

Are You Drawing Pictures?

Many young people view the pursuit of higher education as irrelevant and difficult, in addition to being time-consuming and costly. From their very narrow perspective, college education has a limited or nonexistent ultimate payoff. This is particularly true of teenagers coming from lower socio-economic levels who generally have few adequate role models to emulate.

Other young people view advanced education as unnecessary, particularly during times of ample work opportunities. In the past some employment markets have seemed very attractive (such as fishing or the lumber industry) because they provided remuneration disproportionately higher than most similar occupations.

Such short-sighted views frequently result from the young person's desire for instant success. The freedom to order one's life according to personal wishes without direction from others seems more attractive than the commitment and sacrifice required to achieve educational goals that seem remote and unrelated to the realities of the here and now. The psychology of first-time car ownership often adds a new dimension to life by providing the illusion that young people are the "master of their own destiny." The lure of "carefree highways" and exciting destinations further blurs the priorities and can lead the adolescent to make decisions that

obscure educational goals and have regrettable long-term consequences.

Of all the people with whom students come in contact during their formative years, surely the classroom teacher must carefully draw for them the long-term picture, and in a convincing manner demonstrate that to lose interest in the educational experience before gaining maturity and skills is to cripple and limit one's future. Given the technology of today's world, and considering the indicators of the future, it is clear that untrained individuals have little hope for a secure future. The demand for unskilled labor is rapidly diminishing; the income potential for poorly educated individuals increasingly less sure. As manual jobs continue to vanish with the technology of our day, the realization that underprepared persons will be among the last to be employed and the first to be dis-

missed should prove both disconcerting and stimulating. Not only are inadequately educated individuals frequently unable to care for their own needs, they are also greatly limited in utilizing the full range of their talents in the work of the church.

A higher education experience or an advanced degree does not provide a sure guarantee of success, or entry into the professional world. It does, however, greatly enhance the prospect of competing successfully for a job, even though the nature of the work may not always be directly related to the degree.

We do on occasion hear about unemployed Ph.D.'s, or people with master's degrees driving taxicabs. Nevertheless, statistics clearly indicate that the better the education, the better the opportunities. Current data reveals, for instance, that something less than 1 percent of all individuals possessing a doctoral degree are unemployed—a very favorable statistic when compared with the unemployment picture of the U.S. population as a whole. These data also correspond well when compared with lower-level degrees. Obviously, a good education not only offers clear advantages, but increasingly must be viewed as a necessity. Parents and students need to understand the importance of making an early commitment to advanced educational goals. As a nation and as a church, this is our

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image among the varied publics of a college or university.

Honest Stories, Caring Atmosphere

Adventist college marketing ought to be perceived as conveying honest stories that portray the opportunity for higher education in an atmosphere of goodwill, excitement, warmth, spiritual caring, and quality training—an atmosphere where “piety and scholarship go hand in hand,” in the words of one religion teacher I interviewed for this article.

None of this can be accomplished unless college admissions officers and marketing personnel have a clear understanding of the college’s mission, assess the prospective market and determine its needs, and then, with the administration and staff, make sure that the school “provides the product it promises,” to quote a college relations director.

The ultimate product, for an Adventist college, is the development of Christian characters in its students. This high goal must constantly be kept in view by everyone connected with the college—administrators, teachers, pastors, and support staff, as well as public relations and marketing directors. □

Editorial

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only hope for the future. Money invested in education will yield rich rewards in many ways.

Aside from the ability to secure a job and increase one’s earning capacity, other issues are at stake. The more thoroughly people are educated, the more aware they become of life and its full meaning. Such individuals are better able to control their destiny. They can select their responses from broader

alternatives. The results are increasingly predictable and satisfying.

Education also develops in people increased sensitivity to their surroundings. The well-educated person becomes acutely aware of the needs of others and is more responsive and understanding toward them. Awareness results in tolerant attitudes and a broader world view.

Other benefits that enrich one’s life are gained through education, such as ability to make one’s home a secure and comfortable place, and to interact positively and creatively with one’s family and friends. Educational background also influences one’s capacity to become a person of influence in civic affairs, neighborhood projects and in the church. Such involvement is important and satisfying.

A well-educated person can and should be a patron of the arts, supporting and participating in cultural and intellectual events and thereby bringing an uplifting dimension to the entire spectrum of community life.

Finally, and most important, education should enhance one’s ability to communicate the beautiful truths of Scripture, making one a persuasive Christian who presents his or her Master in a way that brings healing and strength to the hearer. The well-educated can thus provide leadership to the local church through the commitment of their time, talent, and resources, making the church a centerpiece of the community where wounds are healed, people matter, and help is always available. This is the very reason we have been given the opportunity to develop our talents—so that instead of serving ourselves, we may better know how to serve others.

Every educator at every level

must seek to convey this vision and the need for our young people to develop the talents God has given them. Teachers, your students will not understand the importance of these matters unless you draw the picture clearly for them. It is your responsibility to create in each young person a desire and determination to learn how to better serve God and humankind.—N.C.S. □

Computing With Class

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tractor feed or sheet feeder options and the more sophisticated ones are already equipped to interface via RS-232-C standard serial port or parallel interface. If your application calls for high volume, multiple parts, speed, and tractor feed, you’ll find the selection and price of dot matrix printers make them a good choice.

Ink Jet Printers

Like laser printers, ink jet printers are quiet, boast incredible quality, and offer other benefits over traditional technologies—no ribbon to dry out, snag, or run gray. However, like laser printers, ink jets can only make one copy at a time, and to date they haven’t got tractor feeds down to a science. The ink is more or less a liquid; therefore, instead of ribbon problems, you may have clogging problems. The good news is that replacing an ink cartridge means replacing the entire mechanism that could be clogged, so maintenance may not be the hassle implied.

Daisy Wheel Printers

These kind of stole the thunder away from the tried-and-true IBM ball technology. They’re faster, quieter, require a much less sophisticated movement mechanism, and