Ministering to Campbell University Students – A Guide for Local Churches: 2012

Greeting & Overview

The Office of the Campus Minister at Campbell University is thankful for your church’s ministry to our college students. Each year, thousands of students from around the world make their temporary home in Buies Creek and it takes local churches of all types, as well as on campus ministry provided by our office, to effectively reach out and minister to these students. This document is meant to serve as an informational “how to” guide for you and your church’s ministry to the student body here at Campbell. You will receive contact information regarding campus ministry staff, helpful resources for promoting and advertising on campus, social media and much more. The headings will guide you through the information that will be presented.

Our Mission Statement

Campus Ministry at Campbell aspires to engage the university community in the areas of Christ-centered worship, spiritual growth and servant leadership. We strive to be the body of Christ through:

- Gathering for meaningful worship that inspires the university community to love God with all their heart, soul, mind and strength;
- Loving our neighbors on campus and around the world through missions and service;
- Providing diverse student-led ministry groups that foster ongoing fellowship, community building and discipleship;
- Offering pastoral care in a safe and welcoming environment of grace and respect.

Contact Information for the Office of the Campus Minister

The Office of the Campus Minister is comprised of several individuals. Their contact information and primary responsibilities are listed below:

- **Faithe Beam – Campus Minister**
  o Phone: 910-893-1547
  o Fax: 910-814-5774
  o Email: beam@campbell.edu

- **Tyler Ward – Graduate Assistant for Resident Chaplaincy & Church Relations**
  o Phone: 910-814-4336
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- **Louisa Monroe – Graduate Assistant for Worship**
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- **Josh Owens – Graduate Assistant for Athletic Outreach**
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  o Fax: 910-814-5774
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The Office of the Campus Minister is located on the 2nd floor of the Wallace Student Center (Oasis) and our mailing and web addresses are:

The Office of the Campus Minister
P.O. Box 566
Buies Creek, NC 27506

http://www.campbell.edu/life/campus-ministry/

Campus Ministry Special Events

Throughout the year, our office plans and hosts a number of special events for our students and the surrounding area. Below is a list of these special events, their descriptions, and how local churches can become involved and support these special dates for the 2012-2013 academic year.

- **September 30: Jamie Grace Concert in Turner Auditorium**
  - Jamie Grace, a 19-year-old singer-songwriter who has appeared as part of Women of Faith’s popular “Revolve Tour,” is signed by Gotee Records, helmed by Joey Elwood and multiple GRAMMY® winner TobyMac. Hailing from Atlanta, Georgia, Jamie Grace is a college student who aside from her career and touring as a singer-songwriter, is also studying children’s ministry. At age 11, Jamie Grace was diagnosed with Tourette Syndrome, and has since traveled the country sharing her story and faith through music and speaking. Jamie’s concert will begin at 6:00pm in Turner Auditorium.

- **November 3: Youth Day**
  - This year’s annual Youth Day celebration will bring youth groups from the eastern and central portions of NC together to join in a day full of fun and worship. For only $20, participants get to enjoy lunch at Barker-Lane Stadium, take in an afternoon football pitting the Fighting Camels against the Crusaders of Valparaiso University, post-game amusements and inflatables, and student-led worship in Butler Chapel featuring a message by Josh Owens, a former CU football player.

- **November 14-16: Community Christmas Store**
  - The 2nd annual Community Christmas Store will be hosted by Campbell University in Carter Gym from Wednesday November 14th through Friday November 16th. Donated toys and other gifts will be available for families that meet eligibility requirements and are recommended via area churches and social service agencies. Thousands of dollars in monetary and gift donations are necessary to pull this event off, as are dozens of volunteers for area churches and agencies who refer, assist, and volunteer for the Community Christmas Store. For more information, please contact the Campus Ministry Office

**Accurate & updated event information can always be found on our website**
Church Involvement on Campus

Campbell University is unique in that all of our campus ministries are student led. That means that each of our recognized ministry groups (Baptist Student Union, Ignite, Fellowship of Christian Athletes, Shine (WMU), and Gospel Choir) are all led by current, undergraduate students. These groups, and their student leadership, fall under the auspices of the Office of the Campus Minister, receiving authority, guidance, assistance, and funding from our staff.

