

LANCASTER BIBLE COLLEGE
Enrollment Report & Projections
Traditional Undergraduate Program
(Not the Degree Completion Program nor the Graduate School)

Note: Figures are for the Fall semester except where noted.

	(Actual)									(Projections)				
	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	10-11
Enrollment	636	640	582	612	630	702	702	737	765	766	782	798	814	830
Cumulative Enrollment (AY)	748	728	665	798	728	790	798	822	855	896	915	934	952	971
Academic Load (% enrollment)														
Full-time (12 or more)	457	476	433	456	479	527	532	582	545	582	594	606	619	631
Part-time (less than 12)	179	164	149	156	151	175	170	155	220	184	188	192	195	199
FTE (15)														
Full-time, FTE	457	476	433	456	479	527	532	581	545	572	584	596	608	620
Part-time, FTE	63	52	51	59	51	62	63	36	70	64	66	67	68	70
Total FTE	520	528	484	515	530	589	593	617	615	636	650	663	676	690
Incoming Class	205	196	176	193	201	204	208	223	203	210	215	220	225	230
FR	183	191	176	136	139	143	150	226	147	632	645	658	671	685
SO	126	128	113	128	158	150	141	134	169	659	673	687	701	714
JR	107	102	89	97	102	128	122	124	110	621	634	647	660	673
SR	89	106	101	134	123	148	171	118	174	949	969	989	1009	1028
Degree														
B.S.	470	483	430	420	433	492	512	528	526	539	554	567	570	595
A.S.	41	34	34	42	40	34	38	42	35	38	39	40	41	42
Certificate	10	19	18	13	18	16	11	17	21	23	23	24	24	25
Undecided	11	6	10	33	38	45	34	28	33	31	31	32	33	33
Non-degree	104	98	90	104	101	115	107	122	150	135	135	135	135	135
Residence														
Dorm	308	319	291	307	347	367	366	402	394	404	412	421	429	438
Female	190	202	180	196	213	234	224	232	230	250	255	261	266	272
Male	118	117	111	111	134	133	142	170	164	154	157	160	163	166
Commuter	328	321	291	305	283	390	382	406	435	362	370	377	385	392
Graduates (AY)														
B.S.	64	88	74	88	74	91	115	90	99	99	101	103	105	107
A.S.	15	20	17	28	24	18	19	34	14	25	26	26	27	27
Certificate	12	15	13	9	7	6	8	7	8	15	15	15	15	16

	97-98	98-99	99-00	00-01	01-02	02-03	03-04	04-05	05-06	06-07	07-08	08-09	09-10	10-11	
Department/Program															
BC BS	57	49	49	64	73	87	93	95	85	92	94	96	98	100	
Professional Counseling	47	38	32	43	45	54	59	69	57	63	64	64	66	68	
Social Work	10	11	17	21	28	33	33	34	26	29	30	30	31	32	
CE BS	80	81	76	84	84	97	100	86	84	99	101	103	105	107	
Christian Education	13	16	15	14	11	12	10	9	5	14	14	14	14	15	
Women's Ministries	2	6	3	5	10	11	15	14	14	10	10	10	11	11	
Youth Ministries	65	59	58	65	63	74	75	63	65	75	77	78	80	81	
CS BS (Computers in Min.)	12	11	9	13	8	13	7	2	1	N/A					
HPE BS	14	8	10	10	15	16	14	31	33	32	37	42	48	53	
Health & Physical Education	14	8	10	10	15	16	14	25	20	17	17	17	18	18	
	Physical Education Program under TE (prior to certification)														
Sports Mng./Min. – Administration & Coaching/ Wilderness Camping Management	N/A					N/A		6	13	15	20	25	30	35	
IS BS	38	40	43	38	30	28	21	29	42	51	60	68	77	86	
Cross-Cultural Studies	32	35	37	33	27	28	21	29	42	43	44	44	45	46	
Missions Aviation	6	5	6	5	3	N/A				N/A					
T.E.S.O.L. (Teaching English to Speakers of Other Languages)	N/A					N/A				8	16	24	32	40	
MU BS	31	31	30	28	26	24	26	33	26	31	31	32	33	33	
Church Music	1	4	3	4	1	0	0	3	1	2	2	2	2	2	
Music Ministry	18	20	19	16	17	18	18	19	10	18	18	19	19	20	
Music Education	12	7	8	8	8	6	8	11	15	9	10	10	10	10	
PS BS	53	59	53	61	62	62	82	78	80	75	76	78	80	81	
Pastoral Ministry	46	42	38	41	37	42	59	61	60	54	55	56	57	59	
Pre-Seminary	6	15	15	20	24	19	23	17	20	20	21	21	21	22	
Church Planting	1	2	0	0	1	1	0	0	0	1	1	1	1	1	
OA AS (Office Procedures)	15	13	13	15	21	15	14	11	11	17	17	17	18	18	
TE BS (All TE programs)	125	137	123	112	117	123	116	122	128	138	141	144	147	149	
Bible	3	3	3	3	5	7	5	6	4	5	5	5	5	5	
Early Childhood (B.S.)	22	23	20	22	20	31	18	15	20	24	24	25	25	26	
Early Childhood (A.S.)	0	5	3	4	6	2	6	8	5	5	5	5	5	5	
Elementary Education	97	102	93	74	80	78	81	87	92	97	99	101	103	105	
Guidance Counseling	3	4	4	9	6	5	6	6	7	6	6	7	7	7	
Misc. Programs BS	22	39	27	14	24	42	58	N/A		N/A					

College Graduate	3	2	1	1	3	5	6	N/A		N/A				
General Ministries	18	28	17	10	16	32	49	N/A		N/A				
Nursing	0	4	2	1	1	3	2	N/A		N/A				
Vo-Tech	1	5	7	2	4	2	1	N/A		N/A				
Bible Ministries BS	N/A							60	45	54	55	56	57	58
Undecided	11	6	10	33	38	45	34	28	33	30	31	31	32	32
A.S. Bible **	26	16	18	23	13	17	18	23	19	22	23	23	24	24
Concentrated Bible Certificate	6	8	7	7	9	8	9	8	12	9	10	10	10	10
LBC Certificate	4	11	11	6	9	8	2	9	9	9	9	9	9	10
Non-degree students	104	98	90	104	101	115	107	122	150	135	135	135	135	135
Gender														
Female	350	355	318	342	353	418	408	436	434	435	444	453	462	471
Male	286	285	264	270	277	339	340	372	395	359	366	374	381	389
Geographic														
PA	476	457	433	456	457	566	554	614	635	575	587	599	611	623
NJ	15	14	18	25	22	29	35	28	27	23	23	24	24	25
NY	25	28	18	21	26	35	36	34	39	31	31	32	33	33
MD	33	31	32	28	24	29	32	44	37	38	39	40	41	42
DE	12	15	16	10	10	8	10	12	5	15	16	16	16	17
OH	5	2	1	1	3	7	6	2	6	8	8	8	8	8
New England (ME, MA, VT, CT, RI, NH)	37	45	35	37	41	44	36	34	33	38	39	40	41	42
Southeast (VA, WV, KY, TN, NC, SC, AL, GA, FL, MS)	16	20	13	15	22	18	22	26	27	15	16	16	16	17
Central (MN, MI, IL, IN, IA, MO, AR, LA, TX, OK, KS, NE, ND, SD, WI)	7	7	5	6	6	5	8	5	10	8	8	8	8	8
Western (MT, WY, CO, NM, AZ, UT, ID, WA, OR, NV, CA, AK, HI)	3	1	3	2	7	5	4	3	3	7	7	7	7	7
International	7	20	8	11	12	10	5	6	7	8	8	8	8	8
MK's *				22	25	22	33	21	27	28	28	29	30	30

* Included in states.

** Does not include Office Administration or Early Childhood Ed. students.

LANCASTER BIBLE COLLEGE
Enrollment Report & Projections
Degree Completion Program

Note: Figures are for the Fall semester except where noted.

	(Actual)									(Projections)				
	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
ENROLLMENT	56 (4 groups)	69 (3 groups)	73 (4 groups)	74 (4 groups)	84 (4 groups)	55 (4 groups)	46 (4 groups)	71 (4 groups)	64 (4 groups)	66 (4 groups)	67 (4 groups)	69 (4 groups)	71 (4 groups)	72 (4 groups)
Concentrated Bible Certificate (10/95)	2	6	1	2	0	10	3	5	5	2	2	2	2	2
Bachelor's Degree Programs:														
Christian Life & Min (4/94)	54*	52*	46*	27	30	15	17	29	57	64	65	67	69	70
Christian Life & Min – Gen Ed (9/96)				19	13	5	12	19	N/A	N/A	N/A	N/A	N/A	N/A
Christian Life & Min – Couns (9/98)	N/A	11	26	26	41	25	12	13	N/A	N/A	N/A	N/A	N/A	N/A
GRADUATES (AY)	29	28	29	36	39	26	20	23	13	32	32	33	34	35
Concentrated Bible Certificate	3	0	5	1	0	0	0	0	0	1	1	1	1	1
Bachelor's Degree	26	28	24	35	39	26	20	23	13	31	31	32	33	34

* Separate numbers for each program not kept.

**Lancaster Bible College and Graduate School
Enrollment Report & Projections
Graduate School**

Projection Parameters

Projection based on a 10% course registration increase per year

REGISTERED CREDITS

	95-'96	96-'97	97-'98	98-'99	99-'00	00-'01	01-'02	02-'03	03-'04	04-'05	05-'06	06-'07	07-'08	'08-'09	'09-'10
Number of Course Registrations	108	138	201	212	174	298	355	356	382	469	610	671	738	812	893
Percent Increase from Year Before	xx	28%	46%	5%	-18%	71%	19%	0%	7%	23%	30%	10%	10%	10%	10%

CUMULATIVE UNDUPLICATED HEADCOUNT

	95-'96	96-'97	97-'98	98-'99	99-'00	00-'01	01-'02	02-'03	03-'04	04-'05	05-'06	06-'07	07-'08	'08-'09	'09-'10
Cumulative Headcount	xx	75	98	102	115	153	175	150	199	270	262	349	384	422	464
Percent Increase from Year Before	xx	xx	31%	4%	13%	33%	14%	-14%	33%	36%	-3%	33%	10%	10%	10%

RELATIONSHIP BETWEEN HEADCOUNT AND COURSE REGISTRATIONS

	95-'96	96-'97	97-'98	98-'99	99-'00	00-'01	01-'02	02-'03	03-'04	04-'05	05-'06	06-'07	07-'08	'08-'09	'09-'10
Percent of Headcount to Course Registrations	xx	54%	49%	48%	66%	51%	49%	42%	52%	58%	43%	52%	52%	52%	52%

AVERAGE YEARLY STUDENT LOAD

	95-'96	96-'97	97-'98	98-'99	99-'00	00-'01	01-'02	02-'03	03-'04	04-'05	05-'06	06-'07	07-'08	'08-'09	'09-'10
Average Number of Credits Taken Per Student	xx	5.5	6.2	6.2	4.5	5.8	6.1	7.1	5.8	5.2	7.0	5.8	5.8	5.8	5.8

LANCASTER BIBLE COLLEGE
Enrollment Report
EVENING INSTITUTE

Enrollment figures are not cumulative.

	1996-97	1997-98	1998-99	1999-2000	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06
ENROLLMENT TOTALS	703	947	787	914	1,044	1,143	933	1,082	1,045	941
Fall	383	504	399	464	445	513	410	625	505	423
Spring	320	443	388	450	599	630	523	457	540	518
Main Campus	440	416	355	378	467	530	493	498	447	419
Fall	200	204	150	168	177	240	192	262	257	193
Spring	240	212	205	210	290	290	301	236	190	226
Coatesville Campus	44	49	55	38	30	47	34	43	46	38
Fall	20	24	35	21	22	20	17	20	23	18
Spring	24	25	20	17	8	27	17	23	23	20
Elizabethtown Campus				61	37	55	61	55	38	51
Fall	N/A	N/A	N/A	30	21	32	36	29	20	20
Spring				31	16	23	25	26	18	31
York Campus	62	65	45	58	47	63	52	44	42	50
Fall	23	31	21	36	23	30	26	23	18	17
Spring	39	34	24	22	24	33	26	21	24	33
Extension Program *	140	220	117	123	180	135	72	107	405	39
Fall	140 (2)	156 (3)	94 (3)	70 (4)	89 (3)	70 (4)	35 (2)	161 (4)	178 (7)	8 (3)
Spring	0	64 (2)	23 (1)	53 (2)	91 (3)	65 (5)	37 (3)	46 (4)	227 (7)	31 (5)
Bible Institutes Affiliated with LBC *		185	201	242	271	288	203	222	10	341
Fall	N/A	89 (2)	99 (2)	139 (3)	113 (5)	121 (7)	104 (6)	131 (7)	5 (2)	165 (6)
Spring		96 (2)	102 (2)	103 (5)	158 (6)	167 (7)	99 (6)	91 (4)	5 (2)	176 (6)
Open Air Evangelism Seminar	17	12	14	14	12	25	18	14	11	13
GRADUATES	2	3	4	2	2	18	5	4	3	4

* Numbers in parentheses () indicate the number of extension programs and Bible institutes involved with this program.

