

# THE COORDINATOR'S CORNER

## August 2014

### REFERRAL STUDENT RETENTION

When you send WBS lessons to referral students, how many do you get back for grading? If you're like many teachers, the answer is, "Not enough!"

I've recently heard two interesting approaches to this problem. The first is from Suzanne Gore in North Carolina. Suzanne told me "I don't take referral student names," because many people who are referred to WBS don't know they've been referred, and sometimes have no interest in studying. Instead, Suzanne asks people to "self-refer". She does this by covering over the referral names section in each lesson booklet she sends, and includes instead a note telling her student that she will teach any of their friends who write her and request the WBS course. Suzanne told me this method keeps her well stocked with students who want to study. In her words, "I mail something every day. I can't keep up with the demand."

Kathleen Withers (a Florida WBS teacher since 1974) takes a different approach. When a student sends her referral names, she prepares the Intro lessons for the referral students, but mails them back to the referring student to be hand delivered. That way the referral student knows how WBS got their name, and their friend can personally encourage them to complete and return the lesson. (This approach might need pre-coordination with the referring student, to be sure they refer only people to whom they can deliver the Intro lessons.)

Would your family members and friends like to receive these free Bible courses from WBS?  
Clearly write the name and full postal address of each person on the spaces below. When you are ready, remove this section and send it to your Study Helper.

NAME: \_\_\_\_\_  
POSTAL ADDRESS: \_\_\_\_\_

NAME: \_\_\_\_\_  
POSTAL ADDRESS: \_\_\_\_\_

NAME: \_\_\_\_\_  
POSTAL ADDRESS: \_\_\_\_\_

NAME: \_\_\_\_\_  
POSTAL ADDRESS: \_\_\_\_\_

NAME: \_\_\_\_\_  
POSTAL ADDRESS: \_\_\_\_\_

PLEASE CUT ALONG THE DOTTED LINE AND RETURN TO YOUR STUDY HELPER.

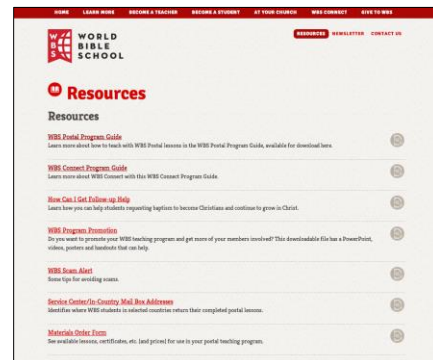
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Let me know what you think of these ideas. If you try them, let me know your results. Also, call me (800-311-2006) if you've found a way to improve your return rate so I can tell others.

### UPDATED WBS RESOURCES ON THE WEB

Have you checked out the updated resources (posters, handouts, Powerpoint slides, instructional video, sign-up sheet, WBS logos) on the website? You can find them here:

- Go to <http://www.worldbibleschool.net/resources>
- Click on "WBS Program promotion" (4<sup>th</sup> item in the list)
- Download and open the zip file
- Click on each item to view, then print as needed



## **TIP FOR KENYA LESSONS**

When you send lessons to students in Kenya, be sure to include the student's postal zip code if you have it, to increase the speed with which the lessons get to them. If you don't know their zip code, ask them to send it to you to help future lessons reach them faster.

## **SCANNING UPDATE**

We now have 31 congregations using scanning to speed the return of their Zimbabwe postal lessons. Recently, I received several Zimbabwe lesson returns in just under three months from when I sent them. Scanning works faster! For more info call me at 800-311-2006.

## **SHARE JESUS WITH AN IMPACT SUNDAY**

Your church shares Jesus with the world through your WBS teachers. Partner with us further by having an Impact Sunday. Schedule a Sunday to emphasize how everyday Christians can share Jesus and have a special contribution to support the work of WBS. Contact us for more information: [info@worldbibleschool.net](mailto:info@worldbibleschool.net).

## **UPCOMING WBS EVENTS**

- WBS Workshop: 3 pm, Sep 21, Hillcrest Church of Christ (Family Room), Abilene TX.  
RSVP: Sep 12
- WBS Workshop: 2 pm, Sep 28, College Church of Christ (Room 100), Searcy AR.  
RSVP: Sep 19
- WBS-WEI-CHINA NOW Luncheon: 12 noon, Sep 30 (Founders' Room), Harding Lectures, Searcy, AR
- Global Missions Conference: Oct 16-18, Goodman Oaks Church of Christ, Southaven MS.  
Register at [www.globalmissionsconference.org](http://www.globalmissionsconference.org)
- WBS Dinner: Nashville TN 6:30 p.m. Oct 28, Nashville Airport Marriott.  
RSVP: October 21

## **FINALLY....**

Have questions, concerns, or ideas on how to make WBS even better? Contact me any time at:

Bill Colwell

800-311-2006

[bill@worldbibleschool.net](mailto:bill@worldbibleschool.net)