Because of the unique nature of our on campus ministry groups, we do not allow off-campus entities to hold official worship services or other events on our campus. We do not intend for this to be a stumbling block to your church’s desire to minister to our student body, but we firmly believe that local church ministry is best done in the context of the local church itself and the relationships maintained therein. Likewise, we believe that on-campus ministry is best done by the students who live, work, and attend class together and can help other students in their similar journeys of faith throughout their time here at Campbell.

Though churches are not allowed to hold official services on campus, there are a number of ways to initiate contact with the student body. The following recommendations are ways in which your church can maintain a presence on the campus.

- **Advertising**: one of the easiest ways to get the word out about your ministry is by simply hanging a flyer up on campus. However, there are certain steps that you need to take before you can hang up a flyer on campus.
  - **First**, you must get your flyer approved (stamped) before you make copies to hang up around campus. This can be done in the campus ministry office on the 2nd floor of the Wallace Student Center/Oasis. Once you enter, ask for either Tyler Ward or Terry Tucker, and they will stamp your flyer.
  - **Second**, take the approved flyer and make your copies on your own.
  - **Third**, it’s time to put up the flyers. Flyers can ONLY be placed on bulletin boards in academic and residence halls. You are free to go through the academic halls to put up your flyers; however you are NOT allowed to physically enter residence halls. If you know of students who could place them in residence halls, please ask them to do so on your behalf. If not, you can bring your residence hall flyers to the campus ministry office and we will make sure they get placed in the boxes of the Resident Directors.

When placing flyers around campus, it is imperative that you include essential information by which students can contact your minister or the church. With that in mind, please take steps to include some of the following information on your flyer:
  - **Contact Information** (Email, phone, physical address)
  - **Website/Facebook Page address**
  - **Upcoming events/description of church/college ministry**

- **Meals**: one of the oldest, and most effective, means of building relationships is through the sharing of a meal. On campus, there are many options for dining and ministers frequently come on campus to eat with students. Sometimes, ministers promote these meals and end up paying for all those who come to join them, while at other times the meals are more intimate (mentor/mentee meetings). Either way, meals provide an ample opportunity to fellowship, discuss, and minister to the students here at Campbell.

- **Athletic Events**: group outings and tailgating for athletic events have become increasingly popular on campus and churches often take part in the festivities surrounding them.
**Practical Ways to Connect with College Students**

More now than ever, college students (and the general population) can be reached almost instantly using the internet. With so many students being able to text and access internet capabilities from almost anywhere via their cell phones and laptop computers, your church’s ability to virtually connect and inform college students has never been easier. Listed below are a few practical ways to connect with college students via the internet.

- **Facebook**: Worldwide, more than 900 million people are members of this social networking site that spans across continents, age groups, and college campuses. For college students, Facebook is an everyday (or perhaps every hour) destination while they are on the internet. The capabilities for building a social community for your church are almost endless on Facebook and it would be wise for your church to maintain a presence on this popular website. Within every congregation, there are at least a handful of people if not more that have a Facebook and can assist in helping to create one for the church. There are many options as to what kind of presence to have on a Facebook group (Friend, Group, Fan Page, etc.) but we would advise against creating a “Friend” page for your church as it is the most exclusive option available for a church on Facebook. Instead, we suggest creating a “Group” or “Fan Page” for your church so that members can freely join said pages and can host a great deal of information concerning your church and so forth.

- **Blog**: Churches who don’t already have a website don’t have to spend precious time and money to create a multifaceted website. There are many free options for churches in the blogosphere. Sites such as Blogger (blogger.com) and WordPress (wordpress.com) allows many to easily create and update their blogs with relevant information while at the same time giving each page a professional appearance. Churches can post current happenings at the church along with hosting a number of links to denominational resources, local non profits, etc. that might be useful for those visiting the page.

