

**THE KING'S COLLEGE**  
**Viewbook Excerpts**  
**Philip Kassel**

**OVERVIEW**

**THE CHALLENGE**

The King's College doesn't want just anybody. You read it right. We don't want the average person. We're looking for people who want to be leaders, or people who get a sense from deep inside that they might be leaders. People who want *God leading them*. People with a vision. The King's College wants people who won't settle for less and are driven to do more. People who aren't content with what they know but want always want to learn more. People who want to think better. People who want to do it all better.

And since The King's College won't settle for the average person, we know you won't settle for the average college. We know that you will expect more from us. And we're ready to deliver. College can be a tough road. We don't just pat you on the back and usher you on your way. We stick by you. Our faculty and staff are there all the way. To offer encouragement and support. To supply guidance and direction. To help you focus on God and what He has in mind for your life. To take that raw leadership talent and help you develop it into a dynamic power for shaping the future.

The King's College is a different kind of college. And we want a different kind of student. Are you ready to become tomorrow's leader? Are you hungry for what God has in store for you? Are you ready to pursue your vision? Then you need to take a closer look at The King's College.

**A PASSION FOR STUDENTS**

What can you expect from The King's College? What is it like to be a student here? First of all, you need to know that we care about our students.

We want the best for you. We value who you are. And we want to see you realize your potential and succeed. We want to see you reach your goals with the unique talents, skills and gifts God gave you.

At The King's College, classes are small so each student can get all the individual attention they need. You'll never find yourself in a lecture hall with five hundred other students identified only by a number. We won't lose you in the crowd. We want to know your name. We want to know who you really are. We want to know your goals. We want to spend the time with you to help you achieve those goals.

The King's College has been designed and built around its students. Our faculty and staff are here to serve you. We want your every experience with us to be positive. We have even planned our office space to serve the student. You can take care of all your college business in one location. That includes registering for classes, paying your bills and getting your financial aid.

We want to serve you. We want to make new friends while we help you get where you're heading. In fact, we'd like The King's College to be known as "the friendliest place in New York City." Not the 'friendliest college in New York City.' *The friendliest place in New York City.* The King's College is a place to make friends and build lasting relationships. . And campus relationships aren't limited student to student. Student-faculty friendships can be a great experience, as well. The King's College is about leadership. And from a leadership perspective, our mentor program lends itself to exactly this kind of friendship.

The King's College mentor programs link students with faculty, staff and working professionals. These programs are designed to maximize each student's potential, both academically and professionally. Every student has an academic advisor they meet with throughout the semester. The advisor helps the student track academic progress as well as meet goals. But taking it even further, every student participates in an internship process that originates in the ExCELS™ program. The ExCELS™ internship provides each student the opportunity to be in contact with successful King's alumni as well as other key individuals in the community.

## **A PASSION FOR SELF DISCOVERY**

Who are you? Do you really know? Are you really in touch with what your gifts and skills are? Do you know how to use them to the best advantage? Do you have goals for your life? What are your dreams?

Have you ever set out on a walk, or a drive, without having any definite destination in mind? There might be a certain sense of excitement or adventure in not knowing exactly where your journey will take you. But mostly there is a subtle frustration at not really knowing where you're going to end up. You'll probably waste a lot of time. You might end up wondering why you started out in the first place.

At the other end of the scale, have you ever planned a trip with a detailed itinerary? You know when and from where you're going to start. You know where you're going to end up. You know where you're going to stop along the way. And you know when you're going to reach your destination.

The big difference between these two examples is the end result. The goal. The target destination. There is a certain power in knowing what you are aiming at and how you are going to get there.. That power begins with knowing who you are. It grows with discovering what your skills and gifts are. It's unleashed when you reach your

destination and begin using the resources God gave you with meaningful purpose. And it all begins with just knowing where you're going, and why you're going there.

The King's College can help you discover your potential. We're excited to help you discover your inner skills and gifts. We're excited to provide a window to the many options the world has to offer. You end up with more opportunities, more paths to explore, more chances for success.

