

The Southern Baptist EDUCATOR

News Journal of the Association of Southern Baptist Colleges and Schools

Volume LXVI, No. 4

Third Quarter-2002

ASBCS Annual Meeting Sets Attendance Record Members Approve Budget, Elect Board Members

By Marc C. Whit and Tim Fields

More than 250 Baptist college, university and school presidents and their chief academic, development, public relations, admissions, financial and student development officers convened in Panama City, Fla., for the association's annual meeting June 1-4 at the Marriott Bay Point Resort. The attendance set a record as the highest for a non-five-year meeting.

Hosted by The Baptist College of Florida and its president, Dr. Tom Kinchen, this year's meeting focused on

challenges and opportunities facing Southern Baptist colleges and schools in the areas of public relations, marketing, fund raising, and student recruiting and retention.

"Those who attended this annual meeting were well aware of the challenges they face as Baptist institutions long before this conference," said Bob Agee, executive director of ASBCS, which has a membership that includes 55 Baptist colleges, universities and schools. "However, it was our primary goal to enlist the finest and brightest

presidents and administrators, I believe we achieved such at this annual meeting."

Agee also commented that the Panama City meeting built an even stronger network among Baptist colleges and schools.

During the annual business session voting members of the association (the president and chief academic officer from each school) approved a budget of \$231,697 for 2002-2003 on expected revenues of \$238,400.

Anticipated income includes \$124,500 from member dues, \$25,000 from state convention gifts, 25,000 from corporate sponsorships, \$26,000 from auxiliary enterprises and \$14,000 from interest on reserves.

Expenditures projected for the 2002-2003 budget year include the annual meeting and workshops, publication of the *Southern Baptist Educator* annual schools directories and other publica-

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Board Sets Priorities, Elects Officers

The Board of Directors of the Association of Southern Baptist Colleges and Schools reviewed current and proposed budgets, elected officers and heard updates from staff on the health of the 55 member organization during their annual meeting June 2 in Panama City, Florida.

The directors approved the following revised strategic goals for the organization through 2004.

1. Re-write and publish the book on trusteeship.
2. Prepare and publish selected Hester Lectures for use in advancing the cause of Christian education.
3. Prepare and publish a set of "how to" manuals on selected topics [long-range planning, budget planning, fund-raising, student recruiting, etc.].
4. Seek foundation funding for a faculty development emphasis among our schools on faith and disciplines and faith and learning.
5. Increase revenues from corporate sponsors and auxiliary enter-

prises by at least \$10,000 per year.
6. Increase revenues from state conventions by at least \$5,000 per year.

7. Develop a more aggressive public relations strategy to advance the cause of Baptist education among our various constituencies.
8. Work with state conventions to develop a Baptist Colleges and Schools emphasis in the state convention calendar.

9. Develop a corps of consultants to assist our schools as needed.
10. Continue to improve the annual meeting program to make it significantly helpful to our schools.

The director's elected the following new board officers for 2002-03: R. Alton Lacy, president of Missouri Baptist College, St. Louis, chair; Bettye R. Coward, president, Blue Mountain College, Blue Mountain, Miss., vice-chair; Thomas A. Kinchen, president, The Baptist College of Florida, Graceville, recording secretary; and Bob Agee, executive director ASBCS, president and treasurer. ■

speakers among our colleges and schools to offer the attendees sound, creative, results-oriented ideas. Based on my discussions with our



ASBCS board officers elected for 2002-03 include (from right to left) R. Alton Lacy, president Missouri Baptist College, chair; Bettye R. Coward, president, Blue Mountain College, Blue Mountain, Miss., vice-chair; Thomas A. Kinchen, president, The Baptist College of Florida, Graceville, recording secretary; and Bob Agee, executive director ASBCS, president and treasurer.

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Vol. LXVI, No. 4

Third Quarter 2002

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The Southern Baptist Educator (ISSN 0038-3848) is a news magazine published quarterly for administrators, faculty, staff, trustees and friends of member schools by the Association of Southern Baptist Colleges and Schools.

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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.

ASBCS Annual Meeting...

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tions promoting member schools, the annual Hester Lecture series, mid-year board of directors meeting and reception for member schools at SACS, ASBCS website at <www.baptistschools.org>, publication of a new manual on trusteeship, and other support programs for member schools and faculty and staff.

ASBCS members also approved five new board members with terms expiring in June 2005. The board consists of 15 members including nine presidents or chief executive officers, three chief academic officers and three directors from constituent groups. Five members rotate off the board each year.

Directors elected include David Smith, president of Brewton-Parker College; Dan McMillan, president of Bluefield College; Andy Westmoreland, president of Ouachita Baptist University; Don Good, Vice President for academic affairs, Cumberland College and Wayne Wike, executive director, Council on Higher Education, North Carolina Baptist State Convention.

Members also approved the date and place for the 2003 annual meeting and workshops. The meeting is scheduled for June 2-4, at the Chateau on the Lake at Branson, Missouri. Instead of beginning on Sunday next year's meeting will begin on Monday and conclude on Wednesday. A golf tournament will be scheduled after the meeting instead of before.

Members also asked the staff to explore the possibility of Opryland Hotel in Nashville as the site for the 2004 meeting.

This year's annual meeting and workshops began with a pre-meeting workshop for public relations officers Saturday, June 1, with sessions that addressed such topics as the role of senior public relations administrators in institutional planning and decision making, how public relations must change at Baptist colleges (see article page 6) and the impact of the Internet on marketing and communication strategies to better reach Southern Baptist ministerial staffs and laity.

Paul Corts, president of Palm Beach

Atlantic College, presented a luncheon address on the president's role in public relations. Corts challenged the public relations officers to be proactive and consistent in the way they market their Baptist institutions.

A legal affairs briefing for presidents and chief financial officers kicked off the first day of the annual meeting Sunday, June 2. Jason Rogers, vice president and university counsel at Belmont University, and Jaime Jordan, attorney with Guenther, Jordan and Price of Nashville, Tenn. led the briefing.

Workshop sessions addressing current issues in academics, development, public relations, marketing, admissions, student development and financial and legal concerns were held on both Monday, June 3 and Tuesday, June 4.

Robert Benne, professor of religion and director of the Center for Religion and Society at Roanoke College, served as the 2002 H.I. Hester Lecturer and addressed a three-part series titled, "Keeping the Faith in Christian Higher Education."

In his Sunday, Monday and Tuesday addresses, Benne warned Baptist college and university administrators of the growing secularization of America's Christian higher education institutions. He provided them with thought-provoking ideas for "maintaining (their institutions') soul," including the hiring of Christian faculty and the continuation of church and denominational connectiveness, the integration of faith and discipline, community worship, classroom prayer, and spiritual counseling and faculty and staff mentoring of students.

Additional keynote speakers included Brent Walker, executive director of the Baptist Joint Committee on Public Affairs, who addressed the presidents at their June 3 President's Breakfast, and Robert Sevier, senior vice president for Stamats Communications, whose speech, "Messages That Matter: New Ideas for Getting the Word Out," called for Baptist institutions to be more strategic with their communications to prospective students and donors.

Stanley G. Lott, president of Chowan College, Murfreesboro, N.C. and ASBCS board chair, and R. Alton Lacey, president of Missouri Baptist College and ASBCS vice chair, served as presiding officers for the annual meeting. ■

KEEPING THE FAITH
in Christian Higher Education

THE PROBLEM: Overt and Covert Secularization

Editor's note: This article was adapted from a Hester Lecture delivered by Robert Benne during the annual meeting of the Association of Southern Baptist Colleges and Schools last June in Panama City Beach, Fla.

by Robert Benne

While it is illuminating to study academically the process of secularization in our church-related colleges and universities, that study is certainly enriched by first-hand experience of that process. I've had a lot of first-hand experience of the secularization of Roanoke College—and the effort to resist it—in the 20 years I have spent there as a department chair and professor.



Robert Benne

Those two trends—secularization and the resistance to it—have brought about many tensions over that span. Most of the tensions have been below the surface, but in the summer and fall of 2001 they broke into a public conflagration.

The college had received a Lilly Planning Grant that enabled it to apply for a large Lilly Grant for “Theological Reflection on Vocation.” I had written an article for *The Christian Century* that traced the steps the college took to reconnect with its Lutheran heritage. We used that article to get the planning grant and then unwisely used it as background material to develop the Lilly Grant proposal itself. It was widely disseminated among the faculty. The members of the planning committee took great satisfaction in the article, but we were soon to find out that some faculty took great umbrage.

