

MAY 27 2010

BULLETIN SEMINARY EXTENSION DEPARTMENT

P. O. Box 1154

APR 8 Jackson, Mississippi

Volume X

APRIL, 1961
WAKE FOREST, N. C.

Number 4



Left to right, Dr. Ralph Churchill, Dr. H. Leo Eddleman, Dr. Stewart A. Newman, and Dr. Hugh Peterson.

ANNUAL COMMISSION MEETING

The annual meeting of the Seminary Extension Commission was held in Nashville on February 22-23, 1961 in conjunction with the Inter-seminary Council.

Composed of the president and one faculty member from each of the six Southern Baptist seminaries, the Commission was presided over by Dr. Stewart Newman, Professor of Philosophy of Religion at Southeastern Seminary and retiring Chairman of the Commission. For the ensuing year, Dr. H. Leo Eddleman, President of New Orleans Seminary, was selected as Chairman. Dr. Hugh Peterson, Registrar of Southern Seminary, is the new secretary of the Commission, succeeding Dr. Ralph Churchill, Professor of Religious Journalism at Southwestern Seminary.

Important action taken by the Commission and the Inter-seminary Council included: (1) The adoption of a Manual of Policies for the Seminary Extension Department. (2) The severance of the relationship between the Commission and the Inter-seminary Council. (3) The reception of the nominating committee's report which indicated that a new director has not been found.

The Commission reaffirmed its conviction that the Seminary Extension Department has a significant role in providing theological education for preachers who have not or cannot avail themselves of institutional training.

The Inter-seminary Council, which fostered the Seminary Extension Commission, and is composed of Presidents, Deans and Registrars from the six seminaries, passed a resolution com-

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THE IMPORTANCE OF THE STUDENT

In the business world, the merchant knows that his business depends upon the favorable response of his customers. In the Seminary Extension Department, emphasis is given to the student. Perhaps it would be appropriate to paraphrase what is called "the ten rules of good business," and think of these as "the ten rules of good extension work."

1. The student is the most important person in Seminary Extension work.

2. The student is not dependent upon the Department, but the Department is dependent upon him.

3. The student is not an interruption of our work—he is the purpose for it.

4. The student does a favor when he attends classes—we are not doing him a favor by teaching him.

5. The student is the main reason for classes—not a stranger or outsider.

6. The student is not a cold statistic—he is a flesh and blood human being with feelings and emotions like our own.

7. The student is not someone to argue or to match wits with.

8. The student is a person who brings us his wants—it is our job to fill these wants.

9. The student is deserving of the most courteous and attentive treatment we can give him.

10. The student is the life blood of this and every other effort in the name of Christ.

Do not these rules speak mean-

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BEST FOOT FORWARD

Bobby Burn's immortal, "Oh, the grace that God would give us, to see ourselves as others see us," applies equally well to extension teaching.

The Image

How do others visualize your extension center? Does the college graduate consider it below his level? Does the illiterate view it as a program for intellectuals? Does the young adult think of it as a program for the aged, and the aged as a program for the "youngsters"?

Whatever the image, the way the extension center is envisioned will determine its effectiveness. Since the public image of the extension center may be unactual, it is necessary that an accurate picture be presented to the public. There is need for putting ones best foot forward.

The very nature of its courses, the character of its constituency, and the personality of its leaders will help determine the direction that image building takes. The means for molding a favorable image is determined by the local situation.

The Approach

What kind of approach can you use in communicating your image? Bernard Berelson, a communication specialist, states that people distrust a person or an organization with an obvious ax to grind. They resist messages that smack of selfish propaganda. They dislike exaggeration and boasting. An indirect approach, therefore, will tend to win more acceptance and support for an idea, cause, or image than a "hard-sell approach."

Mr. Berelson further states that public opinion may be more easily influenced concerning new and unstructured issues. The insatiable desire for new things, new ideas, and new information provides a most important clue. Extension teaching should offer a program which presents opportunities to get the new things, new ideas, and new information. The Seminary Extension Department is a dynamic organization capable of pro-

jecting an up-to-date and flexible program, offering new opportunities to persons in need.

Helpful Concepts

Three concepts will help mold a favorable attitude toward extension teaching.

(1) Extension teaching serves the particular educational needs of interested adults.

(2) Extension teaching provides a friendly, stimulating experience.

