

CONCORDIA UNIVERSITY SYSTEM CHRONICLE

An Educational Mission of The Lutheran Church—Missouri Synod ■ March 2012

Concordia University System Newsbriefs

- ✚ Concordia Chicago hosted the Concordia Invitational Basketball Tournament Jan. 27-28, in partnership with the Lutheran Malaria Initiative, to educate students concerning the global Christian issue of malaria.
- ✚ Concordia, Selma, expanded its concentrations in business administration to include marketing, accounting, international business, computer information systems and management.
- ✚ Concordia Texas combined its choir performance and service efforts by assisting a Houston mission church with cleaning and painting projects.
- ✚ Concordia Nebraska received accreditation to expand its distance learning degree program in the areas of human services and public health.
- ✚ Concordia New York is teaming up with a top university in India to offer degree programs in business administration, English and psychology.
- ✚ Concordia, Irvine, was invited to present the production of *The Cover of Life* by R.T. Robinson at the Kennedy Center/American College Theater Festival.
- ✚ Concordia, Ann Arbor, reports that its choir will tour Germany this spring.
- ✚ Concordia Wisconsin, to meet the growing need for professionals in the sports and entertainment industries, is offering a new major in sports entertainment.
- ✚ Concordia, Portland, announced an “exploding interest” in its nursing program, with more than 90 freshmen enrolled this past fall.
- ✚ Concordia St. Paul captured its fifth consecutive NCAA Division II women’s volleyball championship by defeating top-ranked California State University.
- ✚ Concordia, Ann Arbor, is initiating video-conferencing classes with Concordia, Wisconsin.
- ✚ At Concordia Nebraska, 200 Boy Scouts gathered to work on merit badge topics.
- ✚ Concordia Texas students have donated more than 900 hours in cleaning home sites burned by last summer’s wildfires.

FTSOTC at \$220 million-plus

Gifts to the *For the Sake of the Church* (FTSOTC) endowment effort added more than \$6 million from July through December 2011. The total in gifts and pledges to date is a little more than \$220 million.

FTSOTC endowment earnings will continue to financially benefit Lutheran students who attend a Concordia college or university. With the increasing rise in educational costs, earnings from the FTSOTC endowment funds are intended to make it possible for Lutheran students to attend a Concordia.

Cash gifts to FTSOTC during the last six months of 2011 primarily came from individual donors’ continued support of this special ministry. However, two larger gifts were also reported — a \$100,000 check just before Christmas and proceeds from the sale of a beautiful lakefront property. One donor took advantage of a distribution from an IRA before the privilege to donate to a charitable entity expired.

Concordia University System institutions are grateful for all the gifts donors contribute to higher



education, which has the mission to provide a Christ-centered educational experience as students prepare for service to their church and society. Lutheran higher education makes a difference in the faith-life development of students, including LCMS students supported by FTSOTC gifts.

Celebrate Concordia Sunday: April 29

Concordia Sunday — suggested for April 29 this year — offers congregations an opportunity to celebrate Christian, Lutheran higher education in the LCMS. Concordia colleges and universities began when our Lutheran forefathers came to America. They built schoolhouses before they built churches.

Why celebrate a Concordia Sunday? Recognition of Christian, Lutheran higher education in a congregational setting reminds worshippers of the importance of a faith-life setting for students in their learning experiences. Many congregations celebrate Concordia Sunday as an opportunity to highlight the importance of Christian education in a Lutheran context and to encourage youth to consider preparing for service to church, community and the world.

The Concordia University System institutions receive high marks for their excellence in teaching, with 1,500 experienced and credentialed faculty. There are more than 150 diverse undergraduate programs and 60 graduate programs. In addition to

the church-work programs designed to prepare future pastors, teachers, directors of Christian education, family life, parish music, deaconesses and lay ministers, the Concordias offer new and exciting options in areas of health care administration, nursing, pharmacy, special education, coaching and forensic and exercise science. Recorded statistics show that more than 130,000 students have graduated from a Concordia college or university.

A supporter of Lutheran higher education shared this insight on the value of a Christian, Lutheran higher education experience: “The Concordia University System is one of the most powerful and far-reaching tools the Lord of the Church has given the LCMS to take the Good News of life in Jesus Christ to a world desperately in need of hearing and believing in Him, through professional church workers and those trained for other services in our communities.”

