



BAPTIST PRESS
News Service of the Southern Baptist Convention

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Home Mission Reorganization Strengthens Strategy Function

ATLANTA (BP)--A restructuring of the Southern Baptist Home Mission Board staff, the first major change in 11 years, has been approved by the board in an effort to strengthen its correlating and strategy planning functions.

The new organization also emphasizes the agency's role in working with associations, in starting new churches, and in relating to mission personnel, board officials said.

Affected will be the work of national missions in all 50 states, Panama and Puerto Rico, where Southern Baptists have 2,223 missionaries and spend \$15 million annually.

The changes, effective January 1, divide the 86-member staff into three major sections: planning and coordination, program implementation, and program services. So effectively does the new organization use present staff members, that their number is increased by only one, according to board officials. New personnel added will simply replace vacancies.

Eleven years ago the agency created divisions in grouping departments of work, and now these divisions are pulled into section.

In 1959, the agency also moved to a new relationship with state conventions, eliminating a duplicate mission program in many areas and assigning the supervision of personnel to the states. The agency started working out agreements with each state convention as to financing and types of work on which they would cooperate.

During these years churches have been organized in all 50 states, state conventions have increased to 33 from 28 and the budget has more than doubled.

The completely new section for organization, planning and coordination captures the thrust of the restructuring and mostly affects the work with state conventions, board officials said.

"This section is designed to correct two weaknesses in our previous organization," said Executive Secretary Arthur Rutledge, who himself came to the agency in the creation of the divisions 11 years ago and was the principal architect of the state agreements.

"First, we found that in our work with state conventions our 12 programs were not being correlated as they should at the agency.

"Second, this lack of correlation weakened our planning of a national mission strategy, which the SBC back in 1959 asked us to implement.

"This improvement in planning should aid us in establishing priorities more clearly and in utilizing resources more effectively," Rutledge said.

These coordinators, completely new positions, relate to four regions of the nation, each extending from North to South.

Gerald Palmer will serve the East, N. N. Evans the East Central, Wilson Brumley the West Central, and E. W. Hunke, formerly executive secretary of the Alaska Baptist Convention, in the West.

The coordinators will work with the board's program leaders and with state conventions in planning and projecting future work. They will make recommendations to the administration as to budget and strategy, and after adoption, the program implementation section takes over to carry out the approved plans.

The program section (headed by Assistant Executive Secretary Fred Moseley) pulls together into five divisions the agency's 12 programs. The divisions are evangelism, church loans, associational services, missions and chaplaincy.

In the restructuring, no emphases were lost that we now in the organization, but some (like pioneer work) were absorbed. The major change in the Program Section was splitting the Missions Division into two: Associational Services (headed by Loyd Corder) and Missions (headed by Wendell Belew).

The new Associational Services Division, designed to strengthen the work with Baptist Associations, pulls together these related to superintendents of missions and working in the program of associational administration services. In this division are the emphases of rural-urban and metropolitan work.

In the Missions Division, church extension, a new department, will channel aid to new churches. Also in this division are the departments of language missions, interfaith witness (formerly work with non-Evangelicals) National Baptists, Christian social ministries, and special mission ministries.

The third section of the new organization is Program Services Section, grouping the Divisions of Communication, Business Services, and the new Division of Personnel (headed by Glendon McCullough).

Added to the Personnel Division are offices of Personnel development and office personnel. The personnel development office will provide for a continuing relationship with the missionaries.

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Campbell College Emeritus
President At Age of 78

BUIES CREEK, N. C. (BP)--Leslie Hartwell Campbell, for 33 years president of Campbell College here, died Nov. 25 of heart failure. He was 78.

The Baptist college, founded by and named for his father, James Archibald Campbell, paused in the midst of the Thanksgiving holidays to honor Campbell.

Funeral services for Campbell, president emeritus of the school, were held in the college chapel on Nov. 27.

Campbell had held the school's top administrative office for 33 of his 52 years of almost continued service as teacher and administrator at Campbell.

He became president in 1934 when enrollment was 312 and retired in 1967 when enrollment was 2,100.

Norman A. Wiggins, current president at Campbell College, joined Henry B. Stokes, pastor of Buies Creek Memorial Baptist Church, in leading the funeral services.

In lieu of flowers, the family requested gifts be made to Campbell College or to Buies Creek Memorial Baptist Church.

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60 Missionary Kids Meet;
Board Hosts Weekend Program

RICHMOND (BP)--The Southern Baptist Foreign Mission Board hosted approximately 60 MKS (missionary kids) at board headquarters here for a first-of-its-kind retreat "to help reinforce the young people in their period of adaptation, their coming back into the United States," according to Dr. Franklin T. Fowler, the board's medical consultant.

The MK participants, all college freshmen, came from 32 colleges and universities across the country. The majority of them have spent most of their lives overseas where their missionary parents currently serve in 28 countries.

The weekend program dealt with problems the students encounter as they return to U.S. colleges. Most had spent no more than one-fourth of their pre-college years in the American culture.

There were lectures by one of the board's area secretaries on the U.S. culture, a local pastor on the place of the church in the student's life, and the Virginia Baptist secretary of student work on "responsibility with freedom."

Dr. David Stewart, a psychiatrist in Louisville, Ky., delivered two lectures dealing with the drug scene and with the human tools necessary for coping effectively with the culture. Dr. Stewart has been a medical missionary for a nondenominational board and consultant to the SBC Foreign Mission Board.

Other facets of the program included "rap" sessions designed so that small groups of students (no adults were admitted) could explore common problems.

An evaluation of the program by the students showed that 42 of them felt the "rap" sessions were the best parts of the program, and most said that more time should be devoted to them in any future MK retreats.

Baker J. Cauthen, executive secretary of the board, called the students "pioneers in a gathering of MKS." This was the first such program to be sponsored by the board; the success of this meeting will determine the scheduling of similar programs in the future, Dr. Fowler said.

Its success, he added, has not been determined so far because "preventive work is awfully hard to judge." He added that the most informative evaluation might be made at the end of the school year or at the end of the students' college careers, after they have been forced to cope with the problems discussed here.

"The only way I can really judge is through the youngsters' reactions, which were overwhelmingly positive," Dr. Fowler said.



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