



BAPTIST PRESS
News Service of the Southern Baptist Convention

NATIONAL OFFICE
460 James Robertson Parkway
Nashville, Tennessee 37219
Telephone (615) 244-2355
W. C. Fields, Director
Jim Newton, Assistant Director

BUREAUS

ATLANTA Walker L. Knight, Chief, 1350 Spring St., N.W., Atlanta, Ga. 30309, Telephone (404) 873-4041
DALLAS Orville Scott, Chief, 103 Baptist Building, Dallas, Texas 75201, Telephone (214) 741-1996
NASHVILLE (Baptist Sunday School Board) Lynn M. Davis, Jr., Chief, 127 Ninth Ave., N., Nashville, Tenn. 37203, Telephone (615) 254-5461
RICHMOND Jesse C. Fletcher, Chief, 3806 Monument Ave., Richmond, Va. 23230, Telephone (703) 333-0151
WASHINGTON W. Barry Garrett, Chief, 200 Maryland Ave., N.E., Washington, D.C. 20002, Telephone (202) 544-4226

July 20, 1972

80 Baptist Educators Study
Role of Admissions Officer

NASHVILLE (BP)--About 80 Baptist college officials attended a two-day workshop here designed to help admissions officers for Baptist schools do a better job.

Response to the meeting was so good that it prompted Ben Fisher, executive secretary of the Southern Baptist Education Commission, to tell the participants he felt it was "the most significant meeting in Baptist education since B.E.S.T."

He referred to the two-year depth study of virtually all aspects of Baptist higher education which ended in 1967 under the banner, Baptist Education Study Task.

Fisher said that during the past few years, there had been a trend in higher education toward a more significant role for the admissions officer for Baptist colleges. The admissions officer now has a major responsibility in projecting the image of the college, Fisher said.

Size of the conference doubled what the Education Commission originally anticipated. About 40 participants were expected, but 80 attended.

The group included not only admissions officers, but academic deans, registrars, presidents, and a few professors.

Most of the conference was spent in providing help to the admissions officer as he faced expanding and more significant responsibilities, Fisher said. One of the nation's top consulting firms, Johnson Associates, assisted in this area, he said.

The admissions officers met individually with one of the consultants on a scheduled basis during the conference. Some gave a 10-minute presentation as they would in seeking to recruit a student for their school. The presentations were video-taped, and played back to allow the consultant and participant to criticize the presentation, and spot areas for needed improvement.

In another session, a panel of five Baptist college students critiqued recruitment materials produced by the Baptist colleges represented, telling the admissions officers what they felt was wrong with the materials from the students' point of view.

Fisher said he believed it was the first time either of the two approaches had been used in a Baptist-sponsored meeting to help Baptist schools in their recruitment efforts.

During a major address, William W. Jellema, executive associate and research director for the Association of American Colleges in Washington, D.C., paid compliments to Baptist colleges for strengths in two areas.

He said Baptist colleges were strong in financial support from their denomination, compared to other church-related colleges and universities, and the Baptist college recruiting people were doing a much better job than those of many other church-related institutions.

Fisher praised the new breed of admissions officers for Baptist colleges, saying they were concerned about the ethical responsibilities for their office. In their recruiting approaches, they are careful not to over-state the case of the Baptist school, but to communicate truthfully and honestly the purposes and distinctives of Baptist higher education, Fisher said.

He added that these admissions officers are committed to the deeper aspects of Christian higher education, and strongly support a close relationship between the Baptist college and the denomination.

83 Per Cent of SBC Messengers
Church Workers, Survey Shows

NASHVILLE (BP)-- A poll of 6,429 messengers attending the Southern Baptist Convention in Philadelphia disclosed that only 13.3 per cent of the participants were laymen or the wives of laymen.

In contrast, 82.8 per cent of the messengers were church staff members, denominational workers, missionaries or the wives of such church professionals, the survey disclosed.

Results of the survey, conducted by the research services of the Southern Baptist Sunday School Board here, varied only slightly from a similar survey conducted last year at the Southern Baptist Convention in St. Louis.

In 1971, 84.4 per cent of the messengers classified themselves as church staff members, denominational workers, missionaries or the wives of such persons.