The combination of the article—with its account of the college's strengthened relation to its religious heritage—and the prospect of getting a two million-dollar grant for “theological reflection on vocation” was too much for the secularist wing of the faculty. They foresaw an even stronger relation and took opposing action. They organized an old-fashioned “bushwhacking” of the proposal when it came up for faculty discussion.

Overt Secularism

The extended attack featured key elements of overt secularism, which I define as the open resistance to and marginaliza-

tion of religious perspectives and practices in the public life of the college. Some of those elements were:

Enlightenment prejudices that religious perspectives simply should not be accorded legitimacy in academic life. Vocation, for example, as a concept that incorporated transcendent perspectives, had no rightful place in academic discussions. A chair of one of the natural sciences suggested that we would lose our academic credibility if notions like creationism—which no one was proposing in its popular form—were allowed into our classrooms. The chair of one of the social sciences was enraged that faculty might be hired with criteria that ensured their openness to religious claims.

Crass utilitarianism relegated religious perspectives to the realm of impracticality or sentimentality. The chair of another social science department argued that the department is too busy transmitting skills and information to get into religious discussions of any sort. The college exists to give students the skills to pursue their own goals; we have no warrant to talk about the goals of life. Faculty simply should not interfere in the private lives of the students, i.e., the meanings and values they bring to their academic careers at the college.

Plain anti-Lutheran bigotry that was in passionate opposition to the college increasing Lutheran presence or perspectives. “When all these newly recruited Lutheran students sit around thinking about vocation all the time, won't it deter other students from coming here?” demanded the chair of a humanities department.

The chair of one of the social sciences was enraged that faculty might be hired with criteria that ensured their openness to religious claims.

However, Lutherans are not close to achieving overwhelming numbers—only 10 percent of the student body are Lutherans and about the same percentage of the faculty. But you can't let “them” multiply.

The upshot was a near-hysteria in which the planning committee was accused of trying to make Roanoke College into a Liberty University, a charge that is as absurd as it is common among those who want to discredit any church-related education.

The committee was also accused of planning for Christian domination of academic life, when it actually thought it was only trying to make a little room for Christian perspectives

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Overt and Covert Secularization...

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among the many others that had free reign. There was a demand for revision, a task that was taken from the planning committee and given over to a new interim dean. She proceeded to invite the detractors to participate in her revision. When we received our "refusal to fund" letter from Lilly, the feedback indicated that the proposal was tentative, ambivalent, and incoherent! I wonder why.

Covert Secularism

It is unlikely that Baptist schools would experience this sort of overt secularist uprising, but I doubt that they are free of more covert forms of secularism, which also were present at Roanoke in this traumatic episode. After all, when the attacks on the proposal were coming fast and furious, few supportive or neutral faculty, most of whom were Christians, spoke up. There are enough Christians on the faculty to swing the battle, but they were not roused to action. Why not?

We can account for their weak response by reflecting on both the individual and institutional characteristics that make up what we might call "covert" secularism.

Individual

Many of those Christian faculty who watched quietly also accepted Enlightenment prejudices against religious perspectives in academic life. They were not as militant as the angry ones but nevertheless felt an affinity for their arguments. After all, they had been trained in research universities and were members of professional guilds that had trained them to ignore religious claims in their fields of inquiry. They, too, operated with the powerful assumption that the only reliable public knowledge is rationally and scientifically based. They believed religion ought to remain private. If it becomes public, it is likely to be intolerant, oppressive, irrational and arbitrary. When faced with angry claims that religion should have no stronger role in the college, they acceded. (In spite of 10 years of faith and learning events in which numerous Roanoke College faculty had demonstrated the responsible use of religious perspectives in their fields, these quiet ones still were swayed by their Enlightenment prejudices. Actually, many of them were not interested enough to attend those events.)

Other faculty and administrators live out of a religious orientation that made them somewhat helpless before these Enlightenment prejudices. They are pietists...some of them even Methodists and Baptists. By pietist I mean a religious orientation that emphasizes religious sincerity, internal sentiments and virtues, and good will. Pietists are generally unencumbered by developed theological schemes. They keep doctrine to a minimum since they saw what doctrinal disputes can lead to. They also shy away from arid orthodoxy, since it was that form of religion that they rebelled from in

the various pietist movements of Europe and America. Unfortunately, they are easily persuaded that Christianity has no intellectual content. When they make that move, they are sitting ducks for the Enlightenment types. Then they can be party to the secularization of the content of a college education. They can have "Jesus in their hearts" but "neo-Darwinism in their minds." Before long, there is only neo-Darwinism at the college since no one wants to control for inner spiritual states.

A closely related phenomenon that can account for the quiescence and acquiescence of Christians before the juggernaut of secularization is what I call "partial Christianity." These people don't even bring "Jesus in their hearts" to work at the college because they keep Jesus confined to Sunday. They are active members of church congregations but leave their Christianity to Sundays. They have no inkling that Christianity might be relevant to education, to politics, or to business life, for that matter. The faith relates to the private life of church and family, they believe, but it has no crossover to the college. It often inhabits the "gaps" that other ways of understanding don't cover. Partial Christians simply do not work out the comprehensiveness of the Christian account in their lives.

Finally, and perhaps most commonly, Christians themselves refuse publicly to articulate their Christian convictions in the face of serious secularism. This refusal can sometimes be attributed to lack of courage. Some Christians are simply "ashamed of the gospel." They don't want to

appear as the narrow-minded, dogmatic Christians that secularists depict them to be if they get public about their convictions.

Rather than contest that stereotype and step forward, they recede.

However, sometimes Christians resist public assertion of Christian claims because of what has been called "Protestant taste."

Their reluctance stems from their rightful distaste for flamboyant and

often phony public professions of faith. They would much rather express their Christian convictions indirectly, if at all. Also, they often assume that since Christians are in the majority, it is not polite to assert Christian claims. They bend over backwards to let other perspectives have their say, not being aware that Christian perspectives in public have become rare and unwelcome. Unfortunately, such reluctance can be fatal to church-related institutions. Secularism does not need to be asserted; it is the pervasive atmosphere of the academic world. However, Christian conviction in higher education must be confessed and asserted or the secular atmosphere will win by default.

Institutional

There are also institutional characteristics that harbor a covert secularism. These have been in place at our college for years and are hard to overcome.

A closely related phenomenon that can account for the quiescence and acquiescence of Christians before the juggernaut of secularization is what I call "partial Christianity."

The public self-definition of the college has definitely been secular over the last three decades. Though it doesn't hide its church affiliation, that affiliation has certainly not been up-front. Because it has not been a central defining principle, the college has recruited faculty and students on the basis of its secular identity. Many students on campus could not tell you what church with which the college is affiliated. Faculty know about the affiliation but assume it makes little difference to them. New faculty are recruited by nearly autonomous department chairs, half of whom believe that attitude toward religion is irrelevant in the recruitment of faculty. Indeed, when we were able to vote in a stronger purpose statement for the college, a high administration official said that he wished it weren't so strong. It was "too far ahead of the community."

A second element of the college's covert secularism is its weakened relation to its church constituency. The weakness was caused by both parties—the churches and the college. The pastors of Lutheran churches in the region are no longer graduates of the college and the regional seminary, as they once predominantly were. Most of them went to public undergraduate universities and have little empathy with Lutheran colleges. They no longer encourage their young to go to Roanoke College. (A major study has indicated that only 5 percent of Lutheran high school graduates go on to Lutheran colleges. That is a devastating fact, if you want to maintain the Lutheran character of the colleges.)

On the other hand, the college has not cultivated those parishes, pastors, and students. It has been more successful in secular fields, and it harvests them. Its secular self-definition does not attract those Lutheran pastors or youth who are more serious about Christian higher education. Fortunately, these weaknesses are being addressed by both the church and the college. We have been able to increase Lutheran enrollment significantly in the past several years.

A third instance of covert institutional secularization attends the specialization of fields of learning. This, of course, has been fostered by the graduate education that our faculty have had. They learn the lingo, methods, data and perspectives of a narrow field of inquiry. They insist on strict boundaries among disciplines.

