



Growing Leaders
for
Global Gospel Impact



[www.abhe.org/
leadership-development](http://www.abhe.org/leadership-development)

President's Forum - Seizing The Future

Facilitator/Presenter

Jim Barnes

Presenters

Peter Teague, David Schroeder & Jeremy Lord

WORKSHOP OVERVIEW

What is the future for institutions of biblical higher education? What will your institution be in 5 or 10 years? How will you get there? What are the crucial issues that must be addressed, problems solved, and strategies created in order for your institution to claim its best future? That's the genesis of this one-day forum for presidents. Come with your questions, engage and help refine ideas. Help seize the future that God desires for your institution to experience.

Wednesday, February 8

8:30 – 9:30 **Session 1 — Creating a Compelling Vision for the Future – A Case Study**

Presenter – Jim Barnes, President Emeritus, Indiana Wesleyan University

- God's Call & His Enabling
- A Compelling Reason for Institutional Existence
- The Birth of a Vision
- Essential Ingredient: Fire in the Belly
- Does your institution have a compelling reason to exist?

9:30 – 10:00 **Panel Discussion with Q & A**

- **Dan Anderson, President, Appalachian Bible College**
- **Tracy Davis, President, Olivet University**
- **Greg Hall, President Emeritus, Warner University**

10:00 – 10:30 **Refreshment Break**

10:30 – 11:30 **Session 2 — Building Creative Models for the Future**

Presenter – Peter Teague, President, Lancaster Bible College

- Practical partnerships
- Prudent mergers
- Associations, affiliations

11:30 – 12:00 **Panel Discussion with Q & A**

- **Dan Anderson, President, Appalachian Bible College**
- **Mark Smith, President, Ohio Christian University**

12:00 – 1:00 **Lunch - provided in the workshop**

1:00 – 1:30 **Session 3 — Who Are We? Why Do We Exist?**

Presenter – David Schroeder, President, Pillar College

1:30 – 2:30 **Panel Discussion with Q & A**

- **Bill Jones, President, Columbia International University**
- **Ken Kemper, President, Grace Bible College**
- **Mark Maxwell, President, Prairie College**

2:30 – 3:00 **Refreshment Break**

3:00 – 3:30 **Session 4 — Growing Your Enrollment - Seriously**

Presenter – Jeremy Lord, ABHE Sr. Fellow; Founder, JM Lord & Assoc.

- Why should marketing be a high priority to a small Bible College?
- Branding your institution with a compelling value proposition
- What can you do to position your institution in the market when budget resources are limited?
- Should sales management be integrated into an action plan for enrollment growth?

3:30 – 4:30 **Closing Panel Discussion - With All Forum Panel Members**

- What are the most serious issues we have discussed today?
- What implications do you see for your institution's mission?
- What action items have come into focus?

4:30 – **Dinner & Fellowship - On your own**