We do it with the ExCELS™ program, and no one else has it. You want what is right for you. And you want what God wants for you. If you want to be leading the pack and not just following it the best place to start is with the ExCELS™ Program.

## **WHAT IS IT?**

The King's College developed the ExCELS™ Program. It provides the practical tools you need to figure out what your goals are and what your gifts are. It gets inside your head and inside your heart to help you make the smartest decisions about what to do with your life.

You'll walk away from the ExCELS™ Program with a true understanding of who you really are. You'll identify the career opportunities best suited for you. And you'll come away with a practical strategy for pursuing both career and educational goals—a solid plan that you can really put into action.

## **HOW IT STARTS**

The ExCels™ Program starts with a four hour workshop that takes place before your enrollment begins at The King's College. It continues throughout your education at the King's College. Specially designed courses in leadership help you look more closely at who you are and what you are. You'll study the nature of leadership. You'll examine a variety of leadership styles and behavior, and compare them to the Biblical model of leadership. Most importantly, you'll identify your own leadership style and develop a plan for growth as a leader.

Guest speakers from a variety of fields will speak on various aspects of leadership. You'll learn from their perspective and experience.

Finally, King's College will arrange an internship for you during your sophomore year. A real-life work opportunity to "learn by doing." To learn by working alongside professionals as they run a real business. Why wait for your senior year to get real-world experience?

The King's College stands alone in that it stands by you through the entire program. It works with you to help you discover who you are, what you want, where you're going and how you'll get there.

## **A PASSION FOR ACADEMIC EXCELLENCE**

The King's College is dedicated to providing students with the best education possible. Our goal, always, is academic excellence. And 'academic excellence' doesn't mean we're just interested in making sure that all our students are earning top grades. We want our students to come away from each class with practical knowledge they can apply to their lives. Knowledge they can use to succeed in the real world.

### **THE FACULTY**

The King's College has brought together some of the brightest and most successful academic minds to make our goal a working reality. Our faculty have earned the highest degrees and academic credentials in their field we have to be a little careful here as the real number is about 85%. But they bring extensive practical experience into the classroom, as well. These are people who are successful in what they do. And they have the passion and skill to teach effectively from their foundation of experience. If you want to be successful, model your life after someone who has achieved success.

Here is just a partial example of some of the extraordinary academic talent that is part of The King's College:

Phil Clements

Senior Partner and board member (let's get his full, official title), Price WaterhouseCoopers

Soon after the Empire State Building campus was opened, Phil had the opportunity to visit. After a tour by the college president, Friedhelm Radandt, the level of excellence to which the college was committed impressed Phil. He explained that Price Waterhouse Coopers employs approximately 170,000 employees and they hire thousands of business school graduates each year. The company recruits from only the top 60 schools in the country. If a school isn't on the list, they won't even consider the candidate. Phil went on to explain that not a single Christian college ever made the list because none of them operate at the level of quality Price WaterhouseCoopers requires, or have a suitable number of candidates to warrant a recruitment trip. Consequently, the company was spending \$10 MM each year just to educate new employees on basic business ethics.

Phil now works with The King's College in developing business programs that will turn out the kind of graduates Price WaterhouseCoopers and all the top firms will want to hire. He works closely with other top business leaders in developing these programs, and to assure that the latest business practices and business technologies are employed.

Phil Johnson

Chief Academic Advisor, The King's College

Phil Johnson is former Peyser Professor of Law, Law School of the University of California, Berkley and one of the foremost Christian thinkers in the country. Deeply committed to making Christian truth known in the marketplace of ideas, Johnson has been instrumental in crafting the direction of the college on many fronts. He is the author of *Darwin on Trial*, *Wedge of Truth*, *Reason in the Balance*, and more than 40 articles on topics related to law and the inadequacy of naturalism.

Ken Blanchard  
Author

Ken Blanchard, the author of *The One Minute Manager* and numerous other books, has become a new partner with King's. Blanchard is one of the top leadership gurus in the country counted among the names of Tom Peters, NAME and NAME. Ken will bring his executive leadership program to The King's College for Fall of 2002. This will mean that King's is bringing real world focus to its goal of being the premier leadership training college in the City.