- **Pictures/Video**: College students not only like to read about a church but they really like to see what a church looks like and actually does. An easy way to showcase pictures and videos is to upload pictures and videos to websites like Picasa, Flickr, and YouTube. Sites like Picasa and Flickr allow you to upload pictures and create albums from church events. YouTube allows you to upload videos to share with the world and could be a great way to showcase average Sunday worship by uploading sermons, etc.

- **Email Newsletter**: It is imperative to keep your college students updated on the life of the church. Once you meet college students, get their email address if possible (make sure it’s the one they will check/use most often). Then, compile a list of all their email addresses and prepare a newsletter to send out periodically to the college students to update them on church happenings. Your church might already have an online newsletter, so be sure and include them when those are sent out as well.

These suggestions help you to maintain contact with college students, and the congregation as a whole, at almost anytime. However, these means do not take the place of actual, face-to-face relationships. Virtual connections serve as a complement to actual human relationships. College students need stable, healthy relationships during their time at Campbell. Students want to know something about your church before they step foot in your sanctuary, and these means of electronic promotion help to give them an idea of what to expect from your church. **Students don’t want to be strangers when they show up on Sunday, and they certainly don’t want to be strangers when they leave.**
Understanding College Students

Campbell’s Shifting Student Body

From its inception, Campbell University has been a Christian institution of higher learning. For most of its existence, Campbell’s identity as a Christian school has attracted a student body that was, for the most part, Christian and whose main draw to this place was its commitment to faith, learning, and service. While many students still come to Campbell because of its faith-based mission, fewer and fewer are doing so and in their place are more diverse students who come not because of its faith-based mission but because of its academics and graduate schools.

We can no longer assume that everyone on campus is a Christian by merit of being here nor can we assume that everyone has a basic understanding of Christian beliefs and practices. With several thousand students, this diversity is felt greatest by those who work and minister to the student body.

Age-Stage Issues

Though each student bring to Campbell their own set of issues, family life, and vocational outlook all college-age (18-25) students encounter a similar set of age-stage issues that affect every part of their lives. In general, all students will encounter situations that will cause them to address and process these 5 age-stage related issues in their lives:

- **Identity** – vocational, spiritual, communal.
- **Intimacy** – romantic relationships, family relationships, community with fellow students/roommates, trust
- **Meaning** – direction/purpose in life
- **Pleasure** – freedom and responsibility,
- **Truth** – scriptural authority, spirituality, doubt, prayer.

While all of these age-stage issues are unique, all stem from the issue of **identity**. Their identity in Christ, as a student, a family member, and an independent adult all influence how students assess all other areas of their life. Most of the time when students seek you out, they will come to you with questions or issues related to one of these 5 age-stage issues.

Student Subgroups

Within the general collegiate student body, there is a cultural distance/openness spectrum upon which students fall relative to an individual’s openness, acceptance, and understanding of Christianity. In essence, this spectrum helps ministers assess how open students are to faith, belief, and religion in general. Overall, the spectrum of spiritual openness produces 5 categories of students which are:

- **m0**: those already in the Christian fold or actively looking; favorably disposed, open people (churched, professing Christians or on the verge).

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1 Chuck Bomar, *College Ministry From Scratch* (Grand Rapids: Zondervan, 2010), 28.
• **m1**: perhaps churched but disaffected. Or actively spiritual, not necessarily religious. They’re on the fence. They have spiritual questions on their minds and are open-minded, not closed. Nominal Christians or friendly non-Christians.

• **m2**: the generally silent, apathetic-toward-Christianity group. This group is likely the majority, larger than the other groups combined. They come across as if they couldn’t care less. While they might be willing to listen, they generally find religious conversations to be shrill, obnoxious, and irrelevant.

• **m3**: suspicious, skeptical, perhaps reacting to negative examples within the church, but might be willing to give you an audience.

• **m4**: active in beliefs or religions very negative to Christianity, even antagonistic. These students include militant atheists or those who hold fast to another religious system.

All students will fall into one or more of these student subgroups and you will have to make sure that your ministry to each person is not one-size-fits-all, as a singular approach will not effectively connect with each student subgroup.