Market Analysis and Strategy for Lancaster Bible College

The intent of this document is a “broad-stroke” analysis of current, global market conditions for Bible colleges, more refined analysis regionally and some trend analysis indexed to a variety of factors as noted throughout this document.

Lancaster Bible College and Graduate School is a uniquely blessed institution. If one were to evaluate the merits of such an institution strictly along the lines of basic market research, the numbers are so insignificant in terms of surveyed high school seniors who are interested in pursuing a ministry education that, in today’s culture, it would be difficult to warrant the assignment of funds to justify the investment, much less expect a return. However, in God’s plan for this institution and its mission, LBC is not only existing but thriving. In comparison to its peer institutions, LBC is a benchmark for nondenominationally supported, Bible college education-exclusive enterprise as evidenced in our ranking and resourcing at this moment in time. We typically deal with a highly prequalified prospective student.

See charts 1-6. Survey results of high school juniors in terms of number, denomination and environment.

The College has enjoyed nearly a 100% growth pattern in its cumulative enrollments over the last decade (**see chart 9-10**). Part of that success revolved around cognitive decisions to pursue a student base that maximizes the facility and personnel infrastructures -- the traditional post high school college profile. That growth has provided the seed capital to launch the Degree Completion and Graduate School programs at LBC.

Interestingly, it could be hypothesized that while more alternatives arrive onto the educational horizon, the Bible college education that remains focused on ministry education will fare acceptably given its inherent lack of competition within this geographical area. That helps us craft our message for constituency communication.

Before we can begin to chart a course for where we want to go, we must first understand who we are. LBC is predominantly made up of the traditional 17-21 age group in its undergraduate program. The entering classes typically fit the low end of this profile with the majority of recruits coming from a public high school experience, vs. a Christian school experience. However, the Christian school entering student represents a significant population of approximately 30%. Home school students show up as a minor percentage.

See chart 11 - Current Student Profile

Predominantly, we must successfully enroll students within a 2-1/2 hour radius of the College. We enjoy the fruits of regular recruiting efforts from several states. That common denominator appears to be reciprocity of state aid for College education. This criterion, as evidenced by our Financial Aid research, indicates one facet of the market profile for LBC to pursue. Our most immediate in-state students are relatively evenly distributed across low, medium and high income categories (low \$0-45,000/household, medium \$45,001-\$67,000/household, high \$67,001+)

The DelMarVa Peninsula is a strong source of prospective students that matriculate with their students requiring less LBC financial aid. New York and New Jersey are strong recruiting grounds as well with a similar aid profile to the DelMarVa. The New England states and Ohio have the larger amounts of LBC aid assigned to their students. This information can help us determine future geographic expansion and aid projections for recruiting. For instance, New England will cost LBC up to 30% more to recruit there vs. other areas including PA as well as the other fore mentioned regions.

Where do we go from here?

LBC's undergraduate growth has been on the backs of a marketing plan that has been built around a high touch admissions approach that has been supplemented by print media support, direct mail and a web presence that is in its infancy. At various points preceding our growth spurts, there was the presence of ministry/recruitment teams such as Sojourners, Psallomen, Forerunner, and Keith Walker's ministry.

Our number one most effective recruiting tool appears to be our high touch approach to admissions. Our print presence has established a broader PR presence in the realm of Christian higher education possibilities. Direct mail and phone contact have driven our communication cycle, all to the end of the campus visit, and rightly so (**see chart 7 dealing with college decision influencers**). Prospective student days have contributed significantly as an application culmination tool where much of this ground work has already occurred. There is no doubt that as the world goes more high tech, our challenge will be to remain high touch.

How do we do that?

Personal Touch

In order to accomplish relationship-oriented growth patterns, we need people. They are the origin of the personal touch. Admissions must have a sufficient staff of relational tools to accomplish the task. A team like Proof must be out on the road. Psallomen must understand their recruitment tasking. Faculty need to connect the dots between their program growing and its future resourcing. Indeed, its future itself. We must equip these teams with basic recruitment strategy while diffusing the tension and resulting emotional argument that fosters the ministry vs. recruitment debate. And, our targeted expansion into other geographic foothold creation and growth needs to significantly influence our traveling team routes and key speaker engagements, integrating our student and alumni church affiliation as an additional criteria.

For instance, the class of 2004 has 61 independent churches represented, followed by 33 Baptist congregations, followed by nearly even distributions of Mennonite, Presbyterian, Church of the Brethren and Evangelical Free. When researching schedule dates for booking, we would be wise to seek out these denominational ties as a criterion. Personal touch couples with technology to assure the greatest probability, from a human perspective, of success.

In addition, given the consistency of our student demo, are we targeting the crossing points of Christian school and public school and home school effectively? Where do these prospective students mix and connect? The local church. The local youth group. Do we have relationship penetration strategy for this avenue? Do we have personnel targeted for this avenue? A church relations position is vital. Just as vital is a youth group relations function. Attendance at conferences and conventions and interaction with these constituencies which can facilitate ministry partnerships.

Additional resources to consider would be a full-time alumni person dedicated to servicing our graduates, and their children, on the other side of their undergraduate experience. This person could fulfill an aspect of church relations, particularly with our alumni in ministry, placement, augment a stewardship orientation as well as informally recruit for our undergraduate and graduate school. Alumni represent a relatively untapped resource for recruitment. Currently, an extremely small number of alumni (less than 30) are engaged in an informal recruitment practice as ambassadors on behalf of LBC.

Augmenting our communications personnel is critical. As recent STAMATS research indicates (see **chart 7**), approximately 90% of prospective students use the web at some point in the college search. The development of our web presence as a relational tool mandates a significant labor focus. It is of equal importance to the college view book, which implies that we cannot ignore that avenue. More design. More programming. More work.

The Graduate School and the DCP program need to realize their future in light of a campus-oriented degree. The absence of any distance education component compromises growth. However, the marketing and organization of the degrees along weekend and one week modules makes it more doable for those who need to travel, thus expanding the radius of recruitment. That, and degree expansion that is consistent with existing program, will fuel future expansion. Finally, in these areas, many lessons can be learned from the successes of the undergraduate admissions strategy. High touch. From direct mail strategy to prospective student days. Undergrads have a Parents' Day. Would the Graduate School or DCP consider a spouse's evening or a Family Day? Relationship. It must continue as LBC's distinguishing mark.

The Campus Tour

It cannot be overstated that the Campus Tour is the watershed event in the college selection process. We need to regularly evaluate this in terms of schedule, where we meet and greet initially, the specific path through campus, even attire. And, we need to poll folks, preferably before they leave campus, every so often to know how we're doing.

Media Mix

Print media continues to be a dominant factor in today's marketing strategy. Simply review the pages of any major magazine and you will notice they've not gotten any thinner. LBC must continue a national print media presence recognizing it has PR value as well as recruitment.

Web

Banners ads have yet to produce identifiable results. Electronic recruitment resources may best be considered as a part of direct mail. However, the introduction of web chats and admissions hosted topical rooms, or IM (instant messenger) interaction strategies (see **chart 8**) such as offered by Chat University.

Broadcasting

Radio continues to thrive in a media mix environment. Radio is affordable compared to television campaigns and lends itself to mobile listeners. The NRB directory can help us to know station formats and geographies to target geographic communities.

Direct Mail (including email)

The mailbox continues to reign as a key communication tool. Simply ask the plethora of credit card companies. There remains a concrete-ness of paper in hand. Evidenced perhaps no more pervasively than in strong book sales, as well as the print outputs from online journal and research. However, email has also become a key communication avenue with our target population as evidenced in recent surveys citing the predominant use of internet activity in prospective students is email and IM-style activity, as mentioned above. Publicized hosted chats are but one application of this.

Program-oriented advertising

There must be a protocol for the launch of new programs and occasional program features of the institution. Too frequently we underestimate the launch budgets of a new program. (See New Program Promotion Protocol.)

Word of Mouth

In business, there is no better or cost-effective source to expand your business than from your current customer base. Are we mining our current students? Are our teams/personnel visiting their churches? And, of course, there must be reward attached. A tangible form of appreciation that does not compromise NACCAP standards. Perhaps a \$500 credit for each student realized from a referral. Standards would need to be thought through and applied.

Our team as a recruitment tool

Much the same rationale applies to our existing team. Do we appropriately reward referrals with some form of recognition? Do we celebrate and recognize the successes?

Ministry Partnerships

This model is borrowed from many institutions that have forged corporate partnerships. Cooperative strategies with missions agencies, Christian schools, ACSI, public schools, and para-church organizations. Target two institutions a year to build a cooperative relationship. Then keep building.

Focus Groups

This practice, though modestly used by the Graduate School and regularly implemented by the Presidents Office via student leader luncheons and sophomore breakfasts, needs to be more thoroughly integrated with our paper survey approach to gathering data for recruitment

purposes. Focus groups provide the face to face which can highlight potential misinterpretations of data or open entirely new avenues of thinking on various issues.

Training

Basic marketing training, which can be launched under a different moniker, needs to occur in a cyclical basis. Perhaps it becomes a part of our new employee orientation. Another avenue is to highlight the successes of those on staff who do this effectively. Training need not be confined to a 20-minute, or 2-hour or 2-day session in a room somewhere. (See “Mutual FUNDS for Marketing” later in this document.)

New employees can be introduced to the global marketing aspect of LBC at orientation. Faculty must understand their critical role in prospective student days

And, we need to provide appropriate tools for our front-line recruiting staff. Laptop and cell phones are but a few suggested enhancements. It provides the opportunity for the individual to pursue a lead independent of the campus, as well as access to campus resources that can provide on-the-spot information for a potential decision maker, be it a prospective student or an influencer.

Closing Thoughts

The programs are ambitious and will require both human and financial resource. However, if we review our 10-year growth curve, and I am certainly not implying that the growth is as a result of exceptionally savvy marketing, this funding can and should be viewed as an investment.

Finally, no marketing report these days would be complete without some discussion on branding. Branding is not a new concept. Like so much of the advertising/marketing world, there is a constant energy put forth on repackaging existing concepts to “hype” and, at times, overstate the value. That is not to diminish the concept, but meant to put it into perspective.

Branding is vigilance and consistency. It’s being true to your mission, which is being true to your promise. To our employee family, to students, to our alumni, and to the communities where we are placed to serve. I would suggest that order.

A Bible college has a brand. LBC has a brand. Our application conversion rates attest to it. We deal with a far more prequalified prospective student than most institutions as noted earlier in this document. We’re known for our mission. The challenge is staying the course of that mission and having all accept it, whether a doctrinal issue, a lifestyle issue, or a marketing message. Are we vigilantly on target with our mission, with our promise. Are we delivering throughout our continuum of student relationship, from prospect to matriculated to alumni. That pattern is reproducible in nearly every constituency associated with LBC. Board of trustees. Corporation. Donor. Can our team articulate that mission, that promise? And, are we walking the talk?

Mutual FUNDS for Marketing

Market: v 1. to sell 2. to offer to sell

Sell: to promote the sale of 2. to attract prospective buyers 3. to convince

ANY idea, product or service can be marketed.

Marketing is an investment in any organization's future. It requires an idea, product or service and an audience that's interested in THAT idea, product or service. It is a mutual benefit to both the audience and provider.

Notice these are verbs. They require effort. And without that effort an organization, or any part of it, will die.