### **THE STUDENTS**

We've already stated that The King's College doesn't want just anybody. Our students have the same passion for learning that our faculty has for teaching. Our students have a deep desire to lead the pack. They're driven to be leaders.

INSERT STUDENT INTERVIEWS OR BIOS HERE

### **A PASSION FOR CUTTING EDGE TECHNOLOGY**

Satellite systems connect every corner of the world with an endless stream of information. Hi-tech motion pictures loaded with digitally created special effects are being shot with hi-definition digital cameras. We've got digital video conferencing from home computers, e-mail and MP3 music files. And computers do everything from performing surgery to building cars—and that's just skimming the surface.

It's a technological world. You know it. We know it. We love it. And that's why The King's College embraces new technology with a passion.

It starts with what we call the eCenter concept. The eCenter concept is all about *connected learning*. Every class you take at The King's college will link academic teaching and theory with real-world technology, and real-world situations. In other words, you don't just take a class on *how* to do something, you actually *do* it.

To help you do it every full-time student at The King's College receives a laptop computer. And there's no need to worry if you don't know a lot about computers coming in. You'll participate in classes that will teach you everything you need to know.

Our classrooms are just as modern and up-to-date as your new laptop. Every room is equipped with everything from video projection to wireless Internet access. That's right, wireless Internet access. There's nothing to plug in. No matter where you are on campus you can flip open your laptop and access the web.

The King's College takes pride in being world-wired and web savvy. We've got the technology; we know how to use it. And we want to show you how you can use it to connect to the world.

## **A PASSION FOR LEADERSHIP**

The King's College mission is to educate leaders who will reach out to the world and fuel far reaching changes—changes that will come through leadership in key national institutions such as business, education, media, and of course, the church.

Many notable universities across America have produced powerful political leaders, brilliant entrepreneurs, and giants in the fields of medicine, law and science. But in spite of the achievements of these schools, there is still something important missing. There is a gaping hole that must be filled.

You can see it in the newspaper headlines that describe a lack of ethics or moral fiber in top political offices; stories that range from sexual scandals to fraud. You can see it in the huge number of motion pictures produced that promote anti-biblical messages. And you can see it in the business world where “anything goes” in order to show a profit.

The King's College will make a difference. How? We start by looking for students who have proven their ability to lead, or show potential for strong leadership. We want to develop a partnership with students that will last throughout their time at The King's College and on into their lives of success and significance—a partnership centered on developing leadership abilities built on integrity.

It all starts with the high quality of excellence students find in our classrooms. Our ExCELS™ program has a built-in leadership training component. Through ExCELS™ you'll study the nature of leadership. You'll examine a variety of leadership styles and behavior, and compare them to the Biblical model of leadership. Most importantly, you'll identify your own leadership style and develop a plan for growth as a leader.

You'll move on to courses that take a close look at leadership theory. Guest speakers from a variety of fields will speak on various aspects of leadership. You'll learn from their perspective and experience. You'll experience real-life, real-world opportunities.

And if all the campus opportunities aren't enough, The King's College takes it a step further to arrange an internship for you. A real-life work opportunity to “learn by doing.” To learn by working alongside professionals as they lead in a real business.

The bottom line is this: The King's College is all for developing great leadership within the church, but has no intention of stopping there. We want our leaders to make their way into every key area of the world: business, education, media, and the political arena. And what better location for our university than New York City? One of the largest cities in the world, it's a center for world commerce, a melting pot of culture and an influential center for government. It's the home of the United Nations, Wall Street and Broadway. What a great place to start building your foundation for leadership.

## **A PASSION FOR FAITH**

We at The King's College believe that faith makes a difference. We believe that God's Word speaks to how we live our lives and approach our studies. That's why at The King's College you will find every class taught from a Christian worldview. Being effective and successful in the secular world depends on having a firm understanding of what goes on there, and why. But being an effective leader and a force for positive change in that world depends on being thoroughly grounded in the Word of God. It depends on building your life on the foundation of truth we find in Christ. Our classes are designed to help you do just that.