**Millennials & Religious Belief**

The current generation of college students is known as the “Millennial” generation, the youngest cohort of American adults. Just recently, the Public Religion Institute and Georgetown University’s Center for Religion, Peace, and World Affairs published their *Millennial Values Survey* which surveyed 2,000 college age Millennials for their thoughts on a wide range of issues, including religious beliefs. Below are just a few of the findings from their survey.

Younger Millennials report significant levels of movement from the religious affiliation of their childhood, mostly toward identifying as religiously unaffiliated. While only 11% of Millennials were religiously unaffiliated in childhood, 25% now currently identify as unaffiliated. Catholics and white mainline Protestants saw the largest net losses due to Millennials’ movement away from their childhood religious affiliation.

• Today, college-age Millennials are more likely than the general population to be religiously unaffiliated. They are less likely than the general population to identify as white evangelical Protestant or white mainline Protestant.

• Millennials also hold less traditional or orthodox beliefs. Less than one-quarter (23%) believe that the Bible is the word of God and should be taken literally, word for word. About 1-in-4 (26%) believe that the Bible is the word of God, but that not everything in the Bible should be taken literally. Roughly 4-in-10 (37%) say that the Bible is a book written by men and is not the word of God.

**Millennials’ feelings toward present-day Christianity are fairly ambivalent.** Approximately three-quarters (76%) of younger Millennials say that modern-day Christianity “has good values and principles,” and 63% agree that contemporary Christianity “consistently shows love for other people.” On the other hand, nearly two-thirds (64%) of Millennials say that “anti-Gay” describes...
present-day Christianity somewhat or very well. And more than 6-in-10 (62%) Millennials also believe that present-day Christianity is “judgmental.”

**Welcoming College Students into your Worship & Congregation**

Starting fresh is a tough thing to do, especially when you find yourself in a new place with new people. This situation is only made tougher when students not only leave their family, but their church family behind. Church is a place to belong, to be challenged, and to be supported by a multitude of people. For many of our students, the sudden loss of this church family is difficult to handle. The first few weeks and months of the academic year are a delicate time for students to try and find a new church home.

Most students will hear about your church through their friends or word of mouth. You can do as much promotion as you possibly can, but without a physical presence to encourage students to take part in your church’s worship, they will never go. Each student approaches a new church with a keen eye and an infinite number of expectations. However, the one thing that they are most looking for is a place to simply belong. Students want a place that accepts them, nurtures them, and in return asks them to invest in the congregation just as they have invested in them. When you look at the building blocks of college ministry, this is the cornerstone of such a foundation.

Each church should make sure that they use the gifts that are present within their congregation in finding effective and creative ways to welcome college students into the life of the congregation. Some churches have “adoption” programs by which families in the church adopt a college student to personally care for. Others still find ways to incorporate talented students into the musical and teaching ministries of the church. No matter how you assimilate students into your congregation, the imperative is that you try.

The number of students that come to Buies Creek each year represents an opportunity for local church ministries that is too great to simply pass up. Your church doesn’t have to be young, loud, or cutting edge to attract them. You simply have to be welcoming, loving, and authentic. Investment is key, because it will take more than a smile and a handshake to get students to return the next week. Before you start this process, look at what you are doing now to welcome students into your church family and then see what it will take to improve.

Though each church will find what works for their own particular congregation and context, we would like to offer a few “DON’TS” for college ministries in local churches.

- **DON’T Lump College Students in with Youth Ministry**: though they might be similar in age, they are miles apart in life experience. College students are in a transitional phase of life that youth (middle and high school) are not yet in. Please be aware that this might offer challenges when you try to find a place for college students in your Sunday School classes and in the recreational activities of the church.
- **DON’T Elevate College Students above your Congregation**: though special efforts need to be made to welcome college students into your church life, you should not elevate the attention and affection you give them above that you offer to the rest of the congregation. Students do not need to have a feeling of entitlement when they attend a new church, but instead need a feeling of encouragement from the ministers and congregation.
- **DON’T Alienate Them**: please remember that during the week, students live and attend class with students who are similar to them in age. They go to church to worship God and enter into
fellowship with the whole body of Christ. Students need to find their way into the church family as a whole, not just the family made up entirely of other college students who attend worship.