To that end: **Think of marketing as a Mutual FUND investment.**

F: You need to FIND your audience. Seldom will someone find you. The blind squirrel does find the occasional nut, but many days he goes hungry.

U: Understand your audience. Understand their needs. Understand how they think. Understand what's important to them. And, understand what you have to offer to them. It's imperative that we understand others and communicate in a manner that's relevant to them with a relevant idea, product, or service.

N: There is more to life than numbers, but the reality is that numbers tell us how we're doing. That's a form of evaluation. The Evaluation process is a critical component. It tells us if we're on target, need to tweak the issue, or run in a completely different direction.

D: The marketing process is a deliberate effort on the part of all individuals associated with an organization. From how we answer the phone, to how seek to meet people's needs. It's crucial.

We all need one another in this process. And, we need to own it collectively. If we believe in the mission, in the product, in this service, then each one of us has a place in telling the story. That opportunity can occur at any time, at any place. It's a mutual process.

New Program Promotion Protocol

- Press release written and sent to all media outlets

Internal Postings

- Program brochure developed
- Addendum to the catalog
- Announcement post card to all appropriate College constituencies
 1. Colleges/universities
 2. Christian schools
 3. Missions agencies
 4. Relevant organizations (para-church, professional associations)
 5. Churches
 6. Alumni
 7. Other
- Relevant magazine advertising (sustained or a one-time splash)

Radio

- Advertising materials updated (program number, added to listing, etc.)
- Web inclusion featuring front page “new program” identification in the form of a banner ad, relevant content updated.

Other web sites

Fact Sheet

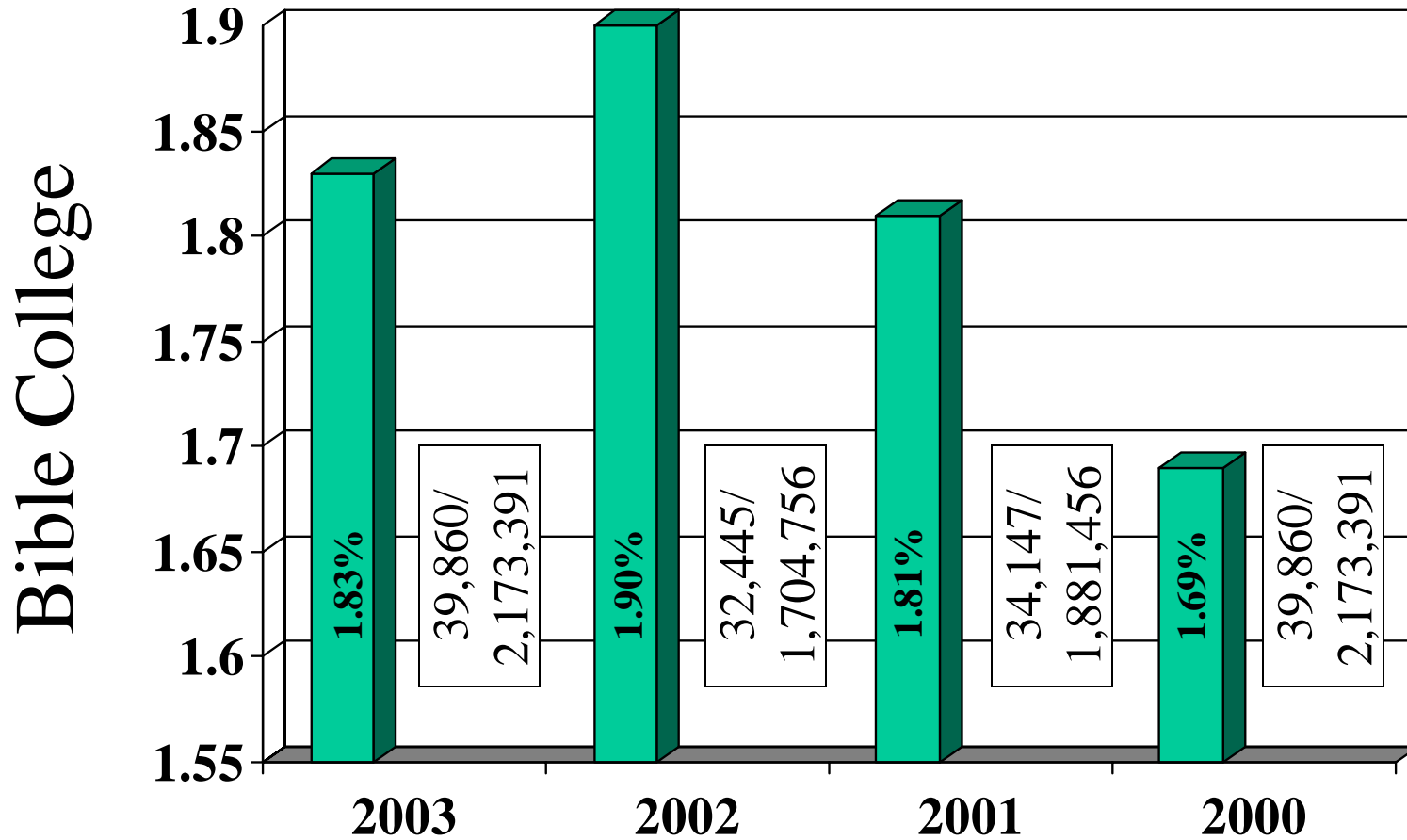
Launch luncheon with relevant potential circle of influence



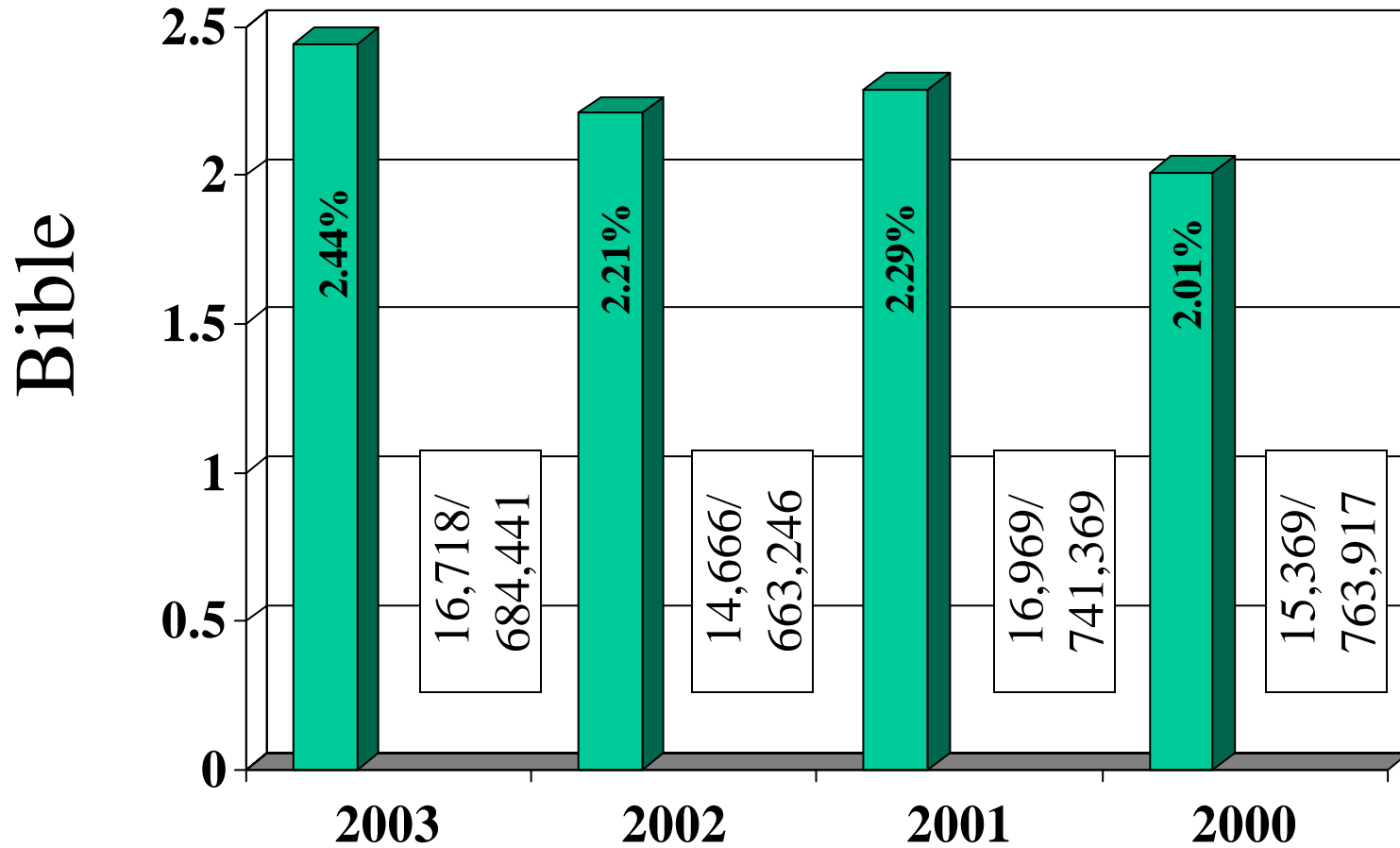
MEDIOCRITY

IT TAKES A LOT LESS TIME
AND MOST PEOPLE WON'T NOTICE THE DIFFERENCE
UNTIL IT'S TOO LATE.