(3) Extension teaching is absolutely imperative in our fast moving world.

A Personal Inventory

Since people will receive their first impressions of extension teaching from its representatives, a personal inventory is in order.

(1) **Correspondence and advertising.** Is your correspondence and advertising attractive? Are your letters neat? Do your mail-outs attract attention? Are they neatly done?

(2) **Personal relations.** Would people be attracted to your extension center on the basis of personal conversation with you, either over the telephone or in person?

(3) **Curriculum listings.** Are the courses attractively answered?

(4) **First sessions.** Are teachers aware that many students will predict the tenor of an entire course on the basis of their first class session? Does the teacher make the first session so stimulating that the students will be eager to return for the next session?

(5) **Publicity.** Are newspaper stories simply listings of courses, or are they interesting enough to attract new students? Does the story convey human interest material and background information? Are new things, new ideas, and new information stressed in your press releases?

Communication is the Key

Communication, then, holds the key for building a favorable image. In communication there are three facets to consider — the sender, the message, and the receiver. The sender encodes his mental image in written or spoken words, pictures, facial expressions, gestures, etc. in such a way that

the receiver will form the same picture in his mind that the sender had. This coding and decoding takes place in terms of one's own experiences.

Indispensable Feedback

To check one's effectiveness, feedback must be obtained. Face-to-face reactions, letters, opinion polls, and other similar means can provide feedback. Once feedback is obtained the message can be altered as needed to get the desired response.

How do others see you and your extension teaching effort? Which foot are you putting forward?

Annual Commission Meeting

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mending Dr. Lee Gallman for his able leadership during his nine years of service with the Seminary Extension Department. Dr. Stewart Newman, for nine years as chairman of the Commission, was also commended for his service beyond the call of duty.

The Curriculum Committee, composed of professors from each of the six seminaries who serve on the Commission, is headed by Dr. Wash Watts, Professor of Old Testament at New Orleans Seminary. The Committee indicated its desire that requests for new courses and information concerning the modification of existing courses be sought from Associates and workers at the local level.

The Importance of Students

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ingfully to directors, teachers, committee members, and other men who are associated with the administration and promotion of Seminary Extension Department objectives?

G. Ray Worley

STATISTICAL REPORT

Feb. 15, 1961 — March 15, 1961
 Correspondence Students 785
 New Enrollments 31
 Re-enrollments 13
 Extension Center Students 2198

3027



At Seminary Extension Center—Seen, left to right, at the Piedmont Extension Center are Dr. Ronald Wall, instructor in homiletics; the Rev. J. T. Ellis, pastor of McConnell Road Church; and Dr. Paul D. Early, director of the Extension Center.

PIEDMONT ASSOCIATION, NORTH CAROLINA, HAS EXTENSION CENTER

The 54 churches of the Piedmont Association in North Carolina are co-operating with the Extension Department in providing a Seminary Extension Center which meets at the First Church of Greensboro. The center opened January 9 and classes will continue through May 8.

Faculty members, all of Greensboro include Dr. Ronald Wall, pastor of College Park Church, teaching Preaching; Dr. Claud Bowen, First Church, New Testament; S. C. Ray, minister of education at First Church, Religious Education; Dr. A. L. Parker, pastor of Asheboro Street Church, Old Testament; Dr. Wilson Stewart, pastor of Parkway Church, Theology.

W. A. Duncan, Jr. superintendent of missions in the Piedmont Association writes that as of January 24, there were 74 persons enrolled in the classes which opened at the beginning of the term. Courses in music and speed read-

ing are being taught along with the seminary extension courses.

The director of the center is Paul D. Early, and the registrar-treasurer is Jack Roe. Scholarships are available for pastors of the association, furnished by friends of the association through the First Baptist Church.

FOR THE CORRESPONDENCE STUDENT

Only recently in a staff meeting, one of our secretaries called attention to the fact that we have been slighting our correspondence students in the Bulletin. Some articles, such as "Building A Library" are of benefit to both correspondence and center students. However, the staff observation is most pertinent.

Since the Associates and the Director are so wrapped up in center activities, we tend to neglect correspondence work. However, we need to know more about your needs, problems, frustrations, progress, interests, and success. Frequently, we talk with persons who have taken work both in centers and by correspondence. (See write-up on Gus Johnson). To the extent that we are interested in ministering to the general need of students who have not had the opportunity for institutional training, we are partially acquainted with you.

