



Undergraduate

Graduate

Seminary & School  
of Ministry

*Educating  
from a Biblical  
Worldview to  
Impact the Nations  
with the Message  
of Christ.*

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# President's MESSAGE



Dr. William H. Jones

## A Refocus for the New Year

January 2015

Dear friend of CIU,

The year 2015 holds much promise for Columbia International University as we make strides toward becoming the premier biblical university in the Southeast. Evidence of progress came in the 2014 U.S. News & World Report College Rankings as CIU rose 18 positions to number 37 among regional universities in the South. The rankings take into account factors such as class size, freshmen test scores and the graduation rate; areas that some parents and students use as a guide to choose a school.

More recently, we took a major step toward reaching our potential.

You may have heard that late last year we committed to sell CIU's three radio stations: WMHK in Columbia, along with North Carolina stations WRCM in Charlotte and WRZM in Boiling Springs. A little background regarding CIU's broadcasting endeavors will help.

When WMHK first went on the air in 1976, one of the radio station's primary functions focused on education. The programming included CIU courses taught over the airwaves, CIU chapel messages, and CIU professors who regularly produced and hosted programs featuring devotional thoughts and theological perspectives on the issues of the day. But the nature of radio changed over the years, and to stay relevant and viable our radio stations began dedicating a much larger portion of the broadcast day to music and other non-educational programming.

Then last September, we received an offer from Educational Media Foundation (EMF) which operates the K-LOVE Radio Network, to sell the radio stations for \$10.5 million. An independent evaluation showed that the potential price for our radio stations was far less than offered.



over, please

At a time when many radio listeners increasingly tune to national programming for music, good stewardship led us to accept K-LOVE's price.

K-LOVE states that their mission creates compelling media designed to inspire and encourage people to develop a meaningful relationship with Christ. The network broadcasts positive, encouraging contemporary Christian music on over 450 stations and translators to approximately 18 million listeners across 48 states. That means the core message of WMHK, WRCM and WRZM remains the same, but the influence will grow.

*For many students who struggle with the cost of an education, financial aid will now be more readily available as the sale of the stations increases the value of our endowment to \$30 million dollars!*

On the other hand, as we exercise good stewardship of the financial resources God has provided through the sale of the radio stations, CIU's influence will also grow. The proceeds from the sale of the stations will be endowed with the income it produces used for student financial aid, as well as, new and enhanced academic programs.

For many students who struggle with the cost of an education, financial aid will now be more readily available as the sale of the stations increases the value of our endowment to \$30 million dollars! Only two years ago our endowment held only \$12.5 million. Not only does this mean more prospective students will be able to attend CIU, but more students will enter into their ministry or marketplace careers with much less financial debt after graduation. In addition, we have now positioned ourselves to add mission-driven and market-relevant academic programs that prospective students desire, strengthening our ability to attract students who would otherwise choose another school.



The commitment to infusing a biblical worldview into more academic programs, opens more doors for more CIU graduates to take the message of Christ to the nations through expanded career opportunities; some as professional ministers in church-related vocations and some as ministering professionals in the marketplace.

We appreciate your prayers for the impact of CIU, and for the radio stations under their new ownership, as the love and forgiveness of Christ continues to be proclaimed from the Carolinas to the rest of the world.

Yours for His glory,

William H. Jones  
President



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