

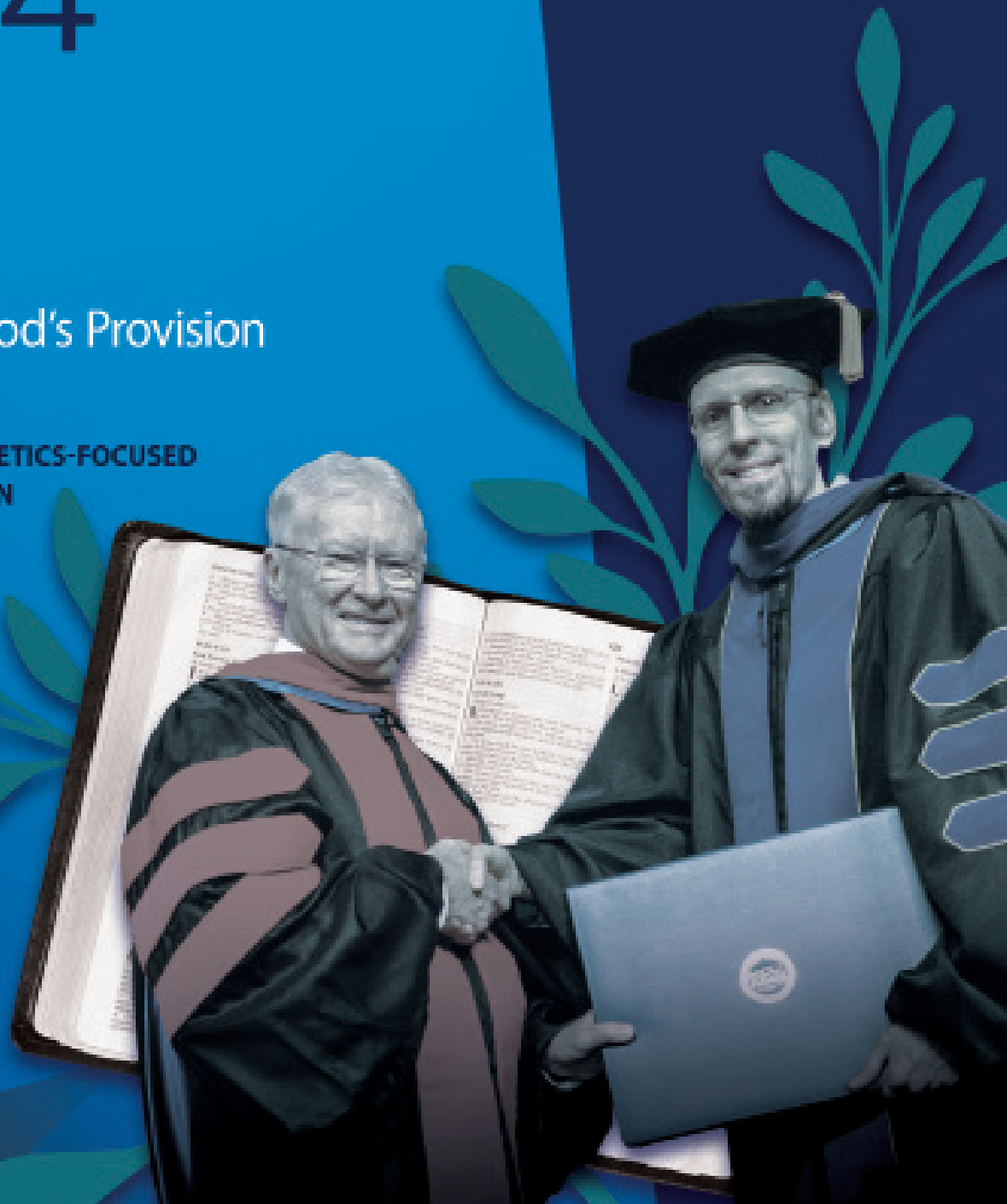
Ranked as One of the Best Apologetics-Focused Seminaries

IMPACT REPORT 2024



Celebrating God's Provision
& Growth

INTEGRATED APOLOGETICS-FOCUSED
CHRISTIAN EDUCATION





After a distinguished career as both a lawyer and a judge, Judge Phil Ginn retired as the Senior Resident Superior Court Judge for the 24th Judicial District in North Carolina. He holds a B.A. from Appalachian State University, a J.D. from the University of North Carolina at Chapel Hill, and a Doctor of Ministry from Southern Evangelical Seminary.