But do you have need for guidance in study which we can in part minister to through the Bulletin? Or are there needs which you may not have raised with your grader, but which you have thought about and wanted to bring to the attention of an interested person?

If you have read the Bulletin recently, you will have been impressed with our desire to receive "feedback," in which you tell us about matters which will be personally helpful to you and the total program.

Take a few moments, and jot us a line—today!

G. Ray Worley



EXTENSION GRADUATE AT LANGUAGE MISSIONS CONFERENCE

The Department is always happy to hear reports concerning its graduates who are serving effectively in various responsibilities throughout the denomination.

At the Language Missions Conference in Gulfport, the Interim Director became acquainted with Mr. Gus Johnson, Director of Promotion for the Florida Baptist Convention.

Prior to going into religious work, Mr. Johnson was an auditor with the City of Jacksonville, Fla. Because he had had some business training but no college work, Mr. Johnson was interested in securing study which would enable him to be a better religious worker. While working as an educational director, Mr. Johnson attended a Seminary Extension Center in Jacksonville, and took some courses by correspondence, completing his study during the years, 1953-55.

Study with the Seminary Extension Department was beneficial to Mr. Johnson, because, as he states, "it helped me to receive instruction in subjects which I needed to know in order to work with pastors." No idle person, Mr. Johnson had completed most of the Sunday School and Training

Union courses which were offered, and had earned the Sunday School Citation award prior to undertaking study with the Extension Department.

Before coming to his present position, Mr. Johnson served as educational director of the First Baptist Church of West Palm Beach and the Main Street Baptist Church in Jacksonville, Florida.

To Mr. Johnson goes the Departmental salute of the month.

DIAMONDS IN THE ROUGH

Years ago, the lecture, "Acres of Diamonds," by Russell H. Conwell, was so well received that proceeds from delivering it helped to build Temple University in Philadelphia, Pennsylvania. The theme of the lecture is that there are acres of opportunities around us. The person who can perceive these opportunities and take advantage of them is that person who transforms the common place into what becomes to him "acres of diamonds."

Have you been neglecting opportunities around you which in reality may prove to be unpolished diamonds? This question may be given an educational emphasis. Are there acres of opportunities around you which may be raw diamonds of educational significance?

The Seminary Extension Department is interested in helping the person who needs more training to become a more effective servant of God. Admittedly, the Seminary Extension Department is only part of the answer, albeit a very important part of that answer. Southern Baptists invest immense sums in the education of their ministers. A number of ministers who cannot avail themselves of institutional training must look elsewhere for help. The Seminary Extension Department is a very decisive answer to this educational need. However, since the Seminary Extension Department majors in theological training, it does not have all the facilities to meet all the needs of students who seek its assistance.

Therefore, the student is directed to other educational opportunities in his local community. What are some of these educational opportunities?

(1) The student may consult the local school board which may have a program for adults. The usual school curriculum—English, history, composition, geography, social studies, and the sciences—is usually made available in communities where there are sufficient number of people to demand classes.

(2) The facilities of the local library are available to the student who will avail himself of its opportunities. Some libraries offer adult education programs as well.

(3) Local service organizations such as the YMCA offer courses which may be of great benefit to the student.

(4) Numerous correspondence programs offer guidance for the earnest student.

(5) Additional work, on the level of college or university or even junior college, is generally available in most states. The earnest student can usually find one of these centers within commuting distance.

These opportunities should be explored by the student. The student should be determined to map out a total program of education for his particular needs. In light of this total program, he can avail himself of the opportunities readily at hand. Surely one of these opportunities is offered by the Seminary Extension Department, wherein the student may study both by correspondence and through classes in Seminary Extension Centers.

Although every minister may not have the privilege of full time study in an institution of higher learning, worthwhile programs of study are available.

Are you neglecting some opportunities which may prove to be diamonds in the rough?

G. Ray Worley

SEMINARY EXTENSION DEPARTMENT BULLETIN

Published monthly by
The Seminary Extension
Department
of the Southern Baptist Seminaries
P. O. Box 1154
JACKSON 5, MISSISSIPPI

Second Class Postage Paid at
Jackson, Mississippi

The Library
Southeastern Seminary
Wake Forest, N. C.