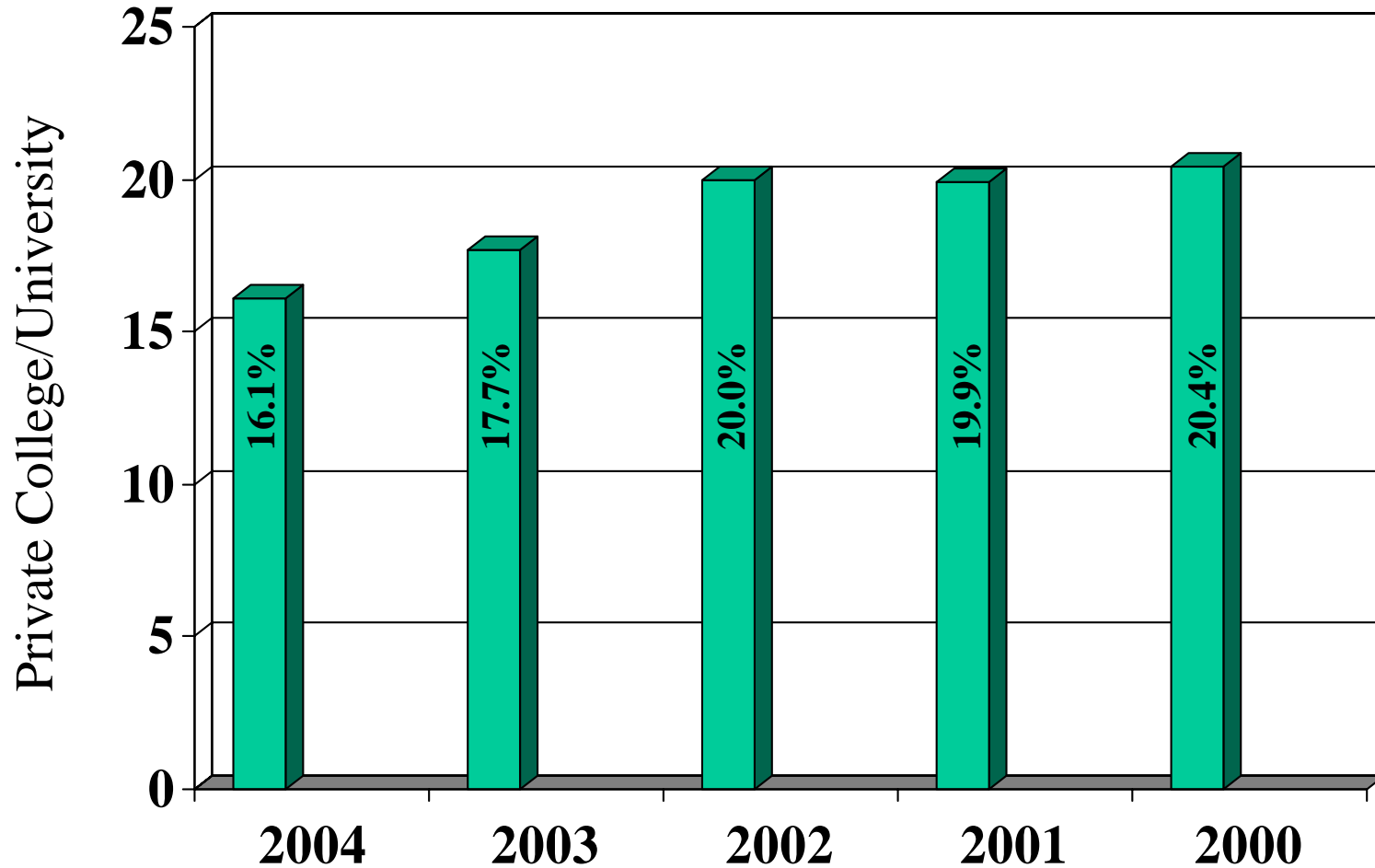
Specialized College Preferences



Denominational College Preference

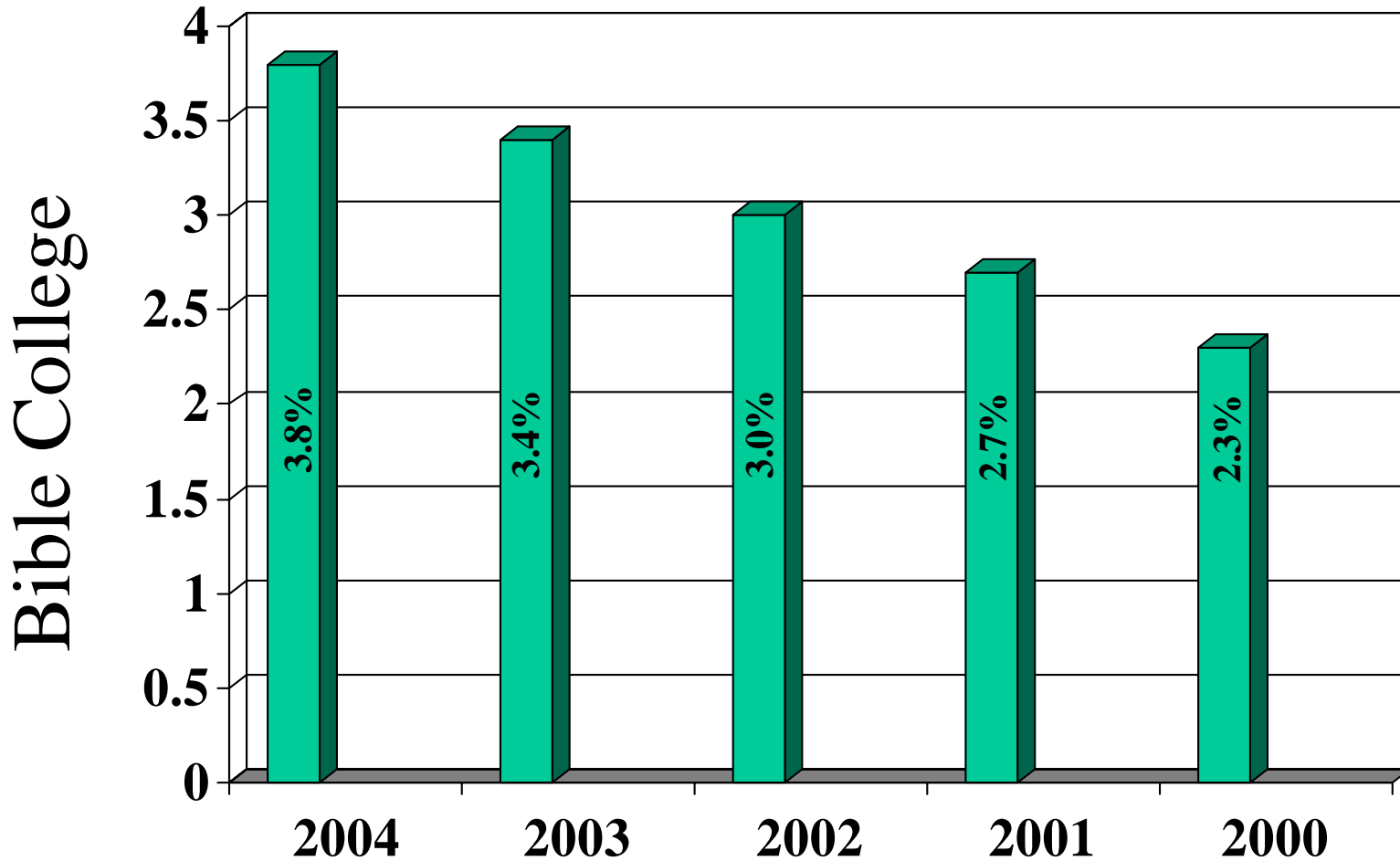


College Type Preference



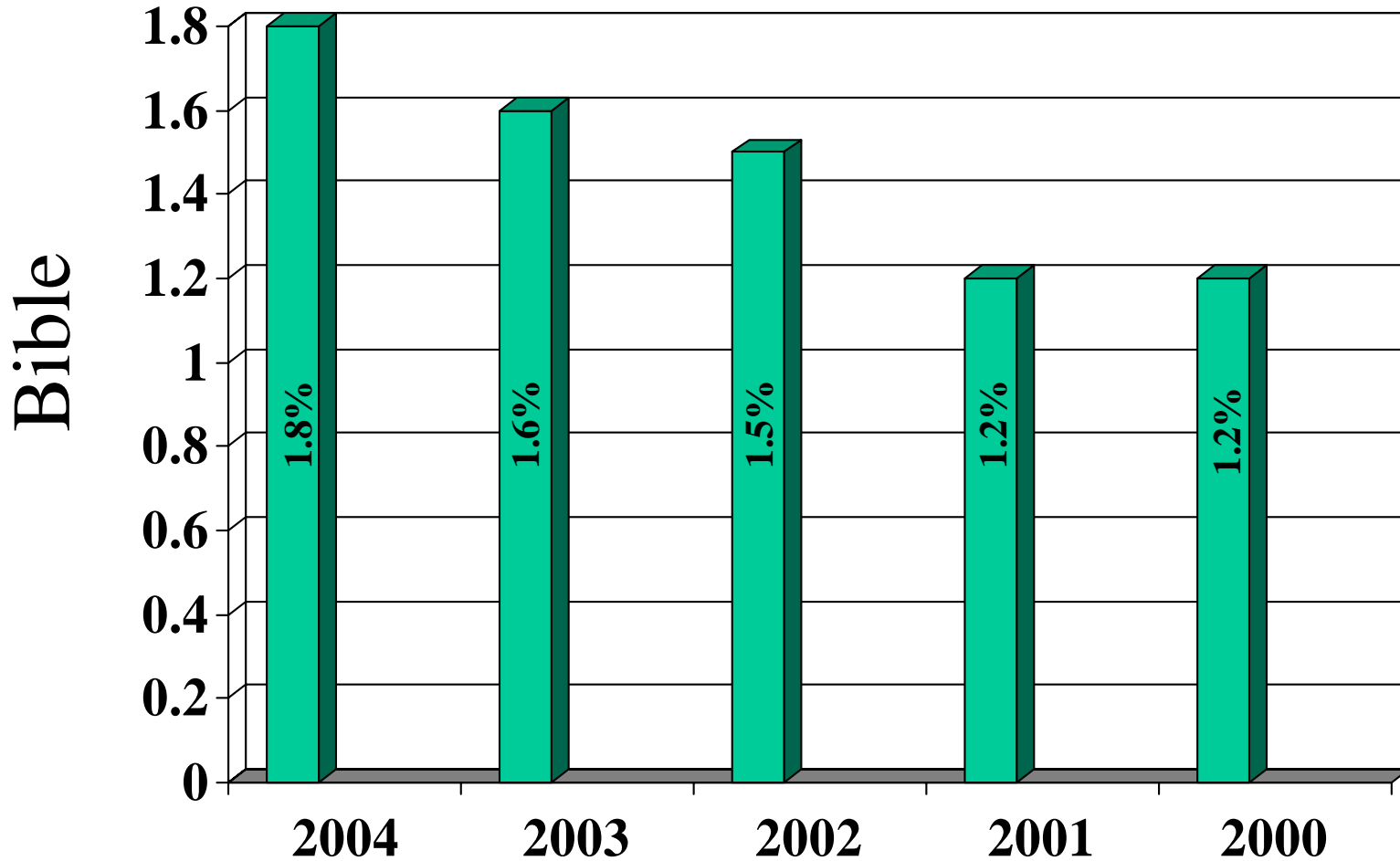
1.2 million high school juniors

Concentrated Degree Programs



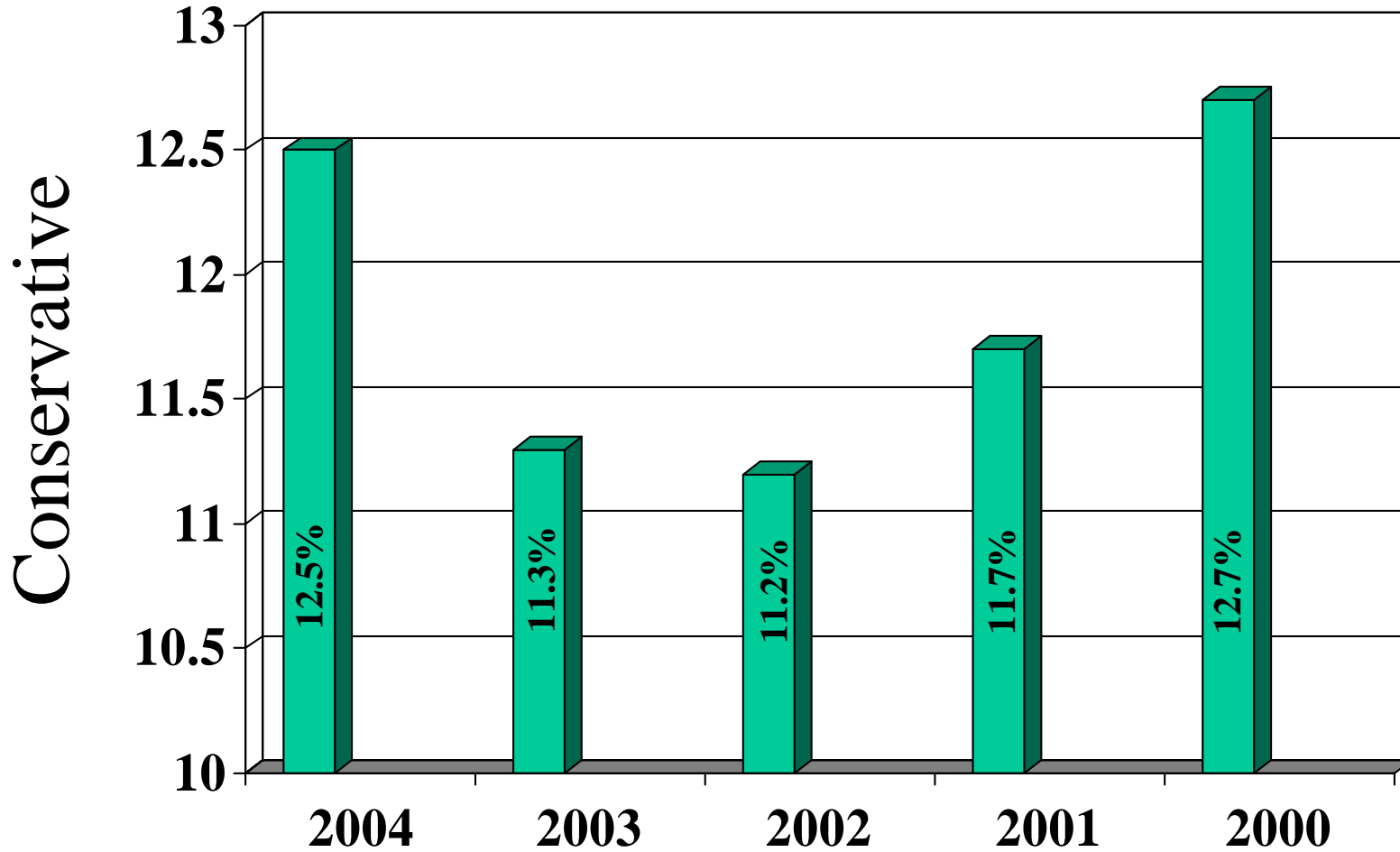
1.2 million high school juniors

Denominational/Church Related College



1.2 million high school juniors

Social Behavior Rules Prefer



1.2 million high school juniors

How much influence do visits to college campuses have on students' college decisions compared to other sources of information?