Many fields of learning—especially the social sciences—are fueled by what John Milbank calls "anti-theologies." They arose in an Enlightenment effort to supplant Christian views of life with other more "scientific" views—Marxist, Durkheimian, Comteian, psychoanalytic, functionalist, Darwinian. These views often are ensconced in the textbooks our students in church-related colleges read. Most faculty—even Christian faculty—blithely teach these courses without critique. The minds of young Christians are then filled with views and values far from their own deepest convictions.

This "postmodern" world has produced faculty and students uninterested in the "big picture," the comprehensive view of life and education that the Christian tradition can provide.

Moreover, the glue that provided a coherent vision for education—in America a heady amalgam of Christian, American and moderate Enlightenment perspectives—has weakened under the pressure of specialization and competing worldviews in each special field. Our colleges are reflecting the fragmentation of our so-called universities. This "postmodern" world has produced faculty and students uninterested in the "big picture," the comprehensive view of life and education that

the Christian tradition can provide. This situation is greatly complicated by the "hermeneutic of suspicion" applied to all larger schemes of meaning.

The followers of that hermeneutic—especially feminists and multiculturalists—interpret Christianity's comprehensiveness as oppressive or "totalizing" and therefore tend to resist it.

The situation is also exacerbated by an uncritical commitment to "diversity," as if we want diversity at the deepest level of commitment.

Ironically enough, now that the theologians and philosophers at our college are sophisticated enough to articulate a comprehensive vision for liberal education, few are interested in listening to them. Indeed, if such a comprehensive vision is advanced, we get hostile reactions like the one mounted against the Lilly proposal.

Add to this institutional specialization and fragmentation the traditional individualism of faculty, and it becomes difficult to make the Christian vision relevant to all facets of the school's life. These processes also work to secularize education in unnoticed ways.

These covert forces of secularization have eroded the institutional habits that once supported community worship, classroom prayer, spiritual counseling and mentoring, and the *in loco parentis* role that the college once played. For example, our worship services are peripheral to the life of the college. Even devout Christians cannot integrate chapel into their busy lives at the college. Once lost, these habits are difficult to reconstitute.

In the preceding I have tried to outline the covert secularization problem that all Christian colleges face. Perhaps the Baptist colleges do not face much overt secularization, but I would wager that the more covert forms are much with you. Distressingly enough, the covert forms are deep within the Christian persons themselves. As Pogo says, "We have met the enemy, and he is us!" ■

Benne's second Hester lecture to be published next quarter

Robert Benne's second Hester lecture entitled "The Resource—Living Religious Traditions" will be published in the next quarterly issue of *The Educator* to be mailed in October.

"In this essay I wish to argue that we have a great resource for fending off these pressures toward secularization," Benne explains. "That resource is that which founded us in the first place—the living religious tradition from which we came. I will show why and how certain fine Christian schools have found their traditions to be resources for shaping their mission and identity in a distinctly religious way. They have been able to combine academic quality with religious soul." ■

Suggestions for Improving Public Relations at Baptist-Related Colleges and Universities

Editor's Note: The following article was adapted from a presentation given at the Association of Southern Baptist Colleges and Schools Pre-Conference: "Building an Effective Public Relations Program for Baptist Colleges and Schools" June 1, 2002, Panama City, Florida. The presentation was originally titled "How Public Relations Must Change at Baptist Colleges and Universities." Whitt is vice president for communications and marketing at Campbellville, University.

by Marc C. Whitt

I do not pretend to have all the answers for improving public relations programs at Baptist-related colleges and schools.

However, having been engaged in the profession of Baptist higher education public relations and marketing for nearly 20 years, I wish to glean from those years of experience where I believe our profession was in the 1980s and where I believe we must go in the year 2002 and beyond in order to effectively promote our institutions and to achieve and maintain the respect and support our programs must have from our presidents, faculty, staff and trustees.

To suggest that we, as Baptist education communicators, *must* change in some way almost assuredly leads to defensive barriers going up. None of us likes or seeks change. That is human nature.

Nevertheless, as we all know, life, itself, is one constant change. Think for just one moment—for those among you who are Baby Boomers: Had someone asked you about the "Web" 20 years or so ago, how would you have replied? More than likely, you would have thought the person was talking about the bi-product of a spider. If you were asked about becoming a "webmaster," you probably would have thought the person was talking about some form of martial arts.

Edward Beecher once said of change: "Great changes do not begin on the surface of society, but in prepared hearts: in men (and women) who, by communion with God, rise above the apathy of the age, and speak with living vital energy, and give life to the community and tone to the public mind."

As Baptist communication and marketing officers, we are, in many ways, "change agents." We do not believe in standing still because communications is active and organic. Communication is what makes our institution work as a team. We must seek change to improve, to become more efficient and more targeted in our approaches to reaching our constituents.

I must admit as one who was born in

1960, I have to guard against becoming too comfortable with a formal education I received from the late 1970s through the mid-1980s. My warning light goes off for me when I become too satisfied with what we at Campbellville University are currently doing in public relations and marketing.

I was recently reminded about this from a colleague of mine at Campbellville who emailed me a message with the subject "Signs You Live in 2002." See if any of these sounds familiar!

1. You have a list of 15 phone numbers to reach your family of three;
2. You call your son's or daughter's beeper to let him or her know it's time to eat, and he or she e-mails you back from his or her bedroom;
3. Your grandmother asks you to send her a JPEG file of your newborn so she can create a screen saver; and

Our presidents are looking to us to provide them with critical thinking, strategic planning, and issues management.

4. You leave the house without your cell phone, which you didn't have the first 20-50 years of your life. You become anxious and turn around to go get it!

Today's environment for the Baptist higher education communicator is, in many ways, different from the one I found when I first entered in 1985.

First, the use of terms such as "public relations," and dare I say, "marketing," once could stir great debate among faculty. As one faculty member once told me nearly 20 years ago, "We are educators and if people don't already know and appreciate who we are, then that's their tough luck."

Today's consumer-driven marketplace has required many Baptist colleges, universities, and schools to employ one or more professionals who specialize in public relations and marketing. These professionals effectively promote our institutions' success stories and unique programs in hopes that greater appreciation for what we do will lead to more students and increased dollars for support.

Second, today's Baptist higher education communicators are coming to our institutions with college degrees in public relations, marketing, or journalism from both Baptist-related and non-Baptist schools. It wasn't

unusual to find persons in this field 20-to-30 years ago who entered denominational communications with a myriad of educational backgrounds mainly from Baptist schools only to learn the PR profession on a "learn-as-you-go" track. Once again, today's fast pace, demanding marketplace has encouraged change as the time to "learn on the job" has been greatly shortened.

Last, once advertising budgets to promote our colleges and universities were slim to none, today's budgets have soared on many of our campuses into the six, and in some places, seven digit range.

Today, church-related colleges and universities are dependent more than ever before on tuition and fees, endowments, gifts and grants, and denominational support through our state Baptist conventions and churches. All of us are quite aware what would result should any one of these revenue streams cease to exist for us.

I wish to suggest five ways I believe our public relations programs not only can meet these societal and economic challenges, but also will successfully position our institutions as market leaders and Baptist communicators as strategic marketers for our presidents and our schools.

(1) Provide superior leadership for your institution's president. I often hear public relations and marketing officers complain that their presidents don't appreciate them. At a recent CASE conference I attended, one frustrated individual exclaimed she was producing several hundred press releases a month as well as numerous publications; yet, just didn't seem to gain much respect from her president.

Do we really want to catch what I call "Kinkos-itis?" the unrewarding role a communications office can be locked into if its institution's president sees it as being nothing more than a press release and publications mill.

Step back for just a moment and try to see yourself from your president's perspective. When many presidents are asked to define the role public relations and marketing have on their campuses, they typically provide a laundry list of tactical objectives such as media relations, public information, publications, and crisis management.

Superior leadership in the communications office is more than handling the tactical objectives and activities such as writing press releases and features, producing advertising and publications, designing web pages, tack-

We should always develop a strategic marketing plan that will support those efforts of the institution, and its president, admissions office, development office, and church relations efforts.

ling occasional campus crises, and serving as a special events coordinator. Our presidents are looking to us to provide them with critical thinking, strategic planning, and issues management.

In 1999, Halstead Communications/College Connections, and the Council for Advancement and Support of Education, with assistance from the American Council on Education, developed a questionnaire to gather data from presidents and their chief public relations officers regarding the practice and future role our profession had in higher education.

