A Note from the President, Dr. Jay A. Quine

“And David realized that the Lord had established him as king over Israel, and that He had exalted his kingdom for the sake of His people.” (2 Samuel 5:14)

David knew it wasn’t about him. He understood his position was for the benefit of others. He served for the sake of God’s people.

Every CBS student humbles me. They do not come to this college to get into a fraternity. They are not pursuing a degree that will land them high paying positions. They do not come to this college to get into a fraternity. They are not pursuing a degree that will land them that high paying position. They come because they are called by God. CBS is not about the role of its president, faculty or staff. It is about training these forces of light – our students – for the sake of God’s people.

One such student is Bill Jones. Bill graduates next semester. As Director at Star of Hope Mission, he is involved teaching in their drug recovery program, and ministering to men every day. When asked how many people he saw, he said, “About three to four hundred.” I said, “Wow, that’s great. Three to four hundred people a year.” “No,” he explained, “every day.” He is sharing the Gospel to hundreds every day! Praise God for our students!!

Student Enrollment Management
Total Spring Enrollment – up 2.6% over fall; 99 new students; 654 total students
76% Ethnic Minorities this Spring
Graduate School College fair represented by eight graduate institutions
Tony Tripi’s transition to Director for Church and Organizational Relations
Dr. Andre Morgan’s transition to Dean of Students and Director of Alumni Relations.

Student Recruiting
Summer Enrollment looking good
Recruiting efforts for the Fall underway

Academic Services
Graduation Ceremony was May 7th at Houston’s First Baptist Church
26 students with an Associates Degree (including the first from the Spanish ABS)
78 students with a Bachelor’s Degree (including first from the traditional BA program)
75% of all graduates are ethnic minorities

New hires of outstanding professors in our General Ed department
Accolades to Dr. Israel Loken for publishing a tremendous commentary on Ezra-Nehemiah

Finance and Business Services
A new Marketing & Public Relations Department
An alliance with EIS Office Solutions - 10% of all sales donated to CBS if the purchaser clicks the “Donate to CBS” button when ordering!
New Library system
Financial Overview

Development
Student Scholarships for the upcoming academic year completely funded
End of Year $1.2 Million “run for the roses” still needed
Department re-organization
Please pray for the Lord to work in and through CBS. May He bless the impact
he 2011 Commencement was held May 7, 2011 at Houston’s First Baptist Church. This year’s speaker was Dr. David Klingler, the former UH football quarterback and NFL pro as well as the current Executive Director of the Houston Extension of Dallas Theological Seminary. Most of our graduates did not finish CBS so they could begin their ministry; they graduated with a degree that will help expand their already impactful ministries.

This year, CBS had 26 graduates with an Associate of Biblical Studies. Of these 26, 3 are Senior Pastors, 4 are Associate Ministers, 3 are in music ministry and most of the others serve in other ministries of their local church. 76% of these students are ethnic minorities.

This year, CBS also had 78 graduates for the Bachelor of Science Degree. Seven are Senior Pastors, 3 are Associate Pastors, 20 are in Youth Ministry, 11 are in Women’s Ministry, 13 are in Children’s Ministry, 18 are in Counseling Ministry and the remainder are involved in other ministries in the church. 74% of these graduates are ethnic minorities.

Of special importance, CBS honored the first graduates of our Associate of Biblical Studies in Spanish. This one-of-a-kind program is delivered completely in Spanish in order to train ministers to the Hispanics who now constitute over 40% of the Houston population. Additionally, CBS celebrated the first graduate from our Traditional Bachelors program that was established 2 years ago.

CBS is excited to announce new faculty who will begin teaching this fall. Dr. Debra Watkins (Ph.D. in English from Prairie View A&M) will help our students write effectively in her English class. Phil Sinitiere (Ph.D. in History from the University of Houston) will equip our students with a biblical worldview of history. Marvin McNeese (expected to receive a Ph.D. in Political Science from Rice University in May of 2012) will become the new Department Chair of General Education in July of 2011 and will teach Political Science from a biblical worldview. Soon to be Dr. McNeese will replace current General Education Chair Charles Carpenter who accepted an opportunity to serve as the Director of the Writing Center at Southwestern Baptist Theological Seminary in Fort Worth, TX.