We're a Christian college that engages the world. The King's College prepares students to function in the real world, a world that is often full of challenges. We prepare our students to make a difference in that world, to be successful in that world.

The King's College partners with students in developing their faith in and out of the classroom. Discipleship has always been the hallmark of Campus Crusade For Christ, and we carry that tradition forward with small group discipleship. Small groups offer accountability, outreach, ministry and bible studies. In small groups, spiritual growth is based less on theory and more on real-life experiences shared with peers. Many of The King's College faculty participate in small groups. This participation provides students with the opportunity to interact with faculty outside the classroom, and provides valuable mentoring.

As enthusiastic as we are about the spiritual interaction that takes place on campus, we don't want to confine your spiritual growth. The King's College encourages you to actively participate in your own faith community, your own church. Just as we commit ourselves to preparing you for leadership in the world, we believe that preparing you for leadership within your church is equally important.

Take Seth, for example. Since beginning at The King's College, Seth has become a leader in his church youth program. Their ministry, termed Youth Explosion, is having a positive impact on the youth of New York City. Every Friday night more than 700 young people gather at Christ Tabernacle in Queens for an evening of fun, Hip Hop music, and a clear presentation from the Bible. Seth is motivated by the opportunity to see lives changed.

## A PASSION FOR DISTINCTION

A college can be identified by its unique curriculum, outstanding classes, a first-rate campus, or a particular academic specialty. But what really distinguishes any college or university are the people. The faculty and staff, of course, but especially the students.

At The King's College we want to be distinguished by our students. We have asked and answered the question, "What will make you stand out as a King's student, as a King's graduate, and as professional even 10 or 20 years after graduation?" We teach our students Seven Ideals that reflect what we believe is important. We believe these ideals will contribute greatly to your enjoying a life of success, a life of significance, a life that truly counts and makes a difference.

- The Leadership Building Ideal: Students develop a "team mentality" as well as individual leadership skills.
- The Cause-Centered Ideal: Students learn that knowledge is empty if not used to make a real difference in the world.
- The Results-Oriented Ideal: The King's College is committed to equipping students with skills that lead to success in the "real world."
- The Risk-Taking Ideal: Students are encouraged to develop the risk-taking, entrepreneurial spirit that our country was built on.
- The World-Focused Ideal: Students will gain a vision for being global leaders—training to be at the helm of not just the church, but influencing every key facet of society.
- The Idea Driven Ideal: Ideas have consequences. Students must be prepared to face life issues and world questions relying on Biblical ideas to drive their responses.
- The Life Transforming Ideal: Knowledge shapes the way a person lives. Students are presented with knowledge centered in academic, moral, ethical and spiritual enlightenment. Knowledge with the power to change lives.

Our desire is that all of our students embrace these Seven Ideals, and build their lives on them. If you share this desire, The King's College is a place you will excel and succeed.



## A PASSION FOR COURAGE

“Far better it is to dare mighty things, to win great triumphs—even though checkered with defeat—than to rank with those poor soul spirits who neither enjoy much nor suffer much, because they live in the gray twilight that knows neither victory nor defeat.”  
—Teddy Roosevelt

The King’s College is looking for the kind of students who want to change the world. We want to see you have a life of success, but more importantly a life of significance – a life that really counts. You know that goal does not come easily. Great accomplishments are often obtained at great risk. We want to help you have the courage to take risks that will lead to great things in your life. . We want to encourage you to go further than you’ve gone before, to do things you haven’t done before. We want you to succeed in areas where you perhaps never thought it possible before.

The King’s College wants you to engage the world. We want you to boldly meet the world head-on and influence it with the faith that comes from a love of God. We want you to courageously lead the world.

With the right training, dedication and hard work, and a heart open to God, you can go wherever you want to go. You can become the person you want to be, the person God wants you to be. We will teach you how to overcome the barriers, many of which are only imagined, that too often can hold you back. We will help you to fearlessly make a difference with your life.

This world is crying out for leaders who are people of conviction and character. Will you be one of those leaders?