Although April 29 is the suggested date for Concordia Sunday, congregations may choose to celebrate it at any time throughout the year. The Con-

cordia University System offers free, specially prepared materials to assist the congregations in their celebration (brochures, bulletin inserts and announcements, liturgies, hymn selections, talking points, prayers, etc.).

To download materials, go to www.lcms.org/concordiasunday. To order larger quantities, call 800-248-1930, ext. 1252, or request via email at cus.info@lcms.org.

ORDER FORM ON PAGE 4.

For free materials, contact:
Concordia University System
1333 S. Kirkwood Road
St. Louis, MO 63122

314-996-1252
1-800-248-1930, ext. 1252
314-996-1120 Fax

www.lcms.org/concordiasunday

email: cus.info@lcms.org

PRESIDENT’S MESSAGE

Partnerships

As we look forward to celebrating Concordia Sunday in April, we become aware of how important partners are in the work of higher education.

Congregational partners are so important that we devote a special recognition to Concordia Sunday. We encourage congregations to lift up on this date — or perhaps a date more convenient — the value of LCMS higher education. We seek the support of congregations to provide financial resources and to encourage students to consider a Concordia.

Professional church-worker

partners are instrumental in creating congregational interest in a Concordia and they are the single most important influence on a young person who considers preparing for full-time church work.

Lutheran school partners (elementary and secondary schools) cultivate the seed of faith in potential Concordia students and prepare them to be leaders at a Concordia. Our Lutheran schools also are an important source of highly qualified faculty members at our institutions.

Individual donor partners send financial support to our Concordias in response to the riches God has

provided. As the cost of education continues to increase, it is especially important that our donor partners continue to help make Concordias more affordable.

And most importantly, thank you for all you do in your prayer life to ask the Lord’s blessing on all efforts to be about His work of raising up leaders for service in His kingdom.

Dr. Alan Borcharding is interim president of the Concordia University System.



Borcharding

HEALTH CARE PROGRAMS

CUS programs prepare care providers for all ages

Concordia University System colleges and universities emphasize the importance of vocation, which includes the various roles individuals will fulfill throughout their lives. One role of significance for a college student is the selection of a career or occupation that is personally fulfilling and also benefits the “neighbor.” With the growing number of baby boomers approaching their senior years, health care is an essential need.

In Jeremiah 8:22, the prophet speaks of the city of Gilead, which was known as the haven of physical healing. The lyrics of the old African American spiritual hymn, *Balm in Gilead*, remind us that God’s people need both physical and spiritual care: “There is a balm in Gilead to make the wounded whole, there is a balm in Gilead to heal the sin-sick soul.”


Who will prepare the professionals to research and develop new drugs or treatments, invent high-tech instruments for diagnosing health problems, help the healthy to stay healthy, rehab the physically or emotional injured, assist patients as they fight diseases, care for the frail and elderly? The list is endless.

Leaders at the colleges and universities of the Concordia University System envision premier, Christ-centered health care programs that transform students into exceptional professional leaders for service in diverse communities in a changing health care environment.


Health care education is provided by both public and private institutions. What makes health care education especially appropriate in the Concordia University System is that it is grounded in the biblical principle of “Love the Lord your God with all your heart and with all your soul and with all your strength and with all your mind”; and, ‘Love your neighbor as yourself’” (Luke 10:27). It is the response Jesus gave to the “expert in law” when he asked what he needed to do to inherit eternal life. Jesus went on to tell the story of the Good Samaritan, which comes to mind immediately when one speaks of health care education.

The Gospels report Jesus’ healing of both the body and soul. Jesus taught us to help our fellow mankind, whoever is in need, as one of the most important endeavors in life. Throughout history Christians have been involved in service by establishing hospitals and universities that train health care providers. It is essential that history repeats itself in the arena of health care services.

Concordia University System institutions traditionally emphasized courses in biology and physics as preparatory to acceptance into the medical profession. Nursing and social work programs were popular for more than 40 years. It is only in the past 10 years that the Concordia institutions expanded their offerings to include a wide variety of health care-related programs to meet the growing student interest in health-related fields. As life expectancy norms increase, the need for health care from cradle to grave increases as well and offers students opportunities in the health-related field as a preferred career choice, especially if they see their lives as being of service to the glory of God and love toward their neighbor.



