The number professing to be an atheist is double the state average. About 73 percent believe same-sex marriage is acceptable, while approximately 74 percent are accepting of gender fluidity. Only 48 percent describe themselves as “completely heterosexual.”

Almost 58 percent feel God is “distant,” while almost one-fourth wonder at least once a month if there is “life after death.”

In a recent conversation, Lowery stated the separation between the generations was deceptively slow in its progression, but is one that will last indefinitely. He went on to say, “The environment this generation grew up in has resulted in a seismic shift in their worldview as compared to their parents and grandparents. It’s a shift that will not likely change with age or experience. This has resulted in the college and university campus being one of the most challenging and important mission fields of our day. We have the strategy, the personnel and the opportunity to impact our sons and daughters, grandsons and granddaughters for the sake of the Gospel.”

And now, the BGCO is aggressively increasing the impact we have on college campuses by improving facilities used for this and future generations.

The BGCO has three new BCM buildings on the drawing board. Two are for our largest state universities, OU and OSU. The third building is planned for Southeastern Oklahoma State University at Durant. All three planned buildings replace buildings no longer functional due to age, location or school property needs.

Pew Research Center data indicates that from 2007-2014 the percentage of U.S. adults identified as Southern Baptist decreased by almost 21 percent. United Methodists decreased by 29 percent. The only protestant denominations to grow as a percentage of the population during that period were American Baptists (+25%) and Seventh-day Adventists (+25%).

The largest growth during that period were Americans identifying themselves as Non-Christian.

There were increases in the U.S. population identified as Jewish (+11.7%), Hindu (+75%), and Muslim (+125%). Gen Z’s have friends from several ethnic groups. In fact, if you asked the average Gen Z to personally visit each of his or her friends, because the majority spend 6-9 hours online each day, they would have to fly to visit 26 percent of those friends. They question why churches are not more racially diverse.

How do we address a generation more unlike any previous generation?

In his book, Unlabeled, Cris Lowery, Collegiate Ministry Specialist with the Baptist General Convention of Oklahoma (BGCO) identifies “authenticity” as important to building a relationship with this generation. “For a number of reasons, this group no longer believes in the credibility of those who give off the air of perfection. They are drawn to those who are willing to admit they struggle with real life issues,” he mentioned. They have a cynical view of life, especially toward those pretending to be perfect.

“The university campus is the number one mission field in America,” said Anthony Jordan, BGCO Executive Director-Treasurer. “We assign about 32 percent of our annual budget each year to the Baptist Collegiate Ministries (BCM) on university and college campuses throughout Oklahoma,” he continued.

With the racial and ethnic make-up of the typical student body, Jordan mentioned it is almost like having the world at your doorstep. “Transformed by Christ and discipled in a local campus BCM community, these international students go back to their home countries as missionaries to their own people. The BCM ministry is so crucial,” he said.

Oklahoma Baptists currently have a presence on 39 college and university campuses in the state. While salaries for BCM personnel are generally funded through the Cooperative Program, local operations and programming budgets are provided by the association and local churches. It’s a valuable partnership. Without this partnership, the ability to reach students would be greatly diminished, or disappear altogether. Several BCM locations have additional staff members who serve only because they raise their own financial support. While these staff members help provide the extra measure of success in local BCMs, the support they raise covers basic living expenses. There is no money for health insurance or retirement.

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Please review the three BCM projects on the next few pages to determine if God might be leading you to provide support toward one of the buildings, building endowment, or self-supporting staff retirement/health insurance endowment.

A giving coupon is included on page four of this insert. For additional information, call Steve Thomas at 405/942-3800, Ext. 4557 or stthomas@bgco.org. You may also support these projects by giving online at www.bgco.org/bcm
QUICK FACTS

• Proposed building is 26,670 square feet, two-story facility with a 500-seat auditorium, kitchen, and offices.
• Will have a coffee shop/café on the first floor open to the public until late at night.
• Replaces the old BCM facility which was acquired by OU for land-use purposes.
• New BCM will be located between Elmwood Drive and Emerald Way and between Maple Lane and Elm Avenue. Location is ideally situated between student dorms and apartments, and fraternity/sorority row.
• Most OU BCM staff members raise their own support. Establishment of a permanent endowment fund from which annual earnings only will be used to provide health insurance and retirement will help insure continued success in reaching students.

GOALS

$5,770,000   New Building
500,000   Building Maintenance Endowment
4,000,000   Permanent Staff Assistance Endowment

$10,270,000   Total

RAISED TO DATE

$6,711,277
QUICK FACTS

- Proposed building is 21,800 square feet, two-story facility with a 400-Seat auditorium, kitchen, and offices.
- Will be able to accommodate a coffee shop/café open to the public until late at night.
- Replaces the old BCM facility which was acquired for land-use purposes.
- New BCM will be located at the corner of McElroy and Lincoln. Location is adjacent to new student housing.
- Most OSU-BCM staff members raise their own support. Establishment of a permanent endowment fund from which annual earnings only will be used to provide health insurance and retirement will help insure continued success in reaching students.

GOALS

$4,700,000 New Building  
$500,000 Building Maintenance Endowment  
$300,000 Future Property Acquisition  
$2,000,000 Permanent Staff Assistance Endowment  

$7,000,000 Total

RAISED TO DATE

$1,935,200
**Quick Facts**

- Proposed building is 10,900 square feet, one-story facility with a 210-Seat auditorium, large multi-purpose gathering room, kitchen, and offices.
- Will be able to accommodate a coffee shop/café open to the public until late at night.
- Replaces the sorely deteriorated BCM facility which was abandoned due to mold and foundation movement issues.
- New BCM will be located on the site of the existing facility at the northeast corner of the University.

**Goals**

- $2,000,000 New Fully Furnished Building
- $500,000 Building Maintenance Endowment
- **$2,500,000 Total**

**Raised to Date**

- $3,899

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**I Want to Help!**

In good faith, I (we) would like to support Baptist Collegiate Ministries in the following way:

- [ ] OU BCM, Norman
- [ ] OSU BCM, Stillwater
- [ ] SEOSU BCM, Durant
- [ ] GREATEST NEED

__One-time gift in the amount of $___________ ___________

___ [ ] My check is enclosed
___ [ ] Please charge my credit card

[ ] Visa  [ ] MasterCard  [ ] AMEX  [ ] Discover

Card #_________  Exp_________

___ I would like to make a pledge:  Amount of Pledge: $_________  Date Payment is to Begin: ________

Pledge to be paid  [ ] Annually  [ ] Semi-Annually  [ ] Quarterly  [ ] Monthly  [ ] Other (please specify: ________)

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**Signature:** __________________________  **Date:** __________

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Make checks payable and mail form to:

Baptist Collegiate Ministries  
Attn: Campaign Office  
3800 N May Avenue, Oklahoma City, OK 73112

Give online at www.bgco.org/bcm

The Baptist General Convention of Oklahoma considers this to be a “good faith” intention on the part of the donor. If circumstances should warrant, the intention may be changed at the donor’s request.