The good news was that the vast majority of college and university presidents surveyed said they thought their public relations officers did a good job handling tactical goals and objectives. The troubling news, however, was that presidents consistently mentioned they wanted their public relations officers “to become more strategic in their actions; be more proactive; think more broadly.” Yet, as the researchers discovered, the vast majority of public relations officers at most institutions are often more “operational” than “strategic.” (Ross and Halstead, 2001: p. 51).

It is my contention that the market-driven Baptist colleges and universities this decade, probably this century, must have their chief public relations or marketing officer sitting in a cabinet level position. We must have daily interaction, in some form, with our president.

We are beginning to witness this movement among several of our Baptist colleges and universities. This is encouraging news.

However, in order to move to such a cabinet level position, one must prove his or her worth as a strategic communicator and marketer. In addition to successfully overseeing the day-to-day operational tasks of the office, the strategic communicator and marketer brings his or her skills and knowledge into line with our president’s priorities.

We should always develop a strategic marketing plan that will support those efforts of the institution, and its president, admissions office, development office, and church relations efforts.

Early in my career, I was once asked to step out of the room while the president discussed a critical matter in fear that as the chief public relations officer, I would run out

and report what I just heard as if I were some type of eager, no holds barred journalist wishing to place self above the cause for which I so dearly believed and supported. This, I must admit, was hurtful and disappointing at the time.

I had to brush myself off and start all over again! I had to adopt strategic thinking and actions that would, over time, prove my worthiness and value to my president. Such a role does not normally occur over night—it does take time, patience, and plenty of solid hits!

(2) Remember and continually cherish your calling. God has called each one of us into this ministry known as Christian higher education and we should always hold this realization near and dear to our hearts each day—even on those days we would like to bite through railroad ties!

God has called each one of us to communicate, to tell the story so that others might see His hand at work. Some may argue in our humanistic society that miracles no longer occur. I disagree with that notion. Look at what is happening on our Baptist campuses: record student enrollments, numerous new grounds and facilities projects, opportunities for missions and service to others, record fund raising, etc. God does indeed have His hand upon our Baptist campuses and we would be remiss not to recognize this.

What, then, does it mean to be a “called” Christian communicator? Drs. Thomas Addington and Stephen Graves of the Life@Work Company described it this way in their 1998 book simply titled, *A Case for Calling*.

“All Christians are called,” they said. “Individually. In regards to their work. (We) have been created by God to do something God wants (each of us) to do. When (we) know (our) calling and live it out, (we) actually and literally are part of fulfilling God’s purpose. He has called (you and me).” (Addington and Graves, 1998: p. xiii.)

Our attitudes at work must always be pleasing to God. Our words, deeds, and actions should always be pleasing to God. Why? Because we are all called to a higher purpose—that being to serve God through the work we do as Baptist communicators. Do we sometimes fail? You bet and He understands that because we are human.

Be careful not to associate with those on your campus who are charter members of the Society of the Miserable. Associating with negative people will only instill negativism within you. Seek out those who are encouragers.

Realizing that our work is more than just a job, but is a heavenly calling will, in my opinion, make a tremendous impact on our communications programs. We are not in the

8-to-5 business. We are in the “eternal business.” Know and appreciate your calling into this ministry of Christian higher education.

(3) Beware of marketing myopia. Such myopia could endanger our very existence as Baptist colleges and universities.

Consider these historical facts. Who, in the 1800s, would have ever dreamed that trains would no longer be the major means of transportation for people and products in America? The train industry, at that time, would only allow itself to do just one thing: transport people and goods. It would not allow itself to move from being a “train industry,” to becoming a “transportation industry.” It failed to watch the changing demographics of the American society and as a result, other ways to travel across this nation and world became a reality while leaving the train industry sitting at the station—alone.

The movie industry is another example of an industry that was almost killed by its own marketing myopia. Consumers would only be willing to view movies in a large, dark theatre—that was until entrepreneurial thinkers conceived the idea of packaging movies seen on the “big screen” for home viewing—the VHS tape. Had economics not forced it to change, the movie industry would have lost an opportunity to become an “entertainment

God does indeed have His hand upon our Baptist campuses and we would be remiss not to recognize this.

industry.” The demographics of a changing American society moved entertainment from the “big screen” to the “small screen.”

Myopia can also affect higher education: recruiting only traditional aged college students; delivering coursework only on campus during the hours of 8 a.m. to 5 p.m.; only concerning ourselves with current student needs, rather than the ongoing needs our alumni require once they have entered the marketplace; and believing that our communities, churches, and state Baptist conventions automatically love, value, and appreciate us simply because of who and what we are as Christian institutions.

Complacency, total satisfaction, demographic and research denial, and self-centeredness often are results of marketing myopia.

I recently saw an advertisement for a Christian college touting the fact of how good it was based on its achievements during the late 1700s to early 1900s. As impressive as its history was, this institution was suffering from marketing myopia.

The discerning consumer today, whether he or she be a prospective student who's looking for that cutting-edge college to attend or that prospective donor who wants assurances that his or her funds will be properly stewarded for maximum benefit to the students, rightfully wants to know what your institution is doing today. Respect the past and use it to support your institution's ongoing mission and *current* successes and achievements.

(4) Rediscover, cherish, and proudly proclaim your institution's Christian mission and church roots. Our one major distinctive as Southern Baptist-related colleges and universities is our connection to the church. We are Christian institutions and we should gladly market that fact. The world may not understand our faith or our approach to intertwining faith and discipline, but most appreciate you more when they know that you stand for something worthy.

Following the tragedies of September 11, 2001 when our nation was attacked by ruthless terrorists, many Americans sought out churches, church-related colleges and universities, and para-church organizations even though they may have never considered themselves "Christian." They knew that churches, church-related colleges and universities, and para-church organizations stood for something; they were steadfast; they had stood the test of time despite previous years of the general American population believing that a prosperous nation no longer needed Christianity.

I believe we, as church-related institutions, have an incredible opportunity to show the world the lifelong difference we can make through Christian education.

As church-related institutions, we must embrace our churches—not hold them off at arms' length. Dr. Roy Honeycutt, retired president of The Southern Baptist Theological Seminary in Louisville, once said, "Church-related colleges need churches that are college-related." How true this is. We need each other. Our Southern Baptist schools, colleges, and universities have before us an incredible opportunity—yes, a marketing opportunity, to become tremendous resources for our churches. For example, if your institution has a communications program, consider assisting a local church with its television or radio ministry. If your institution has a business program, consider assisting a local church or association with the development of a business or marketing plan. If your institution has a sports ministry or youth ministry program, consider assisting a local church or association with ministry helps and ideas.

Don't hide the fact you are a Christian institution. Proclaim it! Embrace it!

(5) As you avoid marketing myopia in your institution's public relations program, steer your public relations program's efforts toward being marketing driven. By becoming a marketing driven PR program, your institution will reap the rewards of being able to effectively reach and impact your prime target groups. You will become more focused in all that you do. A marketing driven public relations program encourages involvement and ownership from administration, faculty, staff, students, parents, constituency boards, alumni, the community, churches and the media.

Blanket Approach

I believe we in Baptist higher education are entering a new phase of marketing our institutions. Twenty-some years ago, most of us were sending out just about anything, anywhere hoping that what we had to say would fall on someone's attention. This was the "blanket approach" to marketing. With one broad blanket of information from our institution, surely someone will listen or notice, we thought.

We are not in the 8-to-5 business. We are in the "eternal business." Know and appreciate your calling into this ministry of Christian higher education.

Target Approach

Then as many, if not, most of our Baptist colleges and universities became savvier with our marketing efforts, we entered the second phase of marketing: the "target approach." This approach correctly identified target groups we knew we had to touch with our vital messages. Rather than sending out anything, anywhere, we were performing smart, intelligent marketing.

As we look toward a new academic year, I suggest we should be grooming our programs to a third stage of marketing. Even though public relations and marketing budgets during the past 20-to-30 years have steadily risen, two-year and four-year public colleges and universities as well as for-profit educational institutions have finally caught on to what we've known all along: effective public relations and marketing can pay off in a big way in terms of garnering students and dollars.

As a result, the publics are launching huge public relations campaign efforts to reach many of the same people who have been hearing our message for several years. They are going after the same students. They

are going after the same dollars from many of the same sources. For those of us with enrollments of 2,500 or less, this poses to be a David and Goliath situation.