Nursing practice



Athletic training



Radiology training

Health Care Programs in the Concordia University System

- Concordia University Texas**
Austin, Texas
www.concordia.edu

Nursing
Health Care Administration
Kinesiology
- Concordia University**
Chicago
River Forest, Ill.
www.cuchicago.edu

Nursing
Occupational Therapy
Gerontology
Emergency Medical Service (EMS)
Clinical Mental Health Counseling
- Concordia College—New York**
Bronxville, N.Y.
www.concordia-ny.edu


Nursing
Social Work
Health Care Administration
Health Studies
- Concordia University**
Irvine, Calif.
www.cui.edu

Nursing
Health Care Management
Exercise Science
- Concordia University Wisconsin**
Mequon, Wis.
www.cuw.edu

Nursing
Physical Therapy
Occupational Therapy
Pharmacy
Diagnostic Medical Sonography
Medical Assistant
Radiologic Technology
Rehabilitation Science
Exercise Science
- Concordia University**
Portland, Ore.
www.cu-portland.edu

Nursing
Health Care Administration
Sports Exercise Science
- Concordia University-St. Paul**
St. Paul, Minn.
www.csp.edu

Pulmonary Science
Community Health
Health Care and Aging
Radiologic Leadership
Gerontology
Exercise Science
- Concordia University, Nebraska**
Seward, Neb.
www.cune.edu

Nursing
Gerontology and Aging
Health Care Administration
Public Health
Human Services Administration
Exercise Science
Art Therapy
- 
- Pharmacy student

Student expresses his satisfaction

by Heather Stueve

“Wow! What an adventure this was! I enjoyed every one of these courses.”

These words, written in an email from Dr. William Brusick, expressed his satisfaction with the courses of the Online Colloquy Program. Dr. Brusick serves as minister of music at Trinity Klein Lutheran Church in Spring, Texas, and is working with CUEnet (Concordia University System Education Network) and Concordia University Chicago to complete the education necessary to receive a call from his congregation.

To date, more than 1,500 teachers, directors of Christian education, parish musicians and other workers in Lutheran congregations and schools have engaged in such training. Many take the time to express the same enthusiasm for the courses that Brusick expressed in his email to CUEnet.

The Online Colloquy Program is offered by CUEnet to teachers and church workers who have not had previous opportunity to study Lutheran

doctrine at a collegiate level. It is the intent of the program to enrich their professional and personal lives, leading them to infuse sound Lutheran doctrine in every aspect of their daily work and ministry.

The program is delivered using innovative technologies, including live and recorded streaming video and an extensive digital library. For those eligible, the program leads to rostered status as a called and commissioned minister in the Synod.

Other servants in the church for whom a call is not a possibility may choose to participate in a different program of theological training called the Seminar Program.

Information about these programs and more (including an online Bible study series, “My Deeper Faith,” and a confirmation program, “Images of Faith”) is available at www.CUEnet.edu or by calling CUEnet at 1-800-238-3037.

Dr. Heather Stueve is chief operations officer and director of academic programs for CUEnet.

CUS Viewbook

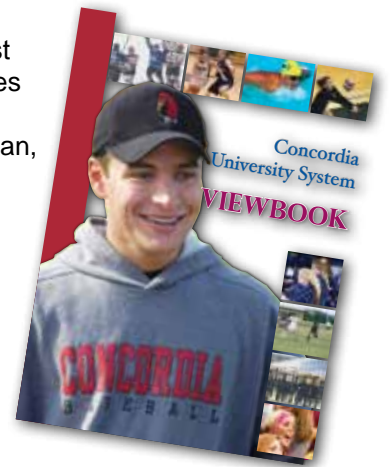
Do you want an overview of the programs, admission requirements, financial aid, cost and institutional focus of the Concordia colleges and universities? Can you use an information piece to help share the importance of a Christian, Lutheran college education? Do you need a handout to encourage a young person to consider studying at a Concordia?

Please write for a free copy(ies) of the *CUS Viewbook*:

email: cus.info@lcms.org

phone: 1-800-248-1930, ext. 1252

Share a copy with friends and future college students!



Five trends offer CUS opportunities

In a recent publication, the Lawlor Group (higher education research firm) presented five marketplace realities or trends that will have a significant impact on student recruitment and enrollment efforts in the coming years. These trends also offer opportunities for the Concordia University System (CUS) institutions.

TREND 1:

College is becoming unaffordable.

This information is not a shock to any family with a student in college. Family income has decreased, on average, by more than 10 percent since 2000. During the same period the cost of education increased by 17 percent.

