



DR. GARY COOK  
DBU PRESIDENT  
**25<sup>TH</sup>**  
ANNIVERSARY

## CHRIST-CENTERED, QUALITY EDUCATION

In 1993, the DBU faculty and Board of Trustees adopted a new mission statement for the school, one which emphasized the University's commitment to its Christian heritage as well as articulated the desired outcome of its students. Since that time, DBU classrooms have been infused with concepts of the integration of faith and learning and servant leadership, regardless of the subject matter. Business, chemistry, philosophy, music, and education courses, just to name a few, each stress the ways in which Christian conviction shapes an understanding of the subject and how this newfound understanding should in turn be used to serve others.

With this foundation, the University has dramatically expanded its programs and degrees, while also raising academic standards even higher. In addition, the University has continued to seek accreditation from a number of professional bodies to ensure DBU's high standing among other institutions of higher education. Now more than ever, DBU produces servant leaders ready to engage the world in whatever their vocational calling might be. Inspired by this commitment, the University even created a required class, Developing a Christian Mind, entirely devoted to teaching students about the integration of faith, not only into their learning, but into every area of life.

DBU currently offers 68 undergraduate majors, 23 graduate degrees in a variety of fields, 49 dual-degree programs, and two doctoral programs—a Ph.D. in Leadership Studies and Ed.D. in Educational Leadership.

### DALLAS BAPTIST UNIVERSITY MISSION STATEMENT

THE PURPOSE OF DALLAS BAPTIST UNIVERSITY IS TO PROVIDE CHRIST-CENTERED QUALITY HIGHER EDUCATION IN THE ARTS, SCIENCES, AND PROFESSIONAL STUDIES AT BOTH THE UNDERGRADUATE AND GRADUATE LEVELS TO TRADITIONAL AGE AND ADULT STUDENTS IN ORDER TO PRODUCE SERVANT LEADERS WHO HAVE THE ABILITY TO INTEGRATE FAITH AND LEARNING THROUGH THEIR RESPECTIVE CALLINGS.

### *ORA ET LABORA*

The Latin phrase *ora et labora* was developed by Saint Benedict in the Middle Ages. Literally translated as "pray and labor," the phrase has been a guiding ideal for Christians throughout the centuries. Benedict viewed prayer and work as partners, encouraging an equal combination of contemplation and action with regard to fulfilling the Lord's calling. Dr. Gary Cook first learned this phrase in seminary and throughout the years has tried to emulate Benedict's prescribed way of living. At a Christian university that seeks to integrate faith and learning, the roles of prayer and work have been foundational to the growth and development of DBU. Whether building campaigns, enrolling students or developing classroom curriculum, faculty and staff alike are encouraged to equally incorporate prayer and work as they serve the University. The continuation of DBU is dependent upon both principles, and viewing them together gives the University the view of 1 Corinthians 10:31, "So whether you eat or drink or whatever you do, do it all for the glory of God."





## EXPANDING ACADEMIC PROGRAMS

- Average SAT scores for incoming freshman class raised from 887 in 1992 to 1120 in 2012

- University Honors Program launched in Fall 2005, providing deeply engaging academic courses for gifted students

- In 2004, the Southern Association of Colleges and Schools (SACS) authorized DBU to offer the Ph.D. in Leadership Studies degree and Ed.D. in Educational Leadership degree in Fall 2005

- New undergraduate majors and concentrations have been added, including philosophy, health care administration, natural sciences, music theory and composition, music business, hotel/hospitality management, cell biology, microbiology, environmental science, camp/sport ministry, sport management, broadcast communication, communication theory, and graphic design

- 49 dual degrees established allowing students to complete two separate master's degree programs in less time

- Dorothy M. Bush College of Education received state-accredited certificates for its M.Ed. program from the Texas Education Agency in 1995 for the first time and received reaffirmation in 2012

- In 2010, DBU was named by the National Council on Teacher Quality as one of four universities in Texas for the strong overall design of its educator preparation program

- College of Business granted accreditation from the Association of Collegiate

Business Schools and Programs in 1995 and reaffirmed in 2012

- Paideia College Society, established by Dr. David Naugle, professor of philosophy, to prepare the next generation of Christian scholars