In Kentucky, for example, one for-profit university system has an advertising budget, alone, of \$4 million. Second only to them is our state's flag ship institution that has an advertising budget of \$2 million. These budgets do not include all the extras that go along with support needed for other areas of public relations and marketing.

Pinpoint Approach

I believe that we in Christian higher education can compete with these larger institutions not by taking them on head-to-head and toe-to-toe. No, we must be like David: take our sling shot, or the pin-point approach to marketing, and hone in on those target groups who must truly be reached by our institutions.

As resources become tighter at our institutions, we must take what marketing dollars we do have and target the key decision makers, the primary markets. Rather than trying to reach the whole world with our message, determine who it is you *must* reach for the greatest results. Obvious choices include targeting our Baptist high school students and our Baptist churches, their ministerial staffs, and the laity.

I am not suggesting we only communicate with Baptists. We need to communicate also with other denominations and other students.

The pinpoint approach to marketing takes aim, so to speak, at the ultimate markets, the obvious—and our Baptist market is a self-made one just waiting for us to tap. This will not be an easy task.

Marketing is much like the layers of an onion. Each layer represents a key target group. With effective public relations and marketing, you work from the core outward. It takes many more dollars to reach the outer layers—those who don't know anything about you—in comparison to the dollars you will expend on the core: those who know much or have a fairly good knowledge of who you are.

With the pinpoint approach to marketing, you work from the core outward. The public colleges and universities, on the other hand, are aiming for the middle and outer layers of the "onion." They are seeking greater national exposure and tend to have the budgets to do so.

Branding

I am not arguing that as Baptist institutions we should not also seek national exposure. When you believe national exposure for your institution is needed, ask yourself, who are you trying to reach—the larger Christian

Branding is what comes to mind when a consumer thinks of your institution: the level of quality and service, packaging, price, performance, and product.

or Baptist market or the same market the public institutions are going for? Along with being a marketing driven institution, you will also benefit from being able to brand and position your college or university

Branding, unfortunately for some, has become nothing more than an institution's graphic identity program—its logotype, its color scheme, its approved typefaces.

Although the graphic identity program is, indeed, a part of the branding strategy, good branding is much more.

Branding is what comes to mind when a consumer thinks of your institution: the level of quality and service, packaging, price, performance, and product. It is the consistent image the consumer has when he or she hears, sees, or reads something about your institution. Branding takes a long time to establish and is not something the communications office just creates.

In their chapter "Positioning and Branding—Themes and Messages," authors John Ross and Carol Halstead of Halstead Communications/College Connections, said that branding is "the sum of perceptions formed in the mind of consumers. Thus, if an institution indeed wishes to establish or alter its brand, it becomes imperative to coordinate the themes and messages communications disseminate."

They also pointed out that the "sum of ways an institution behaves forms its brand identity. How does it respond to opportunities and crises? Do customers believe they receive fair value for their investment of time and dollars? Do people think of it as a good place to work or study? Are its programs and services easily accessible? Is it valued as a source of information and energy by leaders of publics essential to its continuing success? Does it have a persona that reflects quality (without using the word), human values, and grace? Is it seen as rigorous and disciplined and setting high expectations for itself and those associated with it? Brand identity is, in effect," they contend, "a new phrase for reputation." (Ross and Halstead, 2001: p. 76)

Positioning

Positioning, closely associated with branding, is where the consumer mentally places your institution. With whom does the consumer associate your institution? You must then evaluate whether or not this

grouping of other colleges and universities is a positive one, a negative one, or somewhere in the middle.

As small, church-related colleges and universities, we must be careful not to use worn out phrases and statements that truly don't distinguish our institutions from the pack. Believe it or not, large public institutions are now touting many of the same things we have promoted for years: quality education, small classes, personalized faculty attention, and small student/faculty ratios. Plus, they are throwing in the issue of affordability.

In order to properly position our Southern Baptist-related colleges and universities in a highly competitive market, we must not sell sameness; we must promote our distinctives, our niches.

Market Research

We must all become savvier when it comes to market research as well. Often times we promote our institutions based on our comfort zones or the world as we see it, rather than the world as it is.

Take for example data recently gathered by Stamats Communications in its survey, "Teens Talk: Looking Inside the Minds of College-Bound Teens, 2001."

In that survey, Stamats questioned 1,431 traditional aged, prospective college students. Of those surveyed, 20 percent were Catholic, 15 percent were Baptist, 10 percent were nondenominational, six percent were Methodist, five percent Lutheran, five percent were Atheist, and 10 percent did not wish to reveal their religious preference.

Among the findings, Stamats Communications cited the top four influencers for college-bound high school students. In order of importance for them were parents, high school friends, guidance counselors, and teachers.

Stamats found that the campus visit still remains the top-deciding factor for students in selecting a college or university to attend.

However, among the top tier of preferred campus visit activities were, in order of importance: taking a campus tour, touring residence halls, meeting with an admissions counselor, meeting with a professor, meeting with a student, and attending a class in session.

The bottom tier of least preferred campus visit activities were, once more in order: interviewing on campus, participating in an event, spending the night on campus, eating in the school's cafeteria, and attending an athletic event (Sevier, 2001: pp 1-63).

Many of us may be doing more of the bottom tier activities rather than the top tier activities.

Being a marketing-driven institution should cause you and your institution to watch the data and to plan accordingly.

Think for a moment. What academic programs at your institution truly shine? Do you have programs of distinction that are notable?

Other ideas that will help better position your institution, and will build your branding identity include:

- Building on your Baptist distinctives and Christian heritage;
- Promoting servant leadership opportunities and self-discovery projects;
- Promoting the integration of faith and discipline on our campuses;
- Promoting national college rankings and recognitions;
- Promoting truly outstanding academic programs from the perspective of their quality, unique position in the marketplace, appeal, and success stories (i.e., students, faculty, alumni);
- Developing and promoting collaborations, partnerships, and affiliations that demonstrate unity, success, cutting-edge thinking, and strategic planning that will result in better performance, service, and quality;
- Reinforcing your institution's core values and mission statement;
- Creating a consistent unified message and graphic identity;
- Promoting your president and communicating his or her vision for your institution. Remember, an institution's president is *the* chief communicator.

As much as I am for the use of technology in reaching our constituents through the web, emails, direct mail, and the media, our business has been and should always continue to be driven by human contact. We are, after all, in the people business. Our passion for Christian higher education and belief in our institutions can never be communicated through technology no matter how convenient and timesaving it may be. We must never discount the importance and value of human contact.

No matter how our communications efforts may need to change to meet the demands of the future, the need for human contact will never change.

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Legal Notes

by Jim Guenther



Friction Over Vouchers at Church Schools

In competing headlines, the newspapers trumpeted the decisions. One declared that the first amendment prohibits a public school from compelling children to pledge allegiance to this nation as one “under God.” The second reported that the Supreme Court of the United States had declared that the first amendment did not prohibit a plan which allowed parents to choose to use their state-provided tuition vouchers at parochial schools.

Whoa! It was a clean news sweep for the first amendment. For those who enjoy arguing about the location of the wall between church and state, its existence, location, height, and the precise dimensions of any openings, if any, this is as good as it gets.

While both decisions drew big crowds, church-related higher education folks recognized they might have a dog in the voucher fight. So that’s where our attention has been focused. (This is also where my dog fight metaphor has petered out.)

In the charitable choice drama, it was the court’s turn to take the spotlight from congress. With the court at center stage, the issue shifted from whether charitable choice is good public policy, to whether this particular kind of charitable choice, the Cleveland version of school tuition vouchers, is constitutional.

In the legislative debate the question has been: “What is the best way for the country to assist those in need?” Those advocating charitable choice answer: “By using private charities, including private faith-based charities, to deliver government financial social services.” The idea of “choice” comes from the notion that a citizen should be able to choose from whom he or she will receive the benefits of government programs to which he or she is entitled, and should be able to choose to receive them from a private charity, rather than a government agency, and should further be able to choose to receive them from a religious, or “faith -based” charity instead of a secular charity.

In Cleveland the service was education; those in need were children locked into very poor public schools; the private charities were overwhelmingly Catholic parochial schools. But would it be “advanc-

ing religion” and thus constitutionally prohibited for city government money to flow into church hands? The Supreme Court said “No” because the money flowed through the school children’s parents and only to the church school because the parents made that choice. The court’s majority said “. . . a government aid program is not readily subject to challenge under the Establishment Clause if it is neutral with respect to religion and provides assistance directly to a broad class of citizens who, in turn, direct government aid to religious schools wholly as a result of their own genuine and independent private choice.”