CUS institutions continue to address this situation with significant discounts in tuition and fees as well as provide financial aid to qualified students (\$100 million in 2011). It is for this reason that CUS institutions continue to develop endowment funds through the *For the Sake of the Church* effort.

TREND 2:

Consumers are demanding results.

The “new normal” of the challenging economic climate has brought about the rise of the prudent consumer who is frugal, cautious and seeks proof of value. Students want to graduate in a timely manner, learn career skills and find jobs when they graduate.

While there is no assurance from any educational institution that graduates will find a job, the liberal arts programs of the CUS institutions prepare a student with career skills, especially analytical and critical thinking and writing skills. This set of skills is affirmed by the Social Science Research Council, as reported recently in an article in *USA Today* (January 25). CUS students, for the most part, graduate in four or less years and are sought after by employers.

TREND 3:

Social media is normalizing transparency.

Colleges and universities no longer can rely on “print media” to inform potential students about their institution. Social media platforms like Twitter, YouTube, Facebook and LinkedIn offer institutions the opportunity to present their campus and educational programs to a broad audience of inquiring students.

CUS institutions represent themselves on all of these social media platforms, including websites — promoting a Christian, Lutheran living and learning environment. Students searching for a college share what they read and learn from friends and alumni.

TREND 4:

Competition is breeding commodification.

The pool of high school graduates is shrinking and the segments of the population that are growing are some of the same segments that have traditionally been underserved: ethnic minorities, adult learners and veterans. With so many options available to students to choose an educational program that “fits” them best, institutions must differentiate themselves from the crowd.

Students will experience the “Concordia difference,” developing a strong set of values, leadership skills, Christian faith, commitment to community service and a sense of purpose in life.

TREND 5:

People are expressing discontent with higher education.

Economic conditions in the past few years have increased a skepticism of higher education: educational costs, fewer jobs available in the marketplace, educational loan debt and athletic scandals. The question often asked relates to the value of a college or university education.

These factors cannot be ignored. However, CUS institutions address these issues head-on. Lutheran theology informs the way CUS institutions educate students. Students are not prepared just for a job, but for a way of life —to become responsible citizens who view their career as a way to serve God as they serve the world.

(Excerpts from “Trends for 2012: Five Marketplace Realities and How Private Higher Education Must Manage Them,” by the Lawlor Group.)

CUEnet

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Call us today
to ask about
scholarships!
1-800-238-3037



Estate gift:

Planning your estate?

Adding a codicil to your will?

Why not include **For The Sake Of The Church**, the Concordia University System endowment fund?

Or you may wish to establish a named scholarship fund for Lutheran students preparing to serve the church in local communi-

ties as pastors, teachers, directors of Christian education or family life ministry, deaconesses, etc.

Consult your estate planner or attorney or call the Concordia University System office at 1-800-248-1930, ext. 1252, for assistance.

Concordia Sunday resources order form

Thank you for your order! We pray that it will be a blessing to you. If you need more material or would like to see some of the other material available, you may order directly from our Web page: **www.lcms.org/concordiasunday**, email **Linda.Lehr@lcms.org** or phone **1-800-248-1930, ext. 1252**. Cut out and mail this form to Concordia University System, 1333 S. Kirkwood Road, St. Louis, MO 63122. But sure to include your shipping address.

Please send us these items:
We are celebrating Concordia Sunday on _____

Amount	Item
CONCORDIA SUNDAY RESOURCES	
_____	Celebrate Concordia packet (all are included) Litany of Thanksgiving, prayers for Concordia Sunday, suggested hymns, brief announcements for worship folders and newsletters; talking points for sermon and children's sermon.
_____	Bulletin inserts: "Blessed to be a Blessing" Information about CUS and <i>For the Sake of the Church</i> endowment campaign—includes gift envelope.

CONCORDIA UNIVERSITY SYSTEM RESOURCES	
_____	Viewbook A book providing an overview of the programs, sports, extracurricular activities at each of the 10 colleges and universities of the Concordia University System.
_____	Map of the Concordia University System
_____	Concordia Chronicle A newspaper publication of the CUS.
_____	We Need Your Help A flyer asking for nominations of candidates for faculty positions within the CUS.

LUTHERAN EDUCATION RESOURCES	
_____	The Lutheran College/University ADVANTAGE A brochure outlining the research-based advantages of a Lutheran higher education experience.
_____	The Lutheran College/University Difference A brochure on integration of faith in the learning process.