- **DON'T Let Students Sit Alone**: charge your church members to be proactive in sitting with college students that visit your church. Don’t let them be a stranger in your worship!

### Transportation

An important way to literally connect students with your church is to physically take them from campus to your church for worship services on Sundays. Though most students have vehicles of their own, there are plenty of students who don’t have vehicles or who would gladly attend a church if they had a means of transportation to get them there. If your church already has a van or bus route that picks up individuals on Sunday mornings, make a new stop somewhere on campus, but be sure to advertise to the students where and when you’ll be picking them up.

### Opportunities for Partnership & Student Engagement

#### Student Outreach to Local Churches

Here at Campbell, we are extremely blessed to have a number of gifted and talented students who are involved in campus ministry. Many find an outlet for their talents (music, arts, teaching, speaking, etc.) in one of our ministry groups or in other worship opportunities on campus. However, we don’t want to keep the gifts of our students hidden under a bushel and that is why we have a unique ministry here at Campbell that allows our students to exhibit their gifts in local churches all across North Carolina.

Known as **Renewal Teams**, groups of students go out to churches across the state several times each semester for a weekend of youth discipleship, fellowship, and worship. Our students lead Bible studies, worship, and recreation for youth in their own churches. Churches in turn supply our students with host homes for the weekend, meals, and adult supervision of the youth during the weekend.

There is no set fee for having a Renewal Team come to a church. However, we do ask that churches instead make a donation to the team that goes directly into our missions fund here at Campbell that allow our students, and others from across the state, to go on short-term missions trips throughout the year.

Churches can find the available dates for the fall and spring by checking out our webpage [here](#). To inquire about weekend availability, please contact Tyler Ward ([cmgrad1@campbell.edu](mailto:cmgrad1@campbell.edu)). The deadline for registration for each semester is always the Friday before classes resume for the semester. Please note that not all requests will be filled due to demand and scheduling conflicts. For more information about Renewal Teams, please contact Tyler Ward ([cmgrad1@campbell.edu](mailto:cmgrad1@campbell.edu))

#### International Students

Our international student population grows each year and with that growth come certain demands that must be met by both campus and church. Internationals, more than any other student group, struggle to find a place to belong during their time here at Campbell. Churches have been instrumental in supporting and ministering to our international students the last several years through outreach like:

- **Student Adoption**: churches and/or families can sponsor and ‘adopt’ an international student to give them a family while they are at CU.
• **Watch Care Memberships:** gives international students a sense of security and investment in the life of your congregation for the time while they are at Campbell.

• **Holidays:** many international students can’t go home during recognized holidays held throughout the academic year. Area churches and families invite internationals into their homes for meals and hospitality during the holiday seasons.

For more information on the international student body here at Campbell and ways that your church or family can minister and reach out, please contact the International Students Graduate Assistant at intlga@campbell.edu or by calling 910-814-4757.

**Youth Ministers**

Each year, a number of local churches hire Campbell students to serve as youth ministers/interns in their congregations. If your church is interested in advertising such positions to Campbell students, please email a job description and other necessary information to Tyler Ward (cmgrad1@campbell.edu).

**Suggested Resource List**

The below list is not exhaustive, but it simply serves as a guide and resource for ministers and laymen alike who are wanting to find more, written resources that can help address the mission, theology, and practicalities of ministering to college students. Included in this list are also a few books that have proven to be both popular and important in the formative years of college life that might be wise to use in ministering to students. If you or your church would like to suggest a book that you have used or that has impacted your college ministry, please email Tyler Ward (cmgrad1@campbell.edu) with the book title/author and we will add it to this list.