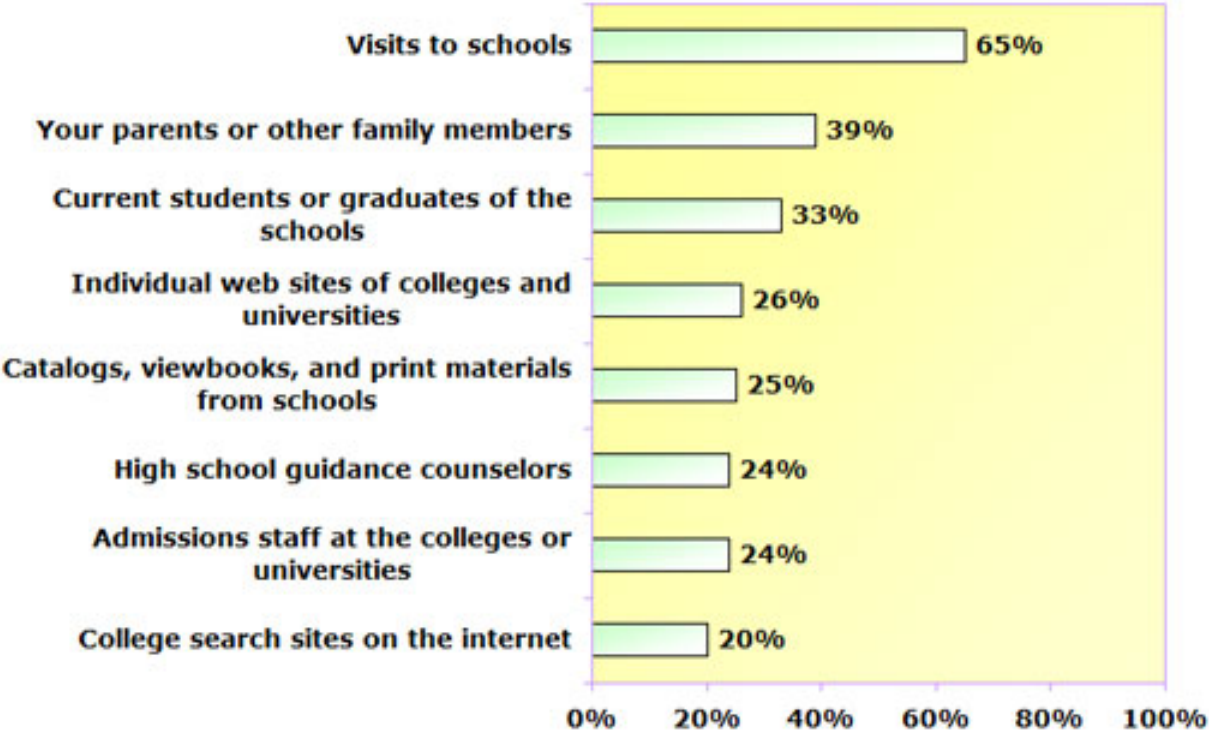


Chart 1: Most Influential Sources of Information in Student's Application Decisions

Technology Update:

The Use of Technologies in College Choice

Q: *How has access to the Web changed since StudentPoll first began reporting its findings on the use of technologies by college-bound high school students?*

A: Since then, Internet access has steadily increased, rising to 72 percent in 1997, 82 percent in 1998, 94 percent in 2000, and 99 percent today.

Q: *Do students spend more time on the Internet today than they did a few years ago?*

A: In our recent study, students spent, on average, 6.6 hours a week on the Internet for email and other purposes.

Q: *What are the primary reasons students use the Internet? How has this changed?*

A: Sending and receiving email has supplanted and homework as the primary reason students use the Internet in 2002 compared to our 2000 study?

Q: *Is the online application now preferred by most students? When they applied to colleges, did students use a paper, online or some other application? How has application use and preference changed over time?*

A: In 1996, 11 percent of students preferred online application. By 2000, that figure had climbed to 43 percent of students, yet remained virtually unchanged in 2002 at 45 percent.

www.chatuniversity.org

admissions offices

Welcome to Chat University and Ivy Boards!

To reach students these days, you have to be online. Chats and message boards are the hottest forms of communication in admissions, and we're the company that's leading the way. We make them easy and effective by setting it up, fully training you, and handling all the technical aspects so you can focus on your students. Maybe that's why hundreds of schools already use us.

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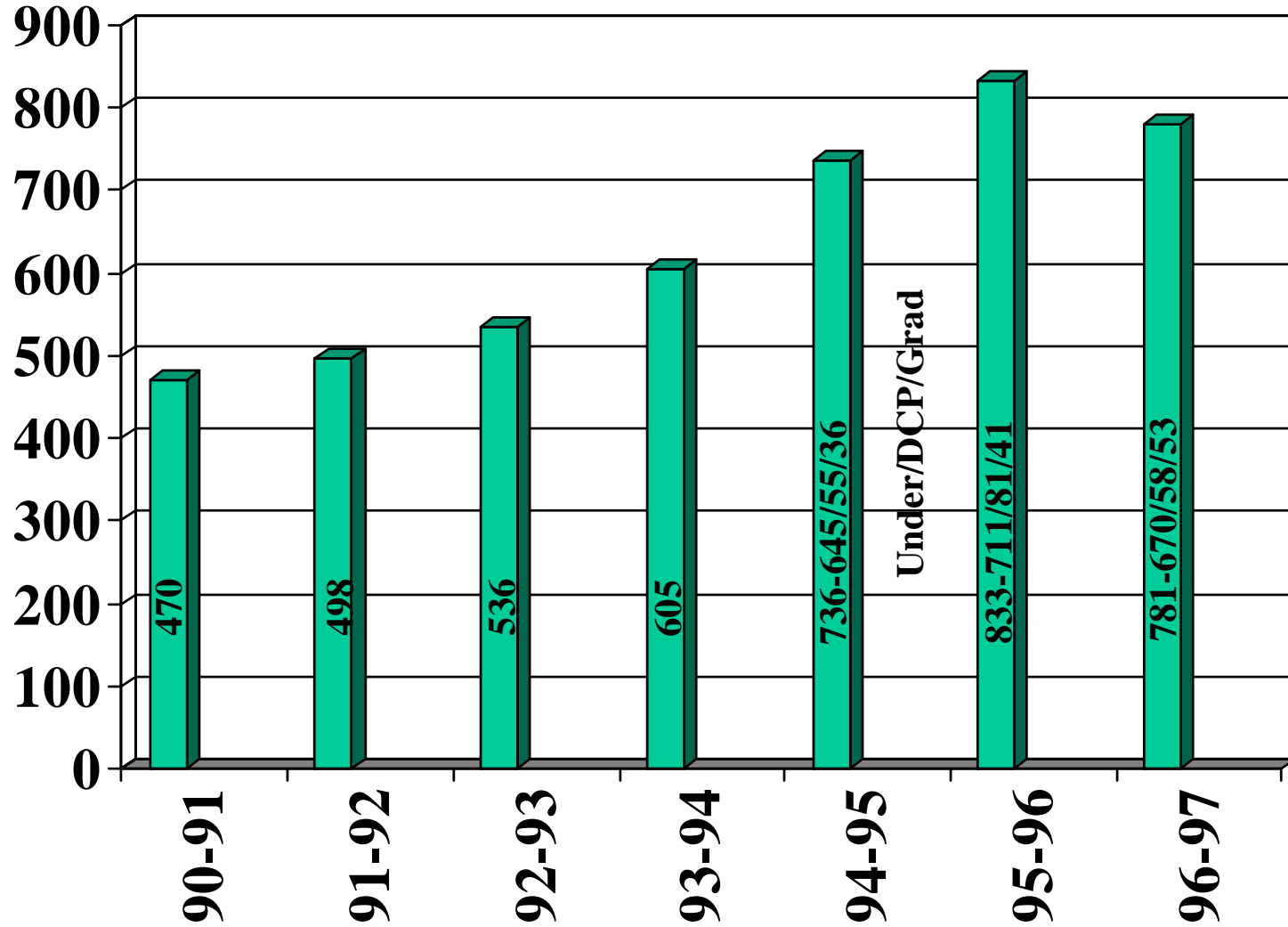
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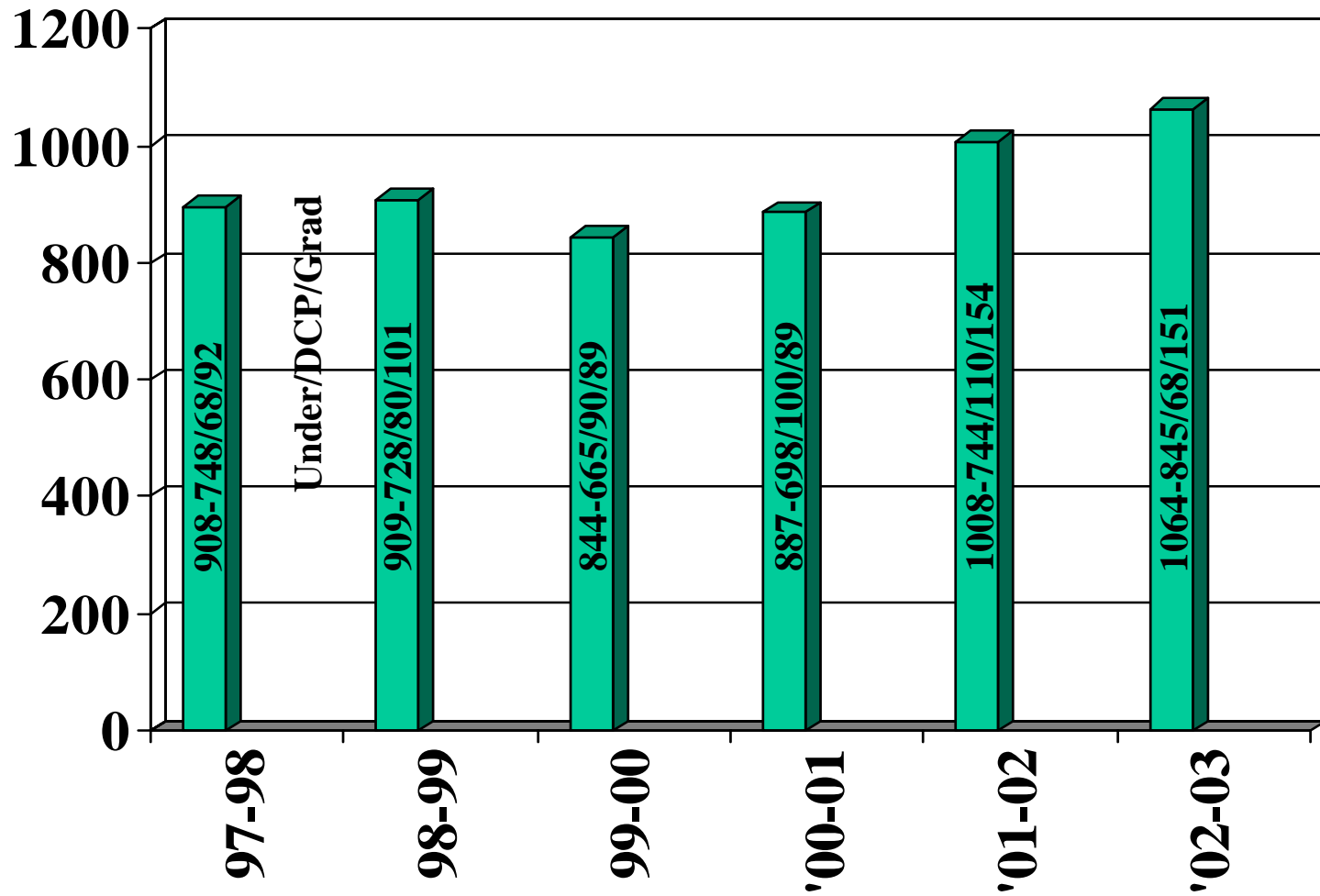
CLIENT LOGIN | Manager Password