Finally, CBS Bible Department Chair Dr. Israel Loken recently published a commentary on Ezra and Nehemiah for the Evangelical Exegetical Commentary Series. Scholars from all over the country have lauded this work. Dr. Charles Dyer, current professor and former Provost of Moody Bible Institute proclaimed, “Israel Loken has done a masterful job of producing a commentary on Ezra that is exegetically thorough and theologically sound. He brings a solid biblical emphasis to the literary analysis of narrative literature and has combined the best of modern scholarly research with a profound respect for the text as God’s inspired Word. This volume needs to be in the library of any serious student of the Bible.” Dr. Randall Price, a well-respected author and Director of Judaic Studies at Liberty University exclaimed, “Israel Loken’s masterful commentary on Ezra in the Exegetical Evangelical Commentary sets a high water mark for the series and reflects the best of evangelical scholarship that includes and interacts with the contributions of critical scholarship while remaining true to the standards of biblical authority and inerrancy. It is a pleasure to recommend this volume, which will surely be regarded as a major commentary on this important historical book.” Congratulations Dr. Loken on such excellent research that will be a valuable tool for pastors and students who study Ezra and Nehemiah for years to come.
The final spring enrollment resulted in a 2.6% increase over the fall term, including 99 new and readmitted students. The fall to spring retention rate was 81%, the highest retention rate ever reported. Our enrollment for the Center for Continuing Studies equaled that of the fall semester.

Enrolled Students 470
Center for Continuing Studies (CCS) 184
654

During the week of March 28th, CBS hosted the second Graduate School Fair which was attended by representatives from Dallas Theological Seminary, Fuller Theological Seminary, Reformed Theological Seminary, Grace School of Theology, Southwestern Baptist Theological Seminary, and Houston Graduate School of Theology. In addition, Western Seminary and Texas A&M – Commerce sent information literature to be represented at the fair. This provided an opportunity for students to explore graduate study options after they complete undergraduate studies at CBS.

In March, Student and Enrollment Services (SES) implemented organizational changes that were the result of an internal and external assessment by Christian Consulting for Colleges and Universities (see Marketing section for more information). The changes included combining Admissions and Recruiting into one team under the leadership of Justin Racca. A new function of Church and Organizational Relations (COR) was created. COR focuses on building relationships with churches and organizations and serving them by meeting their needs with our products and services, which in turn create referrals for new prospects. Tony Tripi transferred from the CBS Development Office to assume leadership of COR, bringing over 35 years of pastoral, leadership and consulting experience.

Andre Morgan, Ph.D. has assumed the roles of Dean of Students and Director, Alumni Relations in order to strengthen student life, career services and alumni relations. Dr. Morgan previously served as a CBS faculty member, teaching Leadership and General Studies. He brings over 15 years of leadership, teaching and educational administration experience.
Development, Dr. Jay Quine

very day we eat. Yet it is hard to remember what we ate last Monday for dinner. We know we had dinner. Our body was fed. But there are not many meals we remember in our lifetime. Jesus told Peter to “feed my sheep.” As a disciple Peter was to advance the life giving message of salvation. Through our students, CBS carries on this charge. The Lord’s sheep are fed; His lambs are served. His flock is grown and nourished.

The Scholarship Banquet!

We are celebrating. As a result of the banquet, and the giving to the scholarship fund throughout this year, WE MET OUR PROJECTED GOAL FOR SCHOLARSHIPS for the coming academic year. This is A GREAT GIFT FROM THE LORD that will allow our students with financial needs to attend CBS. Thank you to all who participated!

The Banquet highlighted not only our students and their web of influence, but also Dr. William Boyd’s 20 year tenure at CBS. At the banquet 363 friends attended, including 25 new donors. If you attended and were moved to give, you should have received a “thank you” call from a student. Let me thank you again. Thank you.

The CBS GUILD met an Inspire Women Challenge!

One highlight at the Scholarship Banquet was the presentation to President Quine of a $26,000 check from the CBS GUILD. They were challenged by INSPIRE WOMEN to match their contribution of $10,000. The GUILD went above and beyond to support our scholarship needs. Please consider joining our GUILD and serving our students by providing support, prayer, and encouragement throughout the year at the many GUILD events. See CBSGUILD.com

Development Department Re-Org

To keep doing things the same, but expecting different results is the classic definition of functional insanity. Thus, we are constantly rethinking the way we do development work at CBS. We are reorganizing and streamlining the Development Department to reflect a more “sales-rep” and “sales-support” orientation. This means that special events and data management will fall outside the department, while still serving development.