- Master of Arts in Counseling program endorsed by the Texas State Board of Examiners of Professional Counselors

- In 2003, the Gary Cook Graduate School of Leadership was established to administer the new M.A. in Christian Education degree; today the school offers nine master's degrees and two doctoral degrees

- Added English as a Second Language and Intensive English Program for non-English-speaking international students

- In 2001, DBU North established as first regional academic center; in 2012 DBU North provided classes and student services for some 1,000 students in North Dallas and Collin County

- In 2005, DBU opened a second regional academic center, DBU Hurst-Colleyville; in 2008, a permanent location was built thanks to the support of DBU Trustee Patsy Smith; the space currently provides services for 716 students

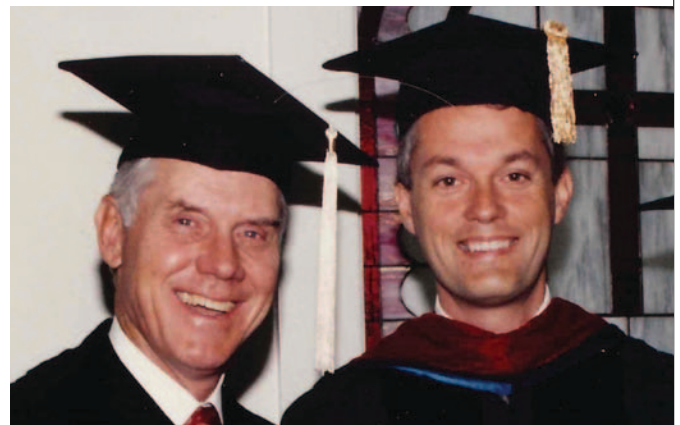
- In 1998, DBU offered its first online class for 11 students; in the fall of 2012, more than 2,392 students

participated in online classes

- Currently, DBU offers 4 bachelor's degrees, 3 accelerated bachelor's and master's degrees, 13 master's degrees, and 9 dual master's degrees entirely online

- In Fall 2012, some 1,790 students enrolled in hybrid classes, which provide students with the flexibility of learning online and in the classroom

*Pictured above are: (Front Row) Dr. Gail Linam, provost; Dr. Blair Blackburn, executive vice president; Dr. Denny Dowd, vice president for graduate and corporate affairs; Dr. Dan Malone, general counsel; (Back Row) Eric Bruntmyer, vice president for financial affairs; Dr. Cory Hines, vice president for advancement and external affairs; Dr. Adam Wright, vice president and dean of the Gary Cook Graduate School of Leadership; Dr. Blake Killingsworth, vice president for communications; Matt Murrah, vice president for technology.*



*Dr. Cook (right), along with the late Dr. James Pleitz (left), former senior pastor of Park Cities Baptist Church and former member of the DBU Board of Trustees.*





DBU students participate in the annual Turkey Trot, a 5K fun run held since 1989.

## PRESIDENT'S TENURE INSPIRES TRADITION

When Dr. Cook arrived in 1988, he began to establish a variety of new events designed to invigorate campus life and develop a sense of DBU tradition. Over the years and through dinners, special services, fun runs, service projects, and many other events, the DBU family has continued to grow closer together for the common purpose of training up servant leaders for the glory of God. The following is a list of traditions that have been a part of DBU for at least 10 years.

- Candlelighting Service (1988)\*
- Christmas Dinner for faculty and staff (1988)
- Christmas Tree Lighting for students, faculty, and staff (1988)
- DBU Habitat for Humanity campus chapter (1988)
- SWAT (Student Welcome And Transition) Week (1988)
- Russell H. Perry Free Enterprise Award Dinner (1988)
- Summer chapel services for faculty and staff (1988)
- Christmas Decoration Day for faculty and staff (1989)
- Decatur Spring Reunion (1989)
- Norvell Slater Senior Adult Hymn Sing (1989)
- Oak Cliff Good Samaritan Award Dinner (1989)
- Outstanding Faculty Member of the Year Award (1989)
- Spring Musical (1989)
- Turkey Trot 5K fun run for students, faculty, and staff (1989)
- Chapel services increased from once to twice a week on Mondays and Wednesdays (1990)
- Endowed Scholarships established in honor of DBU personnel serving over 25 years (1990)