from **Interaction Software**

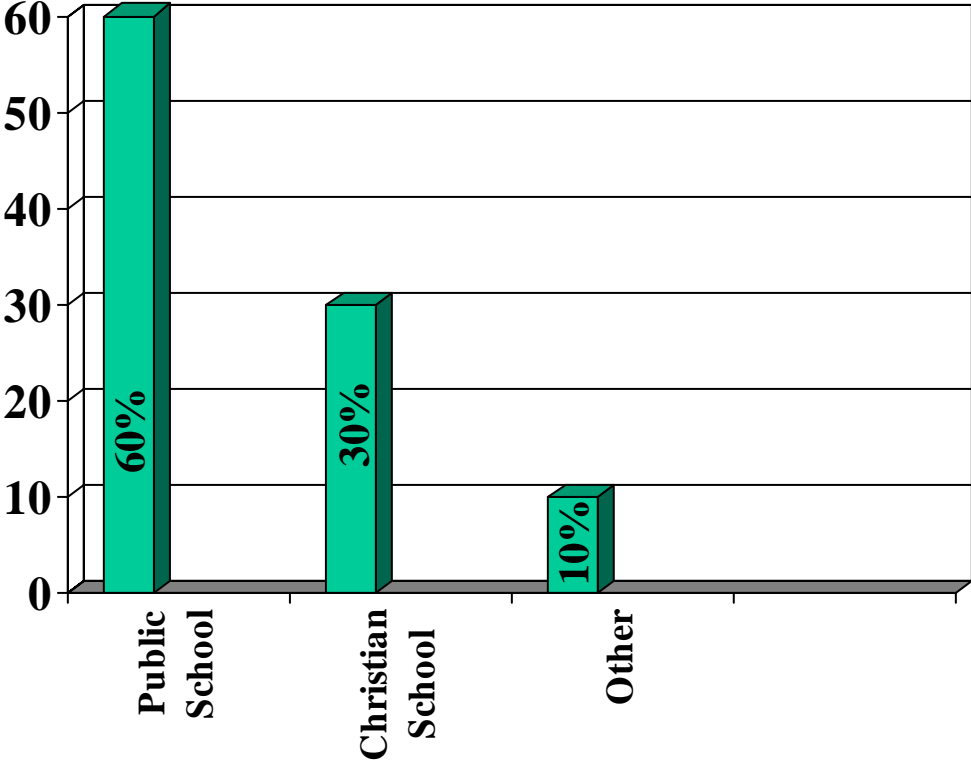
Enrollment 90-97



Enrollment 97-03



Student Profile





SACRIFICE

YOUR ROLE MAY BE THANKLESS, BUT IF YOU'RE WILLING TO GIVE IT YOUR ALL,
YOU JUST MIGHT BRING SUCCESS TO THOSE WHO OUTLAST YOU.

Lancaster Bible College Chapel Evaluation – Spring 2005

The Director of Spiritual Formation and the Spiritual Life committee want to plan chapels that encourage your spiritual growth and promote college unity. Would you let them know how you feel about the chapel programs this semester?

Demographic information: (What is your. . .)

- Class Level:** Freshman-**81** Sophomore-**59** Junior-**52** Senior -**30**
- Gender:** Male-**98** Female-**124** **Status:** Resident -**182** Commuter-**40**
- Ethnicity:** White/Caucasian-**211** Black/African American-**3**
- American Indian/ Native Alaskan-**0** American Asian/Asian-**1**
- Pacific Islander-**1** Hispanic/Mexican American-**5**
- International-**1** Other-**0**

Professional Program:

- Guidance Counselor / Bible Ed-**1** Music Ministries-**3** Professional Counseling-**29**
- Church Planting-**0** Social Services-**9** Pastoral Ministry-**18**
- Christian Ed-**4** Pre-Seminary -**6** Church Music-**1**
- Women in Christian Ministry-**6** Secretarial Studies-**3** Bible Education-**3**
- Youth Ministry-**27** Computers in Ministry-**1** Early Childhood Ed-**9**
- Missions-**20** Elementary Ed-**39** Health & PE-**9**
- Music Ed / Bible Ed-**7** Associates in Bible-**9** Bible Nursing-**1**
- General Ministry-**8** Stevens Tech Coop-**0** One-Year Bible Certificate-**7**
- Undecided-**2**

Please rate each type of chapel on how well it strengthened your spiritual life and encouraged your success as a student at LBC. Use “No Opinion” for chapels you missed or cannot remember well enough to rate.

	Very Helpful	Somewhat Helpful	Not Helpful	No Opinion
1. President’s Chapels	A- 66	B- 121	C- 15	D- 20
2. “World” chapels (missions)	A- 67	B- 124	C- 22	D- 19
3. Reese Kaufman series (prayer)	A- 85	B- 86	C- 26	D- 25
4. “Bartimaeus” drama	A- 98	B- 58	C- 32	D- 34
5. Mr. Jeff Batner (Lost his leg to frost bite)	A- 98	B- 69	C- 23	D- 32
6. Day of Prayer	A- 119	B- 73	C- 14	D- 16
7. Praise Chapels	A- 141	B- 53	C- 18	D- 10
Living the “Reality Factor” series				
8. “Sacred fire” video (3 kinds of love)	A- 90	B- 51	C- 26	D- 55
9. Pastor Steve Cornell (How to choose a mate)	A- 79	B- 70	C- 35	D- 38
Appreciating diversity series				
10. Pastor Dave Smith	A- 29	B- 73	C- 16	D- 104
11. Miss Patty Lane	A- 34	B- 66	C- 26	D- 96
12. Pastor Jonny Miller (dealing w/ media)	A- 54	B- 65	C- 30	D- 73
13. Mr. Keith Phillips (urban ministries)	A- 64	B- 83	C- 19	D- 56
14. Mr. Tim Sheetz (working w/ handicapped)	A- 45	B- 87	C- 23	D- 67
15. Mr. Bill Kallenberg	A- 30	B- 71	C- 31	D- 90
16. Departmental meetings	A- 31	B- 55	C- 93	D- 40
17. Class Meetings	A- 14	B- 50	C- 108	D- 50
18. Awards/Summer missions	A- 30	B- 81	C- 80	D- 31
19. Heydt Lecture series (<i>Bioethics</i>)	A- 106	B- 59	C- 29	D- 28
20. Teacher of the Year	A- 26	B- 62	C- 91	D- 43
21. Senior Preaching week	A- 131	B- 69	C- 7	D- 11

22. Solitude & Silence chapel	A-102	B-60	C-26	D-34
23. Dr. Steve Nichols (<i>Passion & Intellect</i>)	A-110	B-63	C-8	D-41
24. Mrs. Deb Hinkel (<i>Pride-Is God for you or against you?</i>)	A-112	B-56	C-24	D-30
25. Dr. Skip Lewis (<i>The discipline of God the Father</i>)	A-82	B-62	C-10	D-68
26. Dr. John Soden (<i>Un-entangled, trained, trying?</i>)	A-121	B-41	C-10	D-50
27. Dr. Harold Kime (<i>Finishing well</i>)	A-96	B-64	C-16	D-46
28. Pastor Mike Haub	A-96	B-29	C-29	D-18
29. Dr. John Pugh (<i>Spiritual formation thru conflict</i>)	A-54	B-59	C-26	D-83
30. Mr. Rick Rhoades (<i>New youth ministries professor</i>)	A-88	B-54	C-14	D-74
31. L.I.F.E. Groups	A-121	B-51	C-24	D-26

Overall, how effective were the Spring 2005 chapel speakers and topics as a means of:

32. Encouragement for spiritual growth
 A. Very Effective-60 B. Effective-94 C. Somewhat Effective-60 D. Very Ineffective-18
33. Development of college unity
 A. Very Effective- 12 B. Effective-70 C. Somewhat Effective- 100 D. Very Ineffective-40
34. Exposure to God’s worldwide program
 A. Very Effective-35 B. Effective- 101 C. Somewhat Effective- 72 D. Very Ineffective-14
35. Providing for opportunities for authentic, biblical worship and praise.
 A. Very Effective-52 B. Effective- 88 C. Somewhat Effective- 64 D. Very Ineffective-18
36. Is having a chapel ‘theme’ for the semester helpful?
 A. Yes- 94 B. No-42 C. No Preference-86

Which aspects of chapel have you especially appreciated?

What are one or two aspects of chapel that you wish you could change?

What topics or issues would you suggest we pursue?

Thanks you for taking the time to help us!

As a token of our thanks, you will receive **1 extra grace allowance** to be used whenever you would like during the Fall 2005 semester. If you would like to take advantage of this, we will need you to print your name below.

Name: _____ Box # _____

Listed below are the responses we received to the above questions, they are grouped across the table by respondent.

Appreciation Comments	Change Comments	Suggested Topics or Issues
Praise Chapels and times of singing- specially the worship team from Calvary Church	Long-winded speakers. We get enough of that in class	Long-winded speakers. We get enough of that in class
Enjoyed life groups, missions & praise chapels and certain	TBA chapels have no point, More professor chapels	More Cat and Dog Theology

speakers		
The preparation of the heart of the Professors that have spoken	I wished Pastor Haub had more help he needs it:-) Sound system needs better training	Issues of the tongue
I enjoyed praise chapels	Chapel should be everyday because sometimes it can get a little redundant	Friendship issues
Praise Chapels	More Praise Chapels; More Special Music	Jealousy with friends and loneliness
Praise Chapels, Regular Preaching of God's Word	World Chapels should be combined with something else. Praise Chapel weekly	Temptations, Choosing the right career, how grow spiritually, dating
Quality of sound and the dress appearance of those on stage	Chapels could be a little longer	Dating, family life. (Good Job Pastor Haub)
Lots of variety		
Preaching	More Praise Chapels	
Hearing from Peers, Worship Chapels, Life Groups	Life Groups should not be cancelled	
Senior Chapels, Day of Prayer	Not meeting everyday	dating, praise & worship
Life Groups, Cat/Dog Theology, Worship, Solitude & Prayer	Be more creative, think differently, change it up	more girl/guy chapels(girls/purity-guys/treatment of girls)
Praise Chapel, When faculty speak	cut the fat, get down to the meat. Too much fluff is insulting we are in college	anything that I can't hear in my high school's Sunday school class
Enjoyed hearing about missions and different cultures	Would not have a missionary conference, makes semester drag and seem long	
Solid biblical preaching	More quality speakers	
Appreciated Theme, and the fact speakers had good interesting topics	Residents shouldn't be required to come to chapel if they don't have class prior	more praise & worship chapels, purity, fellowship, applying our faith, being genuine
Life Groups, praise chapel	More excitement over all from the student body about attending chapel	
Real preachers who are at our level, the media, illustrations, dramas	more praise chapels at least weekly, not so serious preaching this isn't church	Don't make it mandatory/takes away true desire to grow & to be here
Appreciation Comments	Change Comments	Suggested Topics or Issues
Professor Preaching, when the light went out, when there was dead silence		reaching out to other groups that have clicked together among the students
Enjoyed Praise Chapels, silent and solitude	chapels should be 3xs a week and then I think it would be more effective	Anything that affects us as college students and Christians in the world
Pastor and Teacher speakers	Still seems unorganized, as if there isn't anything planned	Dating and Marriage, major issues in today's church, such as the emerging church
Teacher chapels; student preaching; day of prayer	vision & purpose for life groups; reaching older student genera. biblical teaching	worship god in spirit and truth Bill Wilkinson's book 50% teaching 50%appl.
Series and consistent connections, praise & worship,		

