the auto industry. In honor of Sanchez, each year the foundation presents \$7,000 to four accredited private/independent colleges or universities to be used as an emergency fund for students. The schools select individual student recipients, based on their own criteria, for the student's emergency needs.

Union University: The David R. & Mildred W. Nunn Scholarship Fund for Union University students will receive \$300,000 from the estate of longtime trustee David R. Nunn. ■

UMHB Receives \$436,224 Gift for Endowed Scholarship

The University of Mary Hardin-Baylor received \$436,224 from the estate of Helen Marie Smith Davis, class of 1932. The gift was added to the already established Ralph and Helen Smith Davis Tomorrow's Leaders Endowed Scholarship, bringing the total of the endowed scholarship to \$536,224. ■

Baptist Association of Philosophy Teachers Issues Call for Papers

The Baptist Association of Philosophy Teachers (BAPT) has issued a call for papers for its biennial meeting October 11-13, 2002 at Wingate University, Wingate North Carolina.

Papers should be less than 400 words and not exceed a reading time of 25 minutes. Deadline for submission of papers is June 20. Mail submissions in triplicate with author identified on a separate title page to the BAPT President, Edwin Bagley, Department of Religion and Philosophy, Wingate University, Wingate, NC 28174 (phone 704-233-8085).

David Solomon, director of the Notre Dame Center for Ethics and Culture, will give the keynote address at the meeting.

For more information on BAPT visit their website at <www3.baylor.edu/~Philosophy/BAPT/BAPT.html>. ■

September 15 Next Deadline for Doctoral Loan Program

September 15, 2002 is the next deadline for the scholarship/loan program for faculty and administrators of Southern Baptist-related colleges, and seminaries.

The Southern Baptist Foundation (SBF) of the Southern Baptist Convention administers the program, which awards the loan funds twice each year to faculty and administrators of eligible institutions. January 15 is the deadline for summer terms and September 15 is the deadline for spring and following terms.

According to Margaret Cammuse, loan administrator for the SBF, the program assists full-time faculty and administrators at qualifying Southern Baptist educational institutions in attaining doctoral degrees.

The degrees must be earned from accredited graduate institutions. Loan applicants must be full-time employees of the faculty or administration of the six Southern Baptist seminaries or Southern Baptist-related educational institutions that receive financial support from their state Baptist Convention through Cooperative Program funds for operations, are promoted by their state Baptist Conventions as part of the convention's programs and ministries, and whose governing boards are elected by the state convention.

To request an application form, contact the Southern Baptist Foundation, 901 Commerce Street, Nashville, TN 37203, 1-800-245-8183. ■

ASBCS Web Site

Advertises Job Openings

Job openings for faculty and administrative positions at member schools of the Association of Southern Baptist Colleges and Schools are listed on the ASBCS web site at <www.baptistschools.org> under the heading "Jobgate 2002."

The listings change almost daily as schools add or remove job listings. Academic deans and others advertising campus staff openings are encouraged to e-mail their ads to Tim Fields, ASBCS director of communications, <tim_fields@baptistschools.org>. There is no charge for this service to any ASBCS member school. A job placement registry for those wanting to teach at a Baptist school can also be accessed from "Jobgate 2002." ■

COMMENT: *The Challenge of Increasing the Number of Baptist Students*

Bob R. Agee, Executive Director, ASBCS



Among the many challenges we face is the task of finding those pools of prospective students that we can target to attract to our institutions.

When I arrived at Oklahoma Baptist University in 1982, I discovered that there were 45,000 Baptist students in the state university system within the state of Oklahoma. That doesn't count all those Baptist kids who went out of state or for some reason chose to attend other private colleges in the state. It occurred to me that if I could get to and change the minds of at least 3% of those who had chosen to stay in state and go to a state school, I would make a tremendous impact on our enrollment.

As I tackled the task over the years I learned a lot about the forces that affect the decisions that students make regarding where to go to college. Each of those forces called for thoughtful strategy to help them think that OBU ought to be on their radar screen for consideration. After sixteen years of working at it I have to report that we didn't reach all of the 3% but we made a significant dent in the numbers.

As you think about your student recruiting in the churches let me offer a few things I've learned:

It occurred to me early on that reaching the kids in our churches had to be a high priority for the university. Each of our institutions relates to its state convention in its own way but all of us have tried to work cooperatively with and to serve the Baptist people of our state. Building bridges with pastors and church staff and finding ways to increase our visibility and involvement with the local churches needs to be high on our list of tasks that call for our best thoughts and efforts. If the church leaders come to feel that the people of the church are important to your institution, they are more inclined to feel that your institution is worthy of support.

We have to tackle the misconceptions about the cost factor. People tend to look at and compare published tuition figures and immediately conclude that a Christian education is too expensive. The fact is that if you take the published total cost (tuition, fees, room, board and books) from major state university catalogs and com-



Bob R. Agee

pare that to the published total costs of most of our institutions, there's not that much difference. When you factor in the financial aid we tend to provide based on need and achievement, the difference in actual cost shrinks considerably. How do we get that message out?

We have to address the lack of accurate information about the difference in educational experience. It always amazed me when I heard parents and students voice their belief that it really didn't matter where you went for a college education. The Coalition of Christian Colleges and Universities and others have done a great deal of research on the difference in experience and outcome and the data is available to show that students who attend a school that is serious about Christian education tend to persist and graduate at higher rates and tend to voice higher satisfaction with their education.

Prospective students in our churches are often influenced more by the institutional loyalties of parents, guidance counselors in high school, pastors, youth directors than you would imagine. The fact that conditions on state university campuses are dramatically different today than when parents and grandparents attended doesn't seem to matter that much. We face the task of helping parents and students come to believe that a Christian education improves a student's chance of fulfilling their highest potential academically and spiritually.

We face the challenge of helping Christian young people see that praying about and seeking the will of God about where to go to college is important. I realize that God may not want every Baptist kid to go to a Baptist college or university, but I've tried hard to convince young people that the choice of where to get your college education is one of the most important spiritual decisions we make. Far too much happens between 18 and 22 for us not to want to be in the most nurturing Christ-centered atmosphere possible.

We have to help students and parents

overcome the notion that bigger is better and that the size of the school and the prominence of the football team doesn't have anything to do with the quality of education that a student will receive. The data based on information provided by graduates of Christian colleges and universities is that the quality of education received in our type schools is better. The percentages of our students that go on to earn graduate degrees, pass rates on licensure and certification exams, admission to medical and law schools, all indicate that a student is going to get a superior education at our type of schools.

It's important for us to work at convincing pastors and youth directors that a Christian education is best for their young people. They really do have a role to play

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in influencing students in their decision about where to go to college. Those churches from which we were able to attract large numbers of students were those where a pastor, youth director, or music minister were sold on OBU and worked hard at directing students our way. It's worth the effort to help church leaders come to feel strongly about the value and importance of a Christian education and to help them see that a quality Christian education is offered by your institution.

The list is much longer but hopefully this will help stimulate our best thoughts about how to go about increasing the number of Baptist students who choose to attend our schools. I really do believe they are better off on our campuses than they will be anywhere else. I really do believe that if a Baptist student will seriously seek the leadership of God about where to go to school, far more of them will end up on our campuses. It's worth the effort. ■

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