CALLED WORKER VOCATIONAL RESOURCES	
_____	Planning for My Future For youth considering a career in church ministry.
_____	Prepare for a Church Work Vocation Description of LCMS ministry vocations.
_____	A Noble Work Ideas for establishing a recruitment committee.
_____	Recruitment for Church Work Careers Ideas for churches to recruit and promote future workers.
_____	CUENet Colloquy Brochure Online Teacher Colloquy Program to be LCMS Roster certified.

ENDOWMENT AND GIFTING OPPORTUNITIES	
_____	What is <i>For the Sake of the Church</i>? A brochure providing information on the <i>FTSOTC</i> endowment fund.
_____	<i>For the Sake of the Church</i> gift envelopes Can be used as bulletin inserts.

- These items can be ordered from other sources:**
- **Martin Luther Speaks on Christian Education**
A video outlining the importance of Christian education at a cost of \$25 (includes shipping) from Genesis Educational Resources Inc., 1035 Hummingbird Way, Bartlett, IL 60103; 630-855-8558 (office); 630-855-8488 (fax); or e-mail davidabarth@comcast.net.
 - **What a Way Resources**
Visit www.whataway.org to access print and video resources designed to recruit and retain LCMS church workers.

**“Going to college”
is a big decision . . .
“choosing the
right college/university”
will make a difference
for a lifetime!**



Concordia University 4090 Geddes Road Ann Arbor, MI 48105 (877) 995-7520 www.cuaa.edu	Concordia University 2811 N.E. Holman St. Portland, OR 97211 (800) 321-9371 www.cu-portland.edu
Concordia University Texas 11400 Concordia University Drive Austin, TX 78726 (800) 865-4282 www.concordia.edu	Concordia University Chicago 7400 Augusta St. River Forest, IL 60305 (877) 282-4422 www.cuchicago.edu
Concordia College-New York 171 White Plains Road Bronxville, NY 10708 (800) 937-2655 www.concordia-ny.edu	Concordia University-St. Paul 275 N. Syndicate St. St. Paul, MN 55104 (800) 333-4705 www.csp.edu
Concordia University 1530 Concordia W. Irvine, CA 92612 (800) 229-1200 www.cui.edu	Concordia College 1712 Broad St. Selma, AL 36702 (334) 874-5700 www.concordiaselma.edu
Concordia University Wisconsin 12800 N. Lake Shore Drive Mequon, WI 53097 (888) 628-9472 www.cuw.edu	Concordia University, Nebraska 800 N. Columbia Ave. Seward, NE 68434 (800) 535-5494 www.cune.edu
CUENet Concordia University Education Network 61990 Janalee Place Bend, OR 97702 (800) 238-3037 www.cuenet.edu	
Concordia University System 1333 S. Kirkwood Road • St. Louis, MO 63122 • 800-248-1930, ext. 1252 cus.info@lcms.org • http://www.lcms.org/universities	

Consider matching gifts

Gift giving is more exciting when a gift is matched with another gift. A matched gift intensifies the spirit of giving! Many corporations, foundations and major businesses offer a gift matching program for their employees. It is a values thing. Supporting the charitable intent of an employee reinforces the importance of good stewardship and citizenship.

The Concordia University System initiated the ***For the Sake of the Church*** endowment effort to assist students financially as they prepare to serve as professional workers in the church or lay leaders in their local congregations and communities. A matched gift is a special way of multiplying the original gift of the donor.

Each college and university of the Concordia University System is an eligible organization and participates in the ***For the Sake of the Church*** endowment fund effort—supporting the Concordia of your choice assists the institution in providing financial support to students.

Please ask your employer about a matching gift program at your place of employment. Send your gift and the matching-gift form to the Concordia of your choice or to the Concordia University System office, 1333 S. Kirkwood Road, St. Louis, MO 63122.

If you need assistance, call the Concordia University System office at 1-800-248-1930, ext. 1252.

Upcoming Spring Lutheran College Fairs

Attending a Lutheran College Fair is a great way to learn more about Lutheran colleges and universities. You will be especially pleased to sit in on brief seminars on programs, campus life and financial aid. For more information on location and time, please go to www.lutherancolleges.org and click on “college fairs” or call Linda Lehr at 1-800-248-1930, ext. 1252.