The survey disclosed this basic information about the messengers attending the 1972 convention:

Two-thirds of the messengers were men; two-thirds were between the ages of 30 and 55; and one-half came from churches with more than 500 members.

Youth and women were in the minority. Only 4.7 per cent were under 18, and only 8.6 per cent were between the ages of 18 and 29.

Among the women, 24.9 per cent said they were married to a church professional, and 3.8 per cent listed "homemaking" as their vocation.

In response to a question asking for vocational area, 9.5 per cent of the 6,429 messengers polled listed "secular" or other employment.

In church vocations, the breakdown was as follows: 46.9 per cent, church staff; 1.8 per cent, home or foreign missionaries; 3.3 per cent, associational workers; 2.9 per cent, state Baptist employees; 2.6 per cent, denominational; and .4 per cent, evangelism. (Not indicating vocational area, 3.9 per cent.)

The messengers were fairly evenly divided in age span between 30 and 55. About 10 per cent were between 30-35; about 15 per cent each between 35-40, 40-45, and 45-50; and about 10 per cent between 50-55. Above 55, the percentages dropped to 8.5 per cent for 55-59 and 9.8 per cent, ages 60 and up.

Other data obtained in the survey disclosed that about three-fourths drove to the convention by car; about half arrived on Monday; about half attended the pastor's conference; about half planned to stay for the final convention session; and about half had attended the 1971 convention in St. Louis.

Two-thirds of the messengers preferred either the first or second week in June for the annual session of the convention.

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Chilhowee Academy
Receives \$100,000

SEYMORE, Tenn. (BP)--Gifts from two anonymous donors totalling \$100,000 have been presented to Harrison-Chilhowee Baptist Academy, the academy's president, Hubert B. Smothers disclosed here.

One, an \$80,000 contribution, is the second largest donation in the history of the academy. The two combined gifts make the largest total contributions received at one time.

Smothers said the funds came from local donors interested in the continuing development and progress of the academy.

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Smothers quoted the donor of the largest gift as expressing hope it would challenge alumni and friends of the school to demonstrate their appreciation of the school's 90 years service as it moves into newly expanded services of ministering to the deaf as well as hearing students.

The academy has just completed the first year of a college preparation program for deaf students, with five such students enrolled. Smothers said it was the only program of its kind in the nation.

The deaf students, all ninth-graders, attended classes with hearing students. They were aided by an interpreter-tutor. More deaf students are expected to enroll next fall, with two full-time and one part-time interpreter-tutors on the staff this fall.

About 300 students are enrolled in the Tennessee Baptist school, including students from four foreign countries and 10 states.

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Pastor Gets Warning While Members Build Parsonage

TOW, Tex. (BP)--When members of the Tow Baptist Church here can keep their pastor from wearing out the lumber, they do a pretty fair job of building him a parsonage.

When O. A. Taylor, 54, of Houston became pastor of the church, the members, most of them retired people living in the small resort community on Buchanan Lake 80 miles north of Austin, Tex., decided to build a new parsonage for him themselves.

Calling on retired plumbers, electricians and carpenters from the church membership, they erected for \$16,000 a home valued at \$34,000

While he and his flock were installing four-foot-wide board decking on the roof, Taylor inadvertently stepped on an unsecured piece.

It scooted down the roof, ski-fashion, carrying its unwilling passenger with it. Airborne, it dropped to the top of a pickup truck parked by the house, took one bounce, and plopped to the ground, with Taylor still aboard.

Unhurt, Taylor breathed a sigh of relief and stepped off the plywood sheet, expecting a chorus of sympathetic "ooh's" and "aah's." But he didn't reckon with one elderly workman.

"We could get this job done a lot quicker if you'd quit wearing out the lumber, pastor," the worker observed dryly.

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CORRECTION

On BP story mailed 7-19-79, headlined, "Brotherhood Commission Proposes \$1.2 Million Budget," please correct the following typographical errors: Graph 2, line 2, date of the board of directors meeting should be Aug. 3, not Aug. 1. Graph 10, last line, enrollment in SBC Brotherhood units should be 451,000, not 451. Thanks.

--Baptist Press



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*460 James Robertson Parkway
Nashville, Tennessee 37219*

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HISTORICAL COMMISSION, SBC

LYNN MAY
HISTORICAL COMMISSION
127 9TH AVE. NO.
NASHVILLE TN 37203

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