End of our Fiscal Year (June 30)

April showers bring May flowers… but Texas has been in a drought. To have roses in May and June this year requires hard work and deliberate watering. As we near fiscal year end, CBS is in a “run for the roses”. At the end of April, we have over a million dollars to raise for our annual fund. Please join the many who are asking the Lord how He would want them to participate. God has always been faithful - through you, our living endowment - to His school we know as the College of Biblical Studies. May He richly water this amazing garden!
The chart reflects:

1) the actual financial results for the first nine months (July – March) of the 2010/11 fiscal year;
2) a three month forecast of April – June, 2011 based upon revised, mid-March estimates;
3) the combined 12 month outlook;
4) the original budget approved by the Board in June, 2010.

In the first 9 months, we incurred a deficit of $496,209, which compares to a $221,000 surplus (profit) last year and a $429,000 deficit 2 years ago.

Tuition, although under budget by $602,000 net is ahead of last year and flat with 2 years ago. Expenses are 7% below budget, but 4% higher than last year and 6% lower than 2 years ago.

We remain optimistic that God will make a way for sufficient Gift revenues to achieve a surplus for the year and keep us financially credible in continuing our SACS accreditation process. To achieve the outlook surplus above, gift revenues (non-scholarship, non-restricted) funds of $1,535,000 need to be received or pledged in the period of April 1 - June 30, 2011.

In the last President’s Report, the Business Services Division has been actively involved in several new undertakings including 1) a new relationship with EIS Office Solutions, which can be a major revenue generator for the College; 2) establishing a new Marketing & Public Relations Department; 3) installing a new library system; 4) working on the annual budget and 5) kicking-off our next 5 Year (CBS 3.0) and Longer Range Plan by formulating a 25 year vision for CBS.

CBS has entered an agreement with EIS Office Solutions, a competitive and service oriented office products company. EIS contributes 50% of its profits to missions work, and has an alliance with several Christian organizations, including CBS, who receive donations of 10% for every dollar of product purchased online by CBS and friends of CBS. Any Company can designate CBS to receive 10% of the sales amount as a donation. Details of how to participate in this tremendous revenue generating opportunity will be communicated soon.

The library moved to a new state-of-the-art technology management system. This application gives library patrons the ability to search for books online, and reserve and renew books online. It also reminds patrons about due dates via email. The advanced acquisitions capabilities will allow library staff to import new holdings using electronic sources, eliminating the manual data entry required by the old system.

The accompanying chart reflects the structure of the new Marketing & Public Relations Department, which is being created with no new staff additions. The department’s initial focus will be:

1) branding of the College on an institutional level as we remove CBS from the best kept secret list,
2) bringing consistency linked to our mission and vision to our advertising, promotions and communications,
3) establishing an expanded public relations outreach established around CBS’s Bible teaching,
4) reworking our multiple websites into a smaller number of sites that tells who we are (emphasizing our branding) while being user friendly and multi-language and multi-platform supporting.
The year began by engaging a consultant to evaluate our marketing and recruiting efforts. Steve Henderson of Christian Consulting conducted a two day on-site assessment. Discussions with the admission and recruiting team were conducted, as well as meetings with focus groups of students and faculty members. Specific recommendations were provided to improve marketing, recruiting and student retention. The marketing and recruitment department was reorganized, and accommodated many of the recommendations made by Christian Consulting.

Studio Luke, the CBS Communications department, created and produced our first commercial television ad. The marketing department initiated the new cable television advertising campaign in March. The campaign targeted area Southwest, Southeast and East of downtown Houston. The total number of households targeted in Pearland/Friendswood, Baytown/Crosby/Highlands and Westchase exceeded 180,000.

Our analysis of the new students for spring 2011 revealed that CBS radio advertising referred the largest percent of the new enrollees. This is a result of our aggressive marketing initiated during the second half of 2010. Our conclusion from the data below is that we receive most of our referrals from students, churches and friends; however, our media advertising is becoming more effective. We had a strong representation from the website, which is likely influenced by our Facebook campaign.

<table>
<thead>
<tr>
<th>Source</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>Radio Advertising</td>
<td>22%</td>
</tr>
<tr>
<td>Friends or Associates</td>
<td>17%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
</tr>
<tr>
<td>CBS Student Referral</td>
<td>10%</td>
</tr>
<tr>
<td>Website</td>
<td>8%</td>
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<tr>
<td>Church</td>
<td>8%</td>
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<tr>
<td>CBS Staff</td>
<td>7%</td>
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<tr>
<td>Television</td>
<td>3%</td>
</tr>
<tr>
<td>Billboard</td>
<td>1%</td>
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We initiated our Facebook campaign in March of last year and now have over 8,000 fans! (1,000 more since February)

Studio Luke also produced a new series featuring Dr. Quine called “Remember the Word” which began airing on several radio stations in January. Check out www.cbspresents.com for more information.