- **Campus Ministry 101: A Guide to Working with 18-25 Year Olds** – Chuck Bomar
- **College Ministry from Scratch: A Practical Guide to Start and Sustain a Successful College Ministry** – Chuck Bomar
- **Everybody Wants to Change the World: Practical Ideas for Social Justice** – Tony Campolo
- **Crazy Love: Overwhelmed by a Relentless God** – Francis Chan
- **The Irresistible Revolution: Living as an Ordinary Radical** – Shane Claiborne
- **Almost Christian: What the Faith of Our Teenagers is Telling the American Church** – Kendra Creasy Dean
- **Captivating: Unveiling the Mystery of a Woman’s Soul** – John Eldredge
- **Wild at Heart: Discovering the Secret of a Man’s Soul** – John Eldredge
- **Evangelism without Additives** – Jim Henderson
- **College Ministry in a Post-Christian Culture** – Stephen Lutz
- **They Like Jesus but Not the Church** – Dan Kimball
- **One Life: Jesus Calls, We Follow** – Scot McKnight
- **A Million Miles in a Thousand Years: How I Learned to Live a Better Story** – Donald Miller
- **Blue Like Jazz: Nonreligious Thoughts on Christian Spirituality** – Donald Miller
- **Searching for God Knows What** – Donald Miller
- **Campus Voices: A Student to Student Guide to College Life** – Paula Miller
- **In the Name of Jesus** – Henri Nouwen
- **Radical: Taking Back Your Faith from the American Dream** – David Platt
- **Campus Ministry: The Church Beyond Itself** – Donald G. Shockley
Suggested Online Resources

- Bluefish.tv – Creating Videos to Help You Teach (http://www.bluefishtv.com)
- The Skit Guys (http://skitguys.com)
- The Ivy Jungle Network (http://www.ivyjungle.org)
- Studentz.com – Connecting Students with God’s Mission (http://www.studentz.com)
- WorshipHouse Media (http://www.worshiphousemedia.com/)
- Igniter Media (http://www.ignitermedia.com/)
- Free College Bible Study Resources from Baptist Way Press (http://baptistwaypress.texasbaptists.org/college/)
- XP3 College (Orange) Curriculum & Conversation Guides (http://whatisorange.org/xp3college/)

Local Church Listing Survey

Students want to go to churches if they know about churches. Many students have a desire to worship weekly in your congregations, but many times they don’t because they don’t know anything about your church before they show up on Sunday. For that reason, we have created an online form that churches can fill out with important information (location, pastor, worship times, etc.) that will then be posted on our website. These church profiles help answer many questions that students have about churches prior to physically showing up in your congregation on Sunday. You can access the survey here. After filling out the survey, students will be able to find important information about all area churches in one, central location by viewing these in-depth church profiles.

Campus Ministry Chronicle (Monthly Newsletter)

Campus ministry publishes an online newsletter each month that goes out to both area church leaders and students on campus. This newsletter is intended to serve as a resource for both students and churches as we highlight the ministry that is occurring both on campus and off. We regularly try to profile area churches each month and we would love to profile your church during the year. To sign up for the newsletter, and to suggest story ideas please contact Tyler Ward (cmgrad1@campbell.edu).

Suggestions

This guide is intended to serve as a resource, albeit not an exhaustive one. For that reason, our office is always looking for ways to improve and enhance the information provided in this guide. If your church is doing something that is really connecting with students (small group studies, outreach, etc.) please let us know so that we can update this guide. Ministry with college students needs to always be fresh, relevant, and authentic. For those reasons, this guide will always be a working document up for revision and addition based on what is working in the context of the local church. If you have any suggestions on items to include in this guide, please email Tyler Ward (cmgrad1@campbell.edu).
Further Information & Contact

The Office of the Campus Minister is committed to working with local churches throughout the year as we partner together in our ministry to college students. We would love to regularly receive your church’s newsletter if you have one so that we can see what else your church is up to!

If you would like more information about Campbell University campus ministry or for help and resources to strengthen your church’s college ministry, please contact the Graduate Assistant for Resident Chaplaincy & Church Relations, Tyler Ward. Tyler will be the main contact for churches within the Office of the Campus Minister and he is more than willing to help your church with anything as it relates to ministering to college students. Please reference his contact information on Page 1 of this guide if you are interested in the newsletter or any other information that our office can assist you with.

For the Lord is good; his steadfast love endures forever, and his faithfulness to all generations.

Psalm 100:5