The question was not, the Court said, whether the schools were “pervasively sectarian,” i.e., schools in which religion was shot-through the program. It was a given that the parochial schools were probably very sectarian. Because of the timing of the pledge of allegiance case and the voucher decision, I was reminded that one anti-voucher group had claimed that one of the protestant schools participating in the Cleveland program had its students recite each day: “We pledge allegiance to the Christian flag, and to the Savior for whose Kingdom it stands, One Savior crucified, risen and coming again with life and liberty for all those who believe.”

While it troubled deeply the four dissenters that government money funded such religious schools, the majority pointed out that government aid reaches such a religious institution “only by way of deliberate choices of numerous individual recipients (and so) the incidental advancement of a religious mission, or the perceived endorsement of a religious message, is reasonably attributable to the individual recipient, not to the government, whose role ends with the disbursement of benefits.”

The Supreme Court’s decision provides a template by which state and federal programs can be fashioned so that government aid to religious schools may occur in a constitutional manner. At least this decision draws the broad contours, the features, of a permissible program.

But how many schools will litigate how many cases before the picture, now outlined, will be filled in with its ultimate shading and the elements will all become

clearly defined? For example, Ohio law apparently will not allow these publicly financed private schools to discriminate on the basis of religion in employment or in admissions. While the law does not restrict religious teaching in these schools generally, the law forbids teaching hatred of any person or group on the basis of religion. On this point the dissenters wondered if this would prohibit religious schools “from teaching traditionally legitimate articles of faith as to the error, sinfulness, or ignorance of others.”

The debate now will move back to the congress and to the state legislatures. Cleveland-like programs have already been proposed in several states since the court’s decision. Church-related schools will watch (and may try to influence) as programs are fashioned. What will be the conditions for a school’s participation?

While settling a major piece of the debate, the Supreme Court’s decision will likely usher in a whole new round of church-state controversy about public policy (are Cleveland-like voucher programs desirable?—which is a political call) and the constitution (which ones are constitutional and which ones are not?). Most voucher programs have been rejected as poor public policy. Will that trend end now that the fundamental constitutionality issue is settled?

The rhetoric will continue to be strong on both sides. One cartoonist has referred to the concept of charitable choice as creating the “*wallet* between state and church.”

While there were five against four on the Supreme Court, the dissenters went down warning religious schools who believed they had won: “A day will come when religious schools will learn what political leverage can do, just as Ohio’s politicians are now getting a lesson in the leverage exercised by religion. . . . *the intensity of the expectable friction* can be gauged by realizing that the scramble for money will energize not only contending sectarians, but taxpayers who take their liberty of conscience seriously.”

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Richard A. Pfau named President of Averett University

Richard A. Pfau, president of Illinois College, Jacksonville, Ill., was appointed the 23rd president of Averett University following the June retirement of Frank R. Campbell.



Richard A. Pfau

Pfau has more than 25 years of experience in higher education. He has served at Illinois College since 1993. In addition to his tenure at Illinois College, he served as provost and dean of faculty at Emory & Henry College, Emory, Va.; as associate dean and associate professor at the University of Miami, Coral Gables, Fla.; and as assistant professor at Dickinson College, Carlisle, Pa.

During Pfau's nine-year tenure as president of Illinois College, the college's endowment grew from \$41 million to \$110 million, a successful \$42 million five-year capital campaign was

completed, and annual giving increased from \$300,000 to \$500,000.

Pfau also improved the graduation rate by 25 percent and expanded the college's educational and student development offerings. Under his leadership, Illinois College built a new residence hall, a science center and a fitness and recreation center. An internet service company named Illinois College among the top 100 wired campuses in the United States during Pfau's presidency. He also is credited with implementing creative study abroad and experiential learning opportunities at Illinois College as well as at Emory & Henry, where he served as provost and dean of faculty from 1985-1993.

"Thanks to what President Campbell, the Board, faculty, staff, students, graduates and community have done, Averett stands ready to move forward," Pfau said. "I'm honored to have the opportunity to lead the university in this exciting period for higher education."

Pfau served as a communications officer in the United States Air Force for five years. His scholarly publications include the Pulitzer Prize-nominated "No Sacrifice Too Great: The Life of Lewis Strauss," which was published in 1984 by the University of Virginia Press.

Pfau's community involvement has included chairing the Virginia Foundation for the Humanities and serving on the Salvation Army Advisory Board, the Federation of Independent Illinois Colleges and Universities, the Appalachian College Program and the Jacksonville Literary Union.

"I appreciate the yearlong efforts of the Presidential Search Committee and commend them on the selection of Dr. Richard Pfau," Campbell said. "I'm pleased to welcome Dr. Pfau to Averett as my successor."

A native of New York, Pfau is married to the former Nancy DiPace. They have two grown children. ■

People

Averett University: **Alfred A. Bolton**, professor of business administration, wrote a paper entitled "The Women of Hawthorne" that was accepted by the British Academy of Management for their 2002 conference in London, September 9-12.

Baylor University: **Charles M. Tolbert II**, professor and chair of the department of sociology and anthropology became president-elect of the Southern Sociological Society and will assume duties of president in April 2003.

Campbell University: **Steve Harmon**, assistant professor of Christian theology at the divinity school, presented his research on the writings of Gregory of Nyssa at a meeting of the North American Patristics Society at Loyola University. Assistant history professor **Rorin Platt** was re-elected to the board of directors of American Diplomacy Publishers. Platt also serves as book review editor for the electronic journal, *American Diplomacy*.

Assistant business professor **Mehdi Sagheb-**

Tehrani co-wrote an article on software development, entitled "Software Development Process: Strategies for Handling Business Rules and Requirements," that was published in the March 2002 issue of the international journal *ACM SIGSOFT Software Engineering Notes*.

Campbellsville University: **Jacquelyn Sandifer**, assistant professor of criminal justice presented a paper entitled "Parenting Behind Bars: Incarcerated Mothers at the Kentucky Correctional Institution for Women," at the Southern Sociological Society annual meeting in Baltimore, Md.

East Texas Baptist University: Biology professor **Roy Darville** was a featured speaker at the U.S. National Ramsar Committee annual meeting in Great Bend, Kan. The Texas Historical Association gave assistant history professor Linda Hudson the 2002 Fehrenbach Award for her book, *Mistress of Manifest Destiny*. Political science professor **Israel Nandamudi** presented a paper, "Religion and Politics: Women in the Taliban Regime," at the Southern Social Science Association conference in

New Orleans, La. Assistant English professor **Sarah Cheney Watson** delivered a presentation on the novel, "One of Ours," by Claude Wheeler at a symposium, "Great Passions and Great Aspirations: Willa Cather and World War I" in Lincoln, Neb. **Annemarie Whaley**, associate professor of English, presented a paper, "Rethinking the Coda in Theodore Dreiser's 'Jennie Gerhardt,'" at the American Literature Conference in Long Beach, Calif. **Hardin-Simmons University:** **Susan Allen**, associate professor of social work and head of the department of social work, was named president-elect of the Texas Association of Social Work Deans and Directors. **Robert Ellis**, professor of Old Testament and Hebrew is serving as book review editor for the *Review & Expositor*, a journal published by a consortium of Baptist graduate theological schools, one of which is Logsdon. Ellis also published an article entitled "Interpreting the Law" in *Biblical Hermeneutics: A Comprehensive Introduction to Interpreting Scripture*, published by Broadman & Holman. English professor **Larry Fink** received a generous

(Continued on page 12)

People

(Continued from page 11)

grant from the Dodge Jones Foundation to print his pictorial biography of Scottish writer George MacDonald. Bond professor of English **Robert Fink's** poem, "The Dead," was included in *New Texas 2001*, a Center for Texas Studies annual journal published at Mary Hardin-Baylor.

Marsha Rutland, visiting assistant professor of physical therapy, received the "Outstanding Clinical Educator Award" from the Texas Consortium for Physical Therapy Clinical Education, Inc.

Palm Beach Atlantic University: **Jonathan Burnham** was appointed the first professor to fill the Pledger Family Chair of Applied Theology.

Southwest Baptist University: **Wesley Gott**, associate professor and chairman of the department of art, received the Parkway Distinguished Professor Award for outstanding contributions to Christian education.