local church exposure		
Special speakers coming in to challenge our walk with Christ	Make every Chapel centered on God and not on anything else	Preparing for our Christian Ministry to the World outside of LBC now & in future
Focusing on Prayer and finishing well-most student put their self down	worship-should have different types of worship-Spanish, Mexican etc...	being caught in sin-that seems to be a big problem on campus choosing right/wrong
Guest Speakers	Frequency and context	Just Allow Students input to carry mute weight
Enjoyed Faculty speakers	Departmental Chapels/class meeting are pointless (Preach the Word!!)	Theological discussions, social aspects and more bioethics
Diversity in presentation	More "fun" Chapels (less thinking chapel)	Christian Dating, Christian & Politics
Diversity		More about relationships
Biblical messages, singing praise times, solitude & silence	more male/female divisions-interaction with older male/female	integrity, how to maintain godly relationships, how to use our LBC education
Enjoyed Missions Chapels and Professor preaching	Consistency within life groups, more drama & music	
Emphasis on missions		Discipleship
Appreciated Speakers that Real	Encourage Unification and avoid people sitting in the back	God's goodness, appearance, relationships
Enjoyed speakers that talked about Real-Life & interesting stuff. Praise & Worship	Less boring academic/expositional speakers, more worship	relevant stuff like dating, media, evangelism, spiritual disciplines, character, current issues
Praise Chapel & dramas, reality factor series	Having Chapel later in the day, 3 days or 2 days a week	thinking like reality factor series
Praise Chapel	when we don't sing	more music
Praise Chapel, Living the reality factor, Heydt lecture series	have more praise chapels	reality factor praise and worship, how to choose the right mate
Day of Prayer, Praise Chapels, Life Groups	arrangement of seating	
Preaching & special Music	Games	2wks of Senior preaching, more preaching
Appreciation Comments	Change Comments	Suggested Topics or Issues
The bioethics series was very interesting and helpful		real world application, current issues, what's going on outside LBC bubble
Teaching that's done well	Worshiping song-more often, less talking during it. There must be a balance	True worship of the heart, should, body
Missions		2nd Amendment
Praise Chapels & having faculty speak	should be mandatory for faculty and staff as well as students	purity
Allowing Students to share their gifts through prelude and special music	more faculty involvement or attendance	growth and write are always challenged in a large group
Senior Preaching, Praise	3 days/wk?	Respect-for others & self, more on world events & one responses as Christians
Truly appreciated Life Groups, world chapels, & Heydt Lecture series	More Praise Chapels lead by Conestogans/Psalemone & less lead by W. Team	Mot a topic, but more life group meetings since they were cancelled
Praise chapels, some of the	not so many chapels that have	more missions.

speakers drama, mission report	nothing to do with spiritual growth	
Worship, Messages from seniors and professors	Having chapel everyday, chapels that seem like fillers	
Many different teachers and different types of chapels keep it interesting	Women preaching gave the wrong picture of what this school believes	More on dating
		I like chapels that have messages that apply to our lives
Good prayer, solid studies of passages	Worship chapels are very impersonal; wish more people attentive to world chapel	Prayer, sexual struggles, self integrity
Need Dr. Teague more often		
Fun, dynamic speakers from outside of school	The Theme was not helpful because it was not emphasized enough	
Good speakers with applicable challenge for the student body	Have chapel 3X/week; attendance less tedious, eliminate "filer" chapels	ministry to homosexuals, drug addicts, promiscuous,etc; issues that we deal with as college students or in ministry
Chapels that spoke to me individually, worship; expository lectures (Fletcher, Heydt)	student input should carry much more weight with content and frequency of chapel	MANY more visiting scholars, we benefit from the 'outside' information
Thanks for all the hard work in planning; loved the professors' chapels	Maranatha's Bartimaeus was rude and insensitive	Faculty/staff share their testimonies or things God is doing in their lives personally, continue Drama Ministry
Bioethics done in informative, professional manner, retained integrity of Christian ethics		
Appreciation Comments	Change Comments	Suggested Topics or Issues
Praise & Worship, deal with things that pertain to our lives today	the lectures; there is much need for actual examples	
Life Groups, praise chapel	make it 3 days/wk; don't allow people to SELL their ministry during chapel	Get in Bill Wilson of Metro Ministries (Bronx); he is excellent
Praise Chapels, MORE senior preaching, preach to us not at us, this is not Sun. AM!	Because they're mandatory, should be more fun and encouraging, talk more about God, his character, hard to relate to older pastors since early AM and have other things on our minds(papers, etc)	do a book study for a whole week; bioethics guy was not effective &too deep
Praise chapels, special music, special productions(Maranatha, Mime)	increase student involvement, more prayer time and praise/worship	more encouragement from staff and faculty
student led worship	Does LBC believe in women preachers? Open our Bibles, be challenged by preachers who are known to be good, not the ones who are friends of fac/staff	try preaching through a book of the Bible for a week
Praise chapels	change President's chapels back to Friday	I think there was a good mix of spiritual issues and human issues
MORE LIFE GROUPS! Worship	Hold life group EVERY Friday; they really help	Purity, correct worship

Fellowship, praise and worship	No more 'God is good... all the time..' It's annoying	More Doc Ayers, more excitement oriented color scheme, more bold speakers
Praise and worship	the fact that it's every day. More praise and worship	
Dr. Teague, speakers that exercise true biblical expository preaching	eliminate speakers who do not use the Bible, End on time everyday! Reduce preliminaries to bare minimum, give speakers full 30 minutes	Use president Teague as model of true expository preaching
Some speakers, most dramas, praise chapel	have chapel less than 4 days/wk; different time of day	more Bible teaching, like sermons
The unity, spiritual formation, Scripture	chapels that aren't as helpful	not sure...another HEYDT lecture series?
The diverse range of speakers, as a commuter, chapel gave a way to get to know people	Number of skips for commuters, for students to take chapel more seriously	
bringing everyone together for a time of studying God's word	for students to really desire to go and pay attention	God's grace, freedom in Christ
	Should not be required; also 9:00 is better for a class time, not chapel	
Appreciation Comments	Change Comments	Suggested Topics or Issues
When speakers are real in what they talk about and demonstrate a sincere love for students	chapel is not the place to give out awards, should be done other times	practical issues; studying Christ's words on how to act, remind us that Christian life is not ours to do with whatever we want
encouragement from staff to continue pursuing the goal ahead of us	eliminate pointless chapels (ie: week of Heritage week)	have more chapels from the staff on how God has worked in their lives
Testimonies and emphasis on missions	sometimes too formal; also people sit spread out all over the chapel	the implications of living under the new covenant
Professor Preaching, Senior Preaching	Don't like having Chapel and not opening the Bible	
Beginning with praise, beginning with prayer	having chapels such as awards chapels with out beginning with prayer	dating/courting, lust & purity
Professor preaching, Bring back Johnny Miller	Don't show videos, Don't bring back Marantha (didn't like how he treaded students	more teaching like Soden and Kime did, encourage spiritual growth w/solid Biblical backing
Praise Chapels	n/a	n/a
		More topics like pastor Cornell's
Make chapel spiritually beneficial 100% of the time, not 60%; this campus needs to hear bold, challenging messages that may be offensive to those who don't want to hear it	minimize 'housekeeping' chapels, don't be afraid to cause a stir; this campus needs it	practical matters like temptation, anger, defending faith, Christian love; all with application
When speakers actually teach from the Bible, not just life lessons	chapel 2-3 X/wk, do not have Haub or Good speak	talk about things in the Bible
Professors speaking, praise chapels	chapels that are thrown together last minute; filler chapels	more students speaking
Worship chapels, bioethics series, Pres. Teague, our teachers	some days boring, usually not	more worship chapels, more lectures on topics relevant to today (like bioethics)

Student preaching, world chapels, praise chapels mixed in with speakers	time limit; more professors, less outside speakers	more specific spiritual growth
Dr. Soden, LIFE groups, senior preaching, Pres. Teague	praise chapel; maybe more Conestogian/Psallomen praise chapels, more hymns, less worship	
This year's chapels whole lot better than last year	nothing major	reaching troubled youth
Teachers teaching, special music	start on time; don't like feeling rushed at end; no Dean's chapel	Native missions support
Appreciation Comments	Change Comments	Suggested Topics or Issues
Praise chapels, senior preaching, professors preaching was awesome	younger speakers who know how to relate to college students & actually challenge our thinking and spiritual life	topics relating to our lives, not 30cent sermons
Special speakers, worship	could be longer, not as many announcements	purity, guys and girls
		Get Tommy Nelson, Song of Solomon Series
Hearing from our Profs and students	no more drama	give students something to make them feel chapel is more important than sleep
Worship Chapel	Always have a speaker.	missions, sex
Praise chapel. Enjoyed some speakers.	Having speakers that are actually good. Stop having filler chap.	relevant issues. The doctor was great. Lets hear about issues that we are facing today
Praise chapels	no departmental chapels, awards, class meetings etc.	
Passionate speakers, worship, special music Proof	have chapels 2 times instead of 4,	to pursue application convicting, chapel less teaching we get enough in class
Praise Chapels		
Gathering with entire student body and worshipping	more singing a longer time to meet	sexual purity, stronger prayer lives, evangelism
Professor preaching	get rid of chapels that have no spiritual emphasis	
The Spiritual Growth	more worship	How Christianity affects the world today
Quiet times, Mr. Rhoades	unity	idols, immorality, pursuing right life styles/habits, need to bring students back to high standards
Worship on Thursdays, diversity chapels	more structure to chapel	
	Chapels are boring, make them interesting	
	3 days/wk? Not as boring	
	New songs in Praise and Worship	
The Speakers	More variety in singing	Spiritual unity among believers
Praise Chapels, Life Groups, Student Speakers	no more dry speakers	passion & purity, more student speakers
Praise Chapels	we should sing more, fewer	Marriage, dating, ministry, college

	ceremonies	unity
Praise & Worship, Speakers that talked about ministries that interested me	make it only 3 times a week(you must attend whatever 3 days you want)	College Life
Appreciation Comments	Change Comments	Suggested Topics or Issues
Speakers with passion		Urban Ministry, praise, humility, handicap
life groups, praise chapels, day of prayer	that chapel is daily, it becomes like class, Chapel should be something you want to come to	
Praise Chapels/appt. to worship, prayer, sharing what God has done in the lives of others		
Worship Chapels, the practical ones (Dr. Teague & Dr. Soden),	enjoyed Evangelist minded speakers, maybe a few more for inside the church- practical encouragement	You've done great so far!!!keep it up...
Seminars	no more home coming, no more stupid chapels	creation/evolution
Worship	Departmental Meetings	
Special speakers providing a focused "mini-theme", professors speaking	Too many faculty/staff don't show up, If chapel is so stressed in its importance shouldn't it be important for the entire College body?	An emphasis on purity
Dr. Teague preaching, Praise Chapels	They should all be some preaching	
Worship	the time it started	focus
Guest Missionaries	no more fluffy non spiritual Chapels, not helping us grow, Parent's day/Perspective Student/Awards Ceremonies shouldn't be mandatory	Unsaved College Students, Not Dating
Praise Chapel, hearing professors pour out their hearts		
When different professors present solid preaching	Less "business" needs to be address. Fewer Rock Concerts and more Hymn sings during praise chapels	
The words of wisdom	Having Chapel Mandatory cheapens the value of the time! Ultimately we're responsible for our spiritual growth	You should pursue the topic and issue of whether or Jesus forced people to listen to Him at the pleasing of His will?
Heydt series, and Professor Preaching, some praise and worship	A little more academic since it is a Bible College	Gender roles in the church and emphasizing original language study
Praise Chapel	Not 4 days per week, Later in the day	
Enjoyed variety of speakers	I wish it would end at 9:40 instead of going over	
Senior Preaching	Faculty should have to follow attendance policy, no sports announcement "business jargon"	more senior preaching, more student involvement