- Yellow Ribbon Luncheon (1990)
- Wellness Program (1991)
- Habitat for Humanity Spring Break Trip (1992)
- "Hanging of the Green" Chapel for students, faculty, and staff (1992)
- Patriot Preview Weekend (1992)
- Spiritual Rush Weekend (1992)
- Thanksgiving Feast for dorm students, faculty, and staff (1992)
- Baseball Banquet (1993)
- Family Weekend (1995)
- Life-size nativity display (1995)
- Operation Christmas Child service project (1996)

- Campus Thanksgiving Decorations (1997)
- Thanksgiving Testimony Booklet for faculty and staff (1998)
- Memorial Day Service (1998)
- Outstanding Advisor of the Year Award (1998)
- DBU Legacy Society, comprising people who have included DBU in their estate planning (2000)
- DBU Annual National Day of Prayer Breakfast (2001)
- Faculty Appreciation Day (2002)
- Friday Freshman Chapel (2002)
- Outstanding Staff Member of the Year Award (2002)
- Staff Appreciation Day (2002)
- William M. Pinson Lecture Series on Baptist History and Heritage (2002)
- George H. Gallup, Jr., Distinguished Lecture Series (2003)

\*denotes year established



DBU students participate in the first-ever chapel service held in the Patty and Bo Pilgrim Chapel on September 2, 2009.

# FINANCIAL STABILITY MARKS TWENTY-FIVE YEARS OF GROWTH

## FACULTY/STAFF ACROSS-THE-BOARD SALARY INCREASE BY PERCENT 1988-2012

Since its relocation from Decatur, Dallas Baptist University faced years of perpetual debt and financial instability. Through the help of faithful donors and friends, DBU kept its doors open, but over that time, its struggles had given the school a new name, "Financially Troubled Dallas Baptist University."

In 1988, when Dr. Cook became president, DBU's debt had grown to \$5.8 million. Within a year, the University's budget finished in the black, a trend which has continued to this day, and within four years, all of the school's debts had been paid. Through the use of prudent financial management, the help of wonderful administrators, and the generosity of many friends, DBU was able to focus on various institutional needs, as well as the construction of new academic and residence buildings.

Over the past 25 years, the University's assets have grown from \$27.7 million to \$150 million, and the endowment has grown from \$8.9 million to \$31.6 million. In addition, the campus has expanded from 200 acres to 292 acres. During this time, dozens of renovation and building projects were completed and across-the-board salary increases have been given each year for all faculty and staff members, totaling a compounded increase of 151%.

### NEW LAND ADDED TO UNIVERSITY HILL

- In 1988, Dallas Baptist University property totaled 200 acres
- In 1991, the University purchased two acres from TXU
- In 1992, DBU began working with veterans to establish the DFW National Cemetery on 600 acres surrounding DBU on the North and the East
- In 1994, the property expanded, thanks to the generous donation of approximately 86 acres by the Hexter Family
- In 1999, four more acres were purchased, bringing the total property owned to 292 acres
- In 2002, an additional 50 acres of land between Mountain Creek Parkway and Mountain Creek Lake were leased by DBU



*Dr. and Mrs. Cook, along with Mike and Mandy Arnold. A DBU alumnus, Mike served as a full-time staff member at DBU for several years before becoming CEO of Arnold Stone. He has served for 10 years as a member of the DBU Board of Trustees, serving in various roles that have included the chair of the finance committee and chair of the board.*

YEAR	INCREASE
1988	0%
1989	4%
1990	4%
1991	5%
1992	5%
1993	4%
1994	2%
1995	3%
1996	4%
1997	4%
1998	4%
1999	3%
2000	4%
2001	4%
2002	4%
2003	4%
2004	4%
2005	4%
2006	4%
2007	4%
2008	4%
2009	4%
2010	4%
2011	4%
2012	4%

**TOTAL COMPOUNDED INCREASE 151%**