Assistant communications professor **Brett Miller** wrote a book titled, *Divine Apology: The Discourse of Religious Image Restoration*, published by Praeger Publishing.

Union University: **Randall Bush**, director of the Interdisciplinary Honors Program and professor of Christian studies and philosophy, published a children's book, *Gabriel's Magic Ornament*. **Toni Chiarelli** of the department of sociology and social work, was promoted to associate professor.

Jimmy Davis, associate provost and professor of chemistry, and **Hal Poe**, professor of faith and culture, wrote a book, *Designer Universe: Intelligent Design and the Existence of God*, published by Broadman & Holman.

Kina Mallard, chair of the department of communication arts, presented "From Unit to Team: Growing an Academic Performing Community" at the Academic Chairpersons Conference in Orlando, Fla. Her article "Asking the Right Questions at the Right Time: A Key Role for Academic Leaders" was published in the Winter 2002 issue of *The Department Chair*. Professor of music **Terry McRoberts**

was elected to a two-year term as performance representative on the board of the Southern Chapter of the College Music Society. Director of teacher education **Dottie Myatt** served as the state chair of the joint NCATE/State Board of Examiners at Belmont University. Union's board of trustees appointed professor of faith and culture **Hal Poe** as the first Charles Colson Professor of Faith and Culture. He was also program chair for the C.S. Lewis Summer Institute at Oxford and Cambridge in July.

Assistant chemistry professor **Michael Salazar** helped write a paper titled "Does Ozone Have a Barrier to Dissociation and Recombination?" that was accepted in *Chemical Physics Letters*. Salazar was also invited to give a seminary at Emory University. Assistant English professor **Roger Stanley** presented his paper "Kierkegaardian Dimensions in the Prose of Flannery O'Connor" at the Tennessee Philological Association meeting. **Sherry Tignor** and **Susan Hopper** in the Center for New Students recently hosted a conference highlighting Union's unique pilot program, *Discovering My Design*. Colleagues from five other Christian colleges and universities attended the three-day conference that focused on the strengths identification process that Union utilizes with its freshmen. **Ray Van Neste**, director of the R.C. Ryan Center for Biblical Studies and instructor of Christian studies, published two papers: "Structure and Cohesion in Titus," published in *The Bible Translator*, and "How Should We Respond to Scripture?" in *Faith and Mission*. Associate music professor **Georgia Wellborn**, assisted by music professor **Terry McRoberts** presented a lecture-recital titled "Images of Rocking in Samuel Barber's Knoxville: Summer of 1915" at the meeting of the southern chapter of the College Music Society.

University of Mary Hardin-Baylor: Assistant religion professor **Steve Oldham** received honorable mention and a \$500 honorarium for his course proposal, "Science and Theology: The Fundamentals of Discourse," submitted to the 2002 Science and Religion Course Competition hosted by the Center for Theology and the Natural Sciences. English professor **Donna Walker-Nixon** was named a Piper Professor of 2002.

Virginia Interment College: **Patricia Graham-Thiers**, associate professor of equine studies, was approved for a \$6,000 grant by the Virginia Horse Industry Board to fund her research on equine nutrition. ■

Transitions

Anderson College: Church relations coordinator **Greg Allgood** was named director of campus ministries at the college.

Baylor University: **Michael Beaty**, philosophy professor and director of Baylor's Institute for Faith and Learning, was promoted to vice provost for faculty development. **Van D. Gray**, associate professor of management in the Hankamer School of Business, was promoted to associate vice president for strategic planning and development.

Chowan College: The Krueger School of Graphic Communications appointed **John M. Tayloe**, a 1994 honor graduate of the program, as coordinator of advancement for graphic communications.

Dallas Baptist University: **LaRoger Hall**, CPA, was named chief financial officer and vice president for financial affairs.

Houston Baptist University: **Joseph David Brown** was named dean of the college of education and behavioral sciences.

Howard Payne University: **Donnie Auvenshine**, dean of the school of Christian studies, was named vice president for academic affairs.

Mercer University: **Horace W. Fleming, Jr.** was appointed executive vice president.

Mississippi College: Vice president for business affairs **Lloyd E. Roberts** was named senior vice president for administration and chief financial officer.

Samford University: **J. Bradley Creed**, a former Baylor University professor and dean, was appointed provost, Samford's chief academic officer.

Union University: Language professor **Cynthia P. Jayne** was named director of the Institute for International and Intercultural Studies. **Todd Mullins** was named art director for the office of university relations.

Wayne Johnson, associate professor of speech and theatre, was named executive director of the office of university relations. Associate language professor **Jean Marie Walls** was named chair of the language department. ■

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." ■



Palm Beach Atlantic College Becomes University

Palm Beach Atlantic College changed its name to Palm Beach Atlantic University effective July 1.

President Paul R. Corts called the change “a methodical journey” when he made the announcement to faculty and staff. He cited the organizational change made in 1993 from an overall college to a series of schools as an example of university-type framework. Corts also pointed to Palm Beach Atlantic’s emphasis on

graduate programs, particularly the doctorate degree in pharmacy instituted in 2001, and increasing numbers of faculty and student research projects.

“Fundamentally the institution and its character will not change,” Corts said. “We have been working hard over the past 11 years to recommit ourselves and strengthen the values that are important to the institution as we know it.” ■

Belmont Receives Accounting Accreditation

The Association to Advance Collegiate Schools of Business, the most prestigious business school accrediting organization, granted specialized accounting accreditation to Belmont’s graduate and undergraduate accounting programs, making the university the smallest accounting program in the world and the only private university in Tennessee

to offer these accredited programs.

Jane Finley, associate dean of the Jack C. Massey Graduate School of Business, said, “This accreditation recognizes that Belmont’s accounting programs meet the high standards of the best accounting programs in the world. We’ve got a small program with big results.” ■

Averett University: The NCAA awarded Averett a \$41,498 matching grant to fund the hiring of an additional certified athletic trainer for its growing athletic program. Averett is one of only 16 Division III universities in the United States to receive a NCAA Strategic Alliance Grant.

Baylor University: Baylor Law School was rated 16th among the top trial advocacy programs in the nation in *U.S. News & World Report’s* “2003 Best Graduate School” rankings.

Belmont University: Belmont athletes earned the conference’s Academic Champion Trophy with a record-breaking level of All-Academic honorees. Sixty-five percent of Bruin student-athletes participating in A-Sun sports posted a grade point average of 3.0 or better on a 4.0 scale during the past academic year.

Campbell University: For the eighth time in its 13-year history, the school of pharmacy posted a 100 percent pass rate on the North Carolina Board of Pharmacy examination.

Campbell’s divinity school earned full accreditation from the Association of Theological Schools.

Charleston Southern University: The university was named one of the nation’s 201 “Great Colleges for the Real World” by

Michael P. Violli in his book by the same name.

Dallas Baptist University: The Tom and Alicia Landry Welcome Center, which introduces prospective students and visitors to the nearly 300-acre campus, was dedicated May 2.

Houston Baptist University: The university’s student newspaper, *The Collegian*, recently won the Division 4 Sweepstakes from the Texas Intercollegiate Press Association for the second consecutive year. In addition to the Sweepstakes Award, the publication won 14 first-place awards, five second-place, two third-place and five honorable mentions.

Mercer University: The Association of Theological Schools accredited the McAfee School of Theology for five years, the longest period of time ATS will grant for initial accreditation.

Southwest Baptist University: St. John’s School of Nursing will initiate a Web-enhanced bachelor of science in nursing (BSN) program beginning in August. The program will consist of 70 percent online course work and 30 percent classroom participation, with most classes meeting at least once a month.

Union University: The department of music hosted the meeting of the southern chapter of the College Music Society.

University of Mary Hardin-Baylor: The Frank W. and Anyse Sue Mayborn Foundation committed to making a major contribution toward the Challenge Beyond 2000 Capital and Endowment Campaign for constructing a new student activities and special events center slated to cost \$14 million. Construction is scheduled to begin in January 2003 and the building is expected to open in August 2004.

The university will offer a new sport management major in the exercise and sport science department for fall 2002. The major is designed to help students develop skills to organize, administer and facilitate sport programs at the corporate, agency, professional, and amateur levels.