	Chapel should be a time for worship	
Appreciation Comments	Change Comments	Suggested Topics or Issues
Praise Chapel		
Variety of Speakers	More praise & worship chapels, more special music	more BFC Speakers
Different topic with different speakers from all over	more diversity, it is changing just needs to continue	more topics based on issues with our age group. Peer pressure, dating, etc.
Overall, this year chapel's have pretty good.	Having chapel 5 days a week to 3 days	some more on finishing strong & living a life for Christ, especially when you feel worn out & wanna give up at times.
I enjoyed the President's chapels, worship chapels		
I enjoyed guest speakers who shared their hearts and testimonies	enjoyed having the seniors preaching, they were very encouraging	
Very much appreciated the ministry of our Biblical/Pastoral Staff when they speak	More Faculty Preaching, more careful selections of guest speakers	Obvious lack of solid exegetical preaching in our chapel services.
Worship, Professor Chapels, Student Preaching	Every day to 3 days, Less filler chapels, have awards night. doing them during chapel is a waste of time	
Preaching and teaching, the variety of topics presented		Real Life issues
Less commercial chapels, advertising an idea or ministry. Teacher of the year promo chapel	more chapels where the bible division professors can speak	
Worship, real life simple level-but real	better to have fewer chapels & make them worth while,	passion, love, encourage us to be with non Christian people
Senior preaching, special speakers topical series like cat and dog theology	worship-it's singing not spirit leg or sensitive to the spirit, it's not just the band, it's the students	Student Involvement and preaching. Series speakers too
Special Speakers	3 times a week instead of 3, so that speakers go more in depth	
I appreciate the missions reports	I wish the class chapels and other pointless one could not be mandatory	more on relationship
Appreciated Bioethics series, and opportunities given to faculty to speak		More current social issues and how we should respond to them
When faculty members from the biblical division spoke		
Praise chapels and Dr. Nichols, Mrs. Hinkle and Reese Kaufman	have it only 3X/wk and no filler chapels (yearbook, homecoming queen, etc)	Payer, worship, choosing a mate
Appreciation Comments	Change Comments	Suggested Topics or Issues
praise chapels	don't have it as often; it turns chapel into a requirement	witnessing to Catholics, praise, prayer
Preaching by professors	play songs we know during Praise chapels; more Dr. Sidebothom	relationships (dating) expository preaching

	preludes 'organ'	
Heydt lectures were best chapels all year, all the different music and worship	lack of diversity throughout the worship songs and sermons	Bioethics guy should speak his series every year
panel discussions on theological issues, speakers with substantial, solid things to say that apply to life	that it is held every day, having Dean Haub speak too often	how to relate to our culture & society understanding them so we can bring them to Christ; spiritual growth & accountability
Praise chapels, guest speakers		
LIFE groups; faculty involvement	better preaching, more indepth discussions	discipleship, accountability, devotions
When someone would speak and deliver God's truth	stop the 'God is good' everyday; stop singing the same songs and let there be different worship styles	following the example of Christ, being real, lukewarmness, growing our faith
appreciate it when faculty or students actually preach from the Bible on an applicable lesson	remove chapels that supposedly build community but don't really do anything; remove repetitive traditions (God is good..., always stand for prayer etc)	love to learn and be challenged from God's word, things that promote Christ like growth; challenge people's integrity, make them uncomfortable in their sin
Mrs. Hinkle's chapel		
World chapels, worship in English and other languages	More praise chapels	relationships, need for unity on campus (click issues, etc)
praise chapel and Heydt lectures		"reality factor" series, only two chapels devoted to this
worship and people who gave 'special numbers'		
Testimonies, dramas, recognizing the rescue team of our co-student who went into coma	less 'old school' preaching, more object lessons, skits, demonstrations, etc, cut out hymns, allow other forms of praise	more topics supporting life groups, accountability, confession, authenticity, commitment to friends, community, etc.
different pastors from the area, different ways of getting the Word out via movie, music, drama	some topics are irrelevant or not applicable to our lives; too many general themes rather than specific	finances, dating, dorm life, worship seminars, students teaching
Praise chapels		
Worship and Encouragement		anything that relates to a college students spiritual life
anything that gets the bible to us, Music and more variety in it.	More music, and keep life groups every week, and maybe more solitude & silence chapel	what is worship? Acts of Worship? What is Authentic Worship? On a certain character trait?
Life Groups	Life groups should be able to meet more often whenever something needs to be cut life groups are the first to go	unity
Appreciation Comments	Change Comments	Suggested Topics or Issues
Dramas/plays, "reality factor" series and the Heydt Lecture	wish there was more praise & worship chapels	
Professor preaching		
Dynamic passionate teaching-excitement student involvement	better speakers, louder more passionate worship	purity in every day life-movies, music etc
Worship, missions, awareness chapels, bartemeus	more diversity, & creativity	body of Christ, ice breakers, shaking it up a bit between people on campus
Rick Rhoades, heydt series,	students talking through entire chapels, people typing in their laptops during chapel	unity, purity, modesty, godly sexuality (relationships)

Appreciation Comments	Change Comments	Suggested Topics or Issues
Drama, and praise chapels	more praise chapels	
Praise Chapel	more praise chapel	
Praise Chapel have been very encouraging	President's Chapel, have a way to connect it to the Theme	
Teacher and Student Preaching, Day of Prayer, Heydt Series	More teachers in the Bible and theology division/more student Preachers	Worshipping God in Spirit an in truth
Enjoyed the various speakers that we have had this semester		Praise Chapel, Spiritual Life week
Worship Chapels		
Speakers who brought the word of God. Worship Chapels	Pointless chapels that have no spiritual or community benefit	
The whole student body gathering together in praise and worship	more praise and worship time	more practical issues
Praise Chapels have been effective and I rally enjoyed "three kinds of Love"	that it would be more student involvement	things that actually pertain to our daily lives, such as trials & tribulations.
Special speakers were really good. Pastor Haub's two sealed bike story was really good	sing more hymns!!!!	
Appreciated Knowledgeable preachers		
People who have opened the Word and preached to my generation	More and better worship, decrease # of chapel days per week/ try to get a few more well-known speakers?	community, School Spirit

The best thing since the opposable thumb!



Friday, September 15, 2006

Results Summary Show All Pages and Questions



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Total: 180

Visible: 180



Status: Enabled

Reports: Summary and Detail

1. Fitness Facility

1. The fitness facility meets my exercise needs.

		Response Percent	Response Total
Strongly agree		10.3%	18
Agree		66.7%	116
Disagree		19%	33
Strongly disagree		4%	7
Total Respondents			174
(skipped this question)			6

2. The size of the fitness facility is adequate for the amount of users.

		Response Percent	Response Total
Strongly agree		7%	12
Agree		37.2%	64
Disagree		47.7%	82
Strongly disagree		8.1%	14
Total Respondents			172
(skipped this question)			8

3. The fitness equipment is first-class and well-taken care of.

		Response Percent	Response Total
Strongly agree		5.2%	9
Agree		54.9%	95

Disagree	34.1%	59
Strongly disagree	5.8%	10
Total Respondents		173
(skipped this question)		7

2. Athletics

1. My coach knows my sport well and is able to teach skills and strategies effectively.

	Response Percent	Response Total
Strongly agree	9.6%	9
Agree	64.9%	61
Disagree	14.9%	14
Strongly disagree	10.6%	10
Total Respondents		94
(skipped this question)		86

2. My coach reinforces positive behavior and addresses inappropriate behavior of players.

	Response Percent	Response Total
Strongly agree	13.2%	12
Agree	56%	51
Disagree	19.8%	18
Strongly disagree	11%	10
Total Respondents		91
(skipped this question)		89

3. I would rate the athletic facilities at LBC as:

	Response Percent	Response Total
Excellent	3.7%	5
Good	28.7%	39
Average	39.7%	54
Below Average	25.7%	35
Unsatisfactory	2.2%	3
Total Respondents		136
(skipped this question)		44

4. I use the fitness facility

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		Response Percent	Response Total
One day per week		10.6%	15
2-3 times per week		29.8%	42
5-7 times per week		8.5%	12
One day per month		2.1%	3
2-3 times per month		7.1%	10
Occasionally		42.6%	60
Total Respondents			141
(skipped this question)			39

3. Health Services

1. How effective is Health Services in meeting your physical needs?

		Response Percent	Response Total
Excellent		12.4%	17
Good		36.5%	50
Average		38%	52
Below Average		9.5%	13
Unsatisfactory		3.6%	5
Total Respondents			137
(skipped this question)			43

2. Which of the following communications tools do you feel are effective in communicating health information?

		Response Percent	Response Total
Posters		41.6%	57
Table Tents		23.4%	32
Email		59.9%	82
Handouts in Mailboxes		37.2%	51
Bulletin Board		16.1%	22
Direct Connect		22.6%	31
Website		27%	37
Total Respondents			137
(skipped this question)			43

4. Counseling Services

1. Are you aware of the counseling services available to you as a student?

		Response Percent	Response Total
Yes		73%	111
No		27%	41
Total Respondents			152
(skipped this question)			28


2. Have you utilized counseling services at LBC?

		Response Percent	Response Total
Yes		12.5%	19
No		87.5%	133
Total Respondents			152
(skipped this question)			28

3. Has there been a time when you could have utilized counseling services and did not?

		Response Percent	Response Total
Yes		22.1%	33
No		77.9%	116
Total Respondents			149
(skipped this question)			31

4. If you answered yes to the previous question, please explain.

 Total Respondents	30
(skipped this question)	150

5. Resident Life

1. How would you rate residence hall life for the 2005-2006 school year?

		Response Percent	Response Total
Excellent		12%	16
Good		47.4%	63
Average		24.8%	33
Below Average		10.5%	14
Unsatisfactory		5.3%	7
Total Respondents			133
(skipped this question)			47

2. In which area were you most satisfied with the residence hall experience in 2005-2006?

		Response Percent	Response Total
Spiritual growth		7.6%	10
Cleanliness		6.1%	8
Academic environment		13.7%	18
Social interaction		72.5%	95
Total Respondents			131
(skipped this question)			49

3. In which area were you least satisfied?

		Response Percent	Response Total
Spiritual growth		37.3%	47
Cleanliness		34.1%	43
Academic environment		15.1%	19
Social interaction		13.5%	17
Total Respondents			126
(skipped this question)			54

6. Spiritual Formation

1. My spiritual development is significantly improved by my involvement in chapel.

		Response Percent	Response Total
Strongly agree		4.1%	6
Agree		34.9%	51
Disagree		38.4%	56
Strongly disagree		22.6%	33
Total Respondents			146
(skipped this question)			34

2. My spiritual development is significantly improved by my involvement in LIFE group.

		Response Percent	Response Total
Strongly agree		19.9%	29
Agree		39.7%	58
Disagree		26%	38
Strongly disagree		4.1%	6

I do not participate in a LIFE group.	10.3%	15
Total Respondents		146
(skipped this question)		34

3. My spiritual development is significantly improved by my involvement in the classroom.			
		Response Percent	Response Total
Strongly agree		20.8%	31
Agree		67.8%	101
Disagree		10.7%	16
Strongly disagree		0.7%	1
Total Respondents			149
(skipped this question)			31

4. My spiritual development is significantly improved by my involvement with fellow students.			
		Response Percent	Response Total
Strongly agree		33.8%	50
Agree		52.7%	78
Disagree		10.1%	15
Strongly disagree		3.4%	5
Total Respondents			148
(skipped this question)			32

5. My spiritual development is significantly improved by my personal interaction with faculty members.			
		Response Percent	Response Total
Strongly agree		32.9%	48
Agree		58.9%	86
Disagree		6.8%	10
Strongly disagree		1.4%	2
Total Respondents			146
(skipped this question)			34

6. Please compare the current spiritual climate in the student body to your expectations before coming to LBC.			
		Response Percent	Response Total
The spiritual climate is much better than I expected.		3.4%	5

The spiritual climate is better than I expected.		8.8%	13
The spiritual climate is what I expected.		31.3%	46
The spiritual climate is less than what I expected.		45.6%	67
The spiritual climate is unacceptable.		10.9%	16
		Total Respondents	147
		(skipped this question)	33

7. Miscellaneous

1. Overall, do you think the College standards (handbook) are fair?

		Response Percent	Response Total
Yes		61.4%	86
No		38.6%	54
		Total Respondents	140
		(skipped this question)	41

2. Overall, do you think Student Services is fair and approachable?

		Response Percent	Response Total
Yes		73%	103
No		27%	38
		Total Respondents	141
		(skipped this question)	40


3. LBC does a good job of meeting the needs of an ethnically diverse student population.

		Response Percent	Response Total
Strongly agree		13.1%	17
Agree		66.2%	86
Disagree		20%	26
Strongly disagree		0.8%	1
		Total Respondents	130
		(skipped this question)	50


4. What steps would help LBC be more successful at meeting the needs of an increasingly ethnically diverse student body?

 Total Respondents	48
(skipped this question)	132

5. If it were possible, what one thing would you change about your LBC experience?

 Total Respondents	79
(skipped this question)	101

6. Please share any suggestions/comments that would help us to improve the LBC experience.

 Total Respondents	66
(skipped this question)	114



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