



# Georgia Commission on Higher Education and Campus Ministry

November 2010

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The fall is an especially busy time for our colleges and Wesley Foundations. Much effort is put into getting each new student connected and settled into a routine that will help his or her college days be a good time of growth, both academically and spiritually. Many meetings are held with Boards of Trustees and Directors to insure accountability and to embark on new challenges that will continue to improve the experience of each student. You can be sure that our college presidents, college chaplains, and Wesley Directors have great hopes for every student who steps into college life in their places of responsibility. I know that God is at work through their work.

Those of us who are not working directly with students on college campuses also have a great part to play in helping to provide the best experiences possible for our students. I ask each of you to be intentional in supporting our United Methodist college ministry in these ways:

**-Ask your church to invite** a Wesley Foundation or college representative to speak on Sunday or

Wednesday night. Students have stirring testimonies to give of how God is using our colleges and ministries to shape their lives. Leaders can give specifics on what our schools and Wesley Foundations offer. Your church will be inspired!

**-Help your high school students** know about our UM colleges and Wesley Foundations in Georgia. Representatives will come and meet with student groups to share this information. Take your Juniors and Seniors to visit a campus.

**-Be sure your church will pay** its Higher Education and Black College Fund apportionments. Basic support for our Georgia UM colleges and Wesley Foundations come through the Higher Education apportionment, with 100% of this offering used in Georgia. Two of our schools receive funds through the Black College Fund.

**-Pray for college students** and our UMC commitment to them. During the college years, when life-affecting decisions are made, new pressures are experienced, and identity



The Rev. Cindy Autry  
Executive Director

as an adult is sought, the commitment we make at baptism to nurture our children into a mature faith and adulthood is so very important. What the church does in this time of life will make a difference.

Call or email our office for help in contacting persons for speaking engagements or campus visits. We will also send materials to distribute to your church or students. Help our schools and campus ministries end the fall with the confidence that our churches stand with them in this essential ministry.

Thank you for all you do.

The Wesley Foundation  
*at the University of Georgia*  
 Invites you to join us for our  
*8th Annual Fund Raising Dinner*  
 Friday, November 5th, 2010, 7pm

Who: Wesley Alumni, Friends & Parents  
 Where: Athens First UMC  
 Why: A great chance to celebrate and support the ministry

RSVP: 706.353.1408 or e-mail Lindsay  
 Allgood—lindsayallgood@gmail.com

At this dinner the Wesley Foundation wants to give you a **first hand look** at the ministry. You will hear brief student testimonies, and see video clips from services, Bible studies and mission trips.

Rev. Chuck Hodges, will be the featured speaker. Rev. Hodges is the Pastor at Athens First United Methodist Church. He will highlight the vital role of campus ministry in the lives of college students today. The dinner and evening is provided by the Wesley Foundation. However, this is Wesley's **primary fundraising event** for the year.

All guests will be given an opportunity to pledge and make donations that will enable the Wesley Foundation to continue their ministry to students at the University of Georgia. Students are invited to attend with their parents. Please include them in your reservation number if they will be attending with you. If you have any questions, please email Lindsay Allgood lindsayallgood@gmail.com.

## New marketing campaign puts Lagrange College in the spotlight

Television and radio commercials are being rolled out as a part of a new marketing campaign aimed at increasing LaGrange College's visibility in the region.

"We've found that the farther away we get from Troup County, the less people know about us," said Will Jones, Vice President for Advancement. "But we also know that once people hear about the transformational experiences students have here, we have their attention."

Jones said the goal is to raise the profile of the college with teenagers ages 16 to 18, and mothers ages 35 to 52.

"Of course, we want to attract the teenagers," he said. "But research tells us that mothers are the greatest influence on their children about where to go to college, so we needed to reach them as well."

Dean Hartman, Senior Director of Communications and Marketing, said his office has spent weeks developing

the campaign.

"After we determined who our audience was, we focused on the messages we wanted to present, such as outstanding outcomes and meaningful journeys," he said. "We now that the institution transforms lives, so we spotlighted real students who have powerful stories to tell."

Once the concepts were developed, they were presented to focus groups of mothers and teenagers in Newnan and LaGrange for their reactions.

"These were invaluable because they let us know where we were on the right track, and what things needed tweaking."

Then the concepts were developed into television scripts and turned over to Explore Media, a production company from Eikhart, Ind.

"They were shooting on campus two days this month, and we are very pleased with the end result," Hartman said.

One of the commercials can be viewed on here [at lagrange.edu], while others will be premiered at a launch party at noon Nov. 5 on the Lewis Library plaza.

"We hope everyone will join us to celebrate this newest undertaking as we spread the news about LaGrange College," Jones said.

The TV commercials began running last week on cable channels, MTV, BET, MTV2, ABC Family, Comedy Central, USA, Lifetime, HGTV, TNT, the Food Network, Bravo and the History Channel. They will be running in the greater Atlanta area Oct. 20—Dec. 15, Dec. 27—Jan 1 and the first two weeks of March.

A Facebook ad is up, and radio commercials also will begin airing in November.

"We are a great college with a great story, and we want to make sure people know our story," Jones said.

Information from lagrange.edu

**REMINDER: The Commission's Annual Meeting will be held Friday, November 19, 2010, Milledgeville First UMC, 10:00 am. RSVP: gahied@bellsouth.net**



### Prayer Corner

- The family of Anne Lord, David Scott's (Kennesaw State), mother-in-law. Mrs. Lord passed away October 6th. Donations may be made to Kennesaw State Wesley Foundation
- Carl and Kristen Blackburn as await the birth of Lily

Share this information with your Students!!

Mission Restore 2011

Haiti

May 15—21

Only 30 spots available!

Contact [gahied@bellsouth.net](mailto:gahied@bellsouth.net)  
 for registration information  
 \$100 Secures Your Spot!

**Registration Deadline: Nov. 15, 2010**