Virginia Intermont College: In Fall 2002 Virginia Intermont will add a new program in culinary arts that will lead to a two-year associate of science degree. ■



New officers of the Association of Communicators in Baptist Education (ACBE) are from right: Marc Whitt, vice-president for communications and marketing, Campbellsville University, president; Sharon Saunders, vice-president for public relations, Houston Baptist University, vice-president; and Brett Cooper, director of public relations, Williams Baptist College, secretary/treasurer. The officers were elected at the annual ASBCS meeting in June.

Gifts & Grants



Baylor School of Social Work Receives \$2 Million Grant

The Pew Charitable Trusts donated more than \$2 million to Baylor University's school of social work for its part in a larger \$6 million initiative. Through the Faith and Service Technical Education Network, the school of social work, in partnership with the National Crime Prevention Council, will study how urban congregations and faith-based organizations are making a difference in the lives of impoverished families and communities.

Houston Baptist Nursing School Gets \$250,000 Pledge

The Joella and Stewart Morris Foundation pledged \$250,000 for the College of Nursing at Houston Baptist University.

Sam Anderson Contributes \$560,000 to Mississippi College

Sam Anderson, a 1957 graduate of Mississippi College, donated more than \$560,000 that will be used to establish a distinguished professorship in the school of business, as well as to undergird the life and mission of the college. Anderson has honored Mississippi College with gifts and commitments that exceed \$750,000.

VanLunen Pledges \$300,000 for Campbellsville Program

A Campbellsville University program to assist culturally and economically disadvantaged students in Appalachia and South Central Kentucky received a three-year commitment of \$300,000 from the Richard D. VanLunen Foundation of Columbia, Md.

Church Donates \$300,000 to Charleston Southern

Charleston Heights Baptist Church donated \$300,000 to Charleston Southern University to fund scholarships for students who pursue studies leading to a church-related vocation or who are dependents of active missionaries. The Charleston Heights Baptist Church Endowed Scholarship is one of the largest investments in scholarships ever at the university.

Nunn Estate Donates \$300,000 to Union for Scholarship Fund

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

We'd Like to Hear From You!

The staff of the *Southern Baptist Educator* would like to know what topics or issues you would like addressed in future issues. We'd like to know what information would assist you in your educational or administrative discipline.

If you have suggestions for who could address a particular topic or topics we would like to know that as well.

Please mail your suggestions to Tim Fields, director of communications, Association of Southern Baptist Colleges and Schools, 917 Harpeth Valley Place, Nashville, TN 37221-1141 or e-mail them to: <tim_fields@baptistschools.org>.

The *Educator* is published quarterly in January, April, July and October and is mailed without charge to faculty, staff and administrators of the 55 member schools.

If you are reading someone else's copy of the *Educator* or know someone who is not receiving a copy please send name and address to Tim Fields, Director of Communications at the address above.

We'd love to hear from you! ■

Development

Hardin-Simmons University: The Welch foundation awarded the department of chemistry and physics in the Holland School of Sciences and Mathematics a renewal research grant of \$75,000.

Houston Baptist University: The Grace Reba Mastro Estate donated \$175,000

toward endowment for the Cultural Arts Center.

University of Mary Hardin-Baylor: The Meadows Foundation awarded a \$100,000 grant toward the Parker Academic Center, a 40,000 square-foot facility that will accommodate both the school of business and the school of education.

University of Mobile: The Crampton Trust awarded a \$50,000 grant to help fund the purchase of a \$1.1 million computer system designed to manage student information. ■

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. ■

COMMENT: Robert Benne Provides Excellent Insights

Bob R. Agee, Executive Director, ASBCS



The 2002 annual meeting of the Association of Southern Baptist Colleges and Schools would have to be described as a smashing success. We had almost 250 people in attendance, and afterward many of them flooded my email with notes of thanks and commendation for the content of workshops and plenary sessions.

Those who attended the meeting were grateful for our efforts to provide quality professional development sessions and insights that are helpful to executive cabinet-level people. My thanks to everyone who helped me enlist the workshop leaders, and a special thanks to Stan Lott and the officers of the ASBCS who presided in a marvelous way.

Robert Benne was our Hester lecturer this year, and I was grateful and moved by his candor and keen insight into what it takes to keep our schools true to our faith heritage. His descriptions of the struggles his institution has experienced in trying to put in place an ongoing emphasis on faith and learning reminded me how important it is to give careful, thoughtful and prayerful attention to the people we hire to work in our schools.

Early in my career in higher education I had the privilege of serving on the executive cabinet with Robert Craig at Union University. Among his many strengths was his determination to find administrative staff and faculty who were committed to the Christian mission and purpose of the institution. He helped me see that decisions we make about hiring are the most important decisions we make as presidents. By the time I became a president, I had seen enough and heard enough to know he was correct in his emphasis on finding and hiring people who would be committed to the value and importance of Christian education and who would work hard to help advance that mission.

Benne's descriptions of the resistance of people on the faculty to talk



Bob R. Agee

about the implications of the Christian faith to the assumptions, methodologies and conclusions of the various academic disciplines ought to cause us to think with even greater depth and determination about our efforts to staff our institutions. I came away from the Hester lectures this year with some renewed convictions.

If we are serious about our schools being distinctively Christian in action and content, we need to commit ourselves afresh to finding faculty and administrators who will give testimony to having a personal experience with Jesus Christ and who are active in their local churches. We didn't require that all our faculty at Oklahoma Baptist University be Baptist, but we did require that all of them be able to talk about their personal experience with Christ and provide evidence that they were members of and attended a church.

People who have appropriate academic credentials and who fit this profile are available to fill the positions if we will take the time and make the effort to find them. Sometimes it took us longer to find a person than we expected, but the waiting and the effort that went into the search were worthwhile. Occasionally we had to fill a position with adjuncts until we could find the right person, but we kept searching until we found that person.

Developing a campus culture that is "unapologetically Christian" involves the entire campus family, including administrative and faculty personnel. Having people throughout the organization that help the institution flesh out its commitment to be distinctively Christian is critical to the success of your efforts. Chief administrative officers and those who work with them will reflect to the public and to your stakeholders how serious you are about your

faith heritage. Having faculty who are willing to ask faith-related questions about both their disciplines and the developmental needs of their students is critical. Involving students in spiritual growth and Christian service efforts as part of their educational pilgrimage helps shape the culture you are seeking.

Developing a campus culture that is "unapologetically Christian" involves the entire campus family, including administrative and faculty personnel.

Having champions like Robert Benne on a campus is extremely valuable. Looking back at my work experience at two of our member institutions causes me to be eternally grateful for those faculty "champions" who were serious scholars, dedicated teachers and committed Christians and who saw that all three of these dimensions of life intersected in their calling to be professors. I have a feeling that these "champions" would have raised the faith and disciplines and faith and learning questions wherever they taught. Our efforts at making the faith and learning conversations a vital part of our faculty development program would not have been possible without an excellent corps of faculty who were committed to the value of the dialogue.

I came away from our meeting even more grateful for our schools and for the efforts that our administrators and faculty make to keep our institutions focused on being true to our Christian heritage. Dr. Benne, thank you for your contribution to our thinking and our work.

Make plans now to attend next year's ASBCS meeting June 2-4 in Branson, Mo. Sessions will begin on Monday afternoon and will conclude at noon on Wednesday. ■

If the address on this label is wrong, please send it along with your correct address to:
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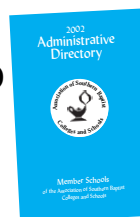
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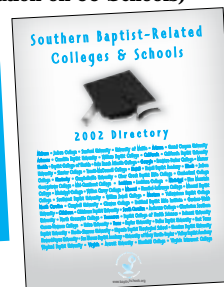
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Plan Now to Attend the Association of Southern Baptist Colleges and Schools Annual Meeting and Workshops June 2-4, 2003 • Branson, Missouri Hosted by Southwest Baptist University

THE FOLLOWING ADMINISTRATIVE GROUPS ARE INVITED TO ATTEND:

1. Presidents
2. Chief Academic Officers
3. Chief Financial Officers
4. Chief Development Officers
5. Chief Public Relations/Marketing Officers
6. Chief Alumni Officers
7. Chief Student Affairs Officers

Four workshop sessions with up to seven topics each session will provide specialized help in the seven specific areas of discipline.

Mark your calendar and watch the *Southern Baptist Educator* and the ASBCS website at <baptistschools.org> for hotel and registration information.



Chateau on the Lake, Branson, Missouri, is the site of the 2003 ASBCS annual meeting.