Impacting the Culture for the Kingdom of God

Dear Friend,

I want to give you a brief look at the year in review for Southern Evangelical Seminary and a glimpse into our vision of the new opportunities arriving.

The Lord has blessed SES in 2024 and there is a breath of freshness in the atmosphere as we look to the vision that we have been given for 2025. I hope that you will take just a few minutes to look through the following impact report. It is my hope that you, in some way, will also catch the excitement that we share with each other and our partners as we launch new initiatives and seek to impact our culture for God's Kingdom in a new way both with the traditional educational opportunities at SES, but also with the training which will be made available through our Truth That Matters initiative.

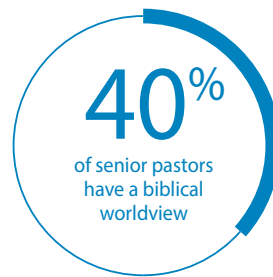
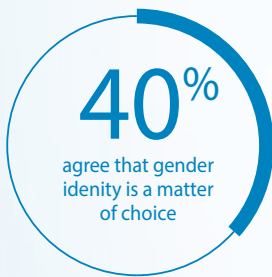
It goes without saying that none of this would be possible without you, our friends who have stood by us through the years. It is your prayers, hard work and generosity that are the catalysts for our success, and we know that none of this would be possible without the Spirit of the Lord in our midst. Please accept my personal thanks for all you do for the Kingdom and especially through our work here at SES.

From the SES family to you and yours, we wish you a most joyous 2025!

Judge Phil Ginn, *SES President*

Together, We're Steadfast in the Truth

More and more we see reality, including the reality of biblical Christianity, being abandoned and exchanged for a caricature of the truth. Christ-followers are called to combat this infection of bad ideas and point people to the Gospel (2 Cor. 10:3-5; 1 Peter 3:15; Jude 3). Sadly, the church too often teaches an intellectually anemic faith that is shallow and seems to have little to say about the real issues of life. Thus, it's no surprise we see an apparent stream of Christian "celebrities" publicly express their doubts or walk away from the faith completely. Recent studies show the following examples of additional confusion among American churchgoers:



YOU MAKE APOLOGETICS-FOCUSED EDUCATION POSSIBLE

The ability to address the bad ideas plaguing today's culture requires intentional preparation. As SES co-founder, Dr. Norman Geisler, said, "[*Apologetics*] is opening the door, clearing the rubble, and getting rid of the hurdles so that people can come to Christ." For more than three decades, SES has provided *integrated* apologetics-focused education, undergirded with sound philosophy and theology, that equips students to form a complete and systematic Christian worldview. This biblical foundation you make possible aids in both evangelism and building mature disciples who remain *steadfast in the truth*.



Scan to learn more



OUR VISION

Every believer equipped to effectively proclaim the Gospel, engage the bad ideas that stand in the way of the Gospel, and defend the truth of the Gospel in any cultural context



OUR MISSION

To train men and women, based on the inerrant and infallible written Word of God, for the evangelization of the world and defense of the historic Christian faith



OUR PROMISE

Every student will get an integrated and apologetics-focused Christian education that will equip them to be steadfast in the truth



Marketing & Admissions

Through our strategic marketing plan, influencer partnerships, a completely overhauled website, and robust automated marketing software, we are excited to be on track to see **more applications and new students than we have seen in the last 14 years!** Admissions counselors are staying busy walking prospective students through the application process, and alumni are being continually engaged which is yet another extremely important source of new students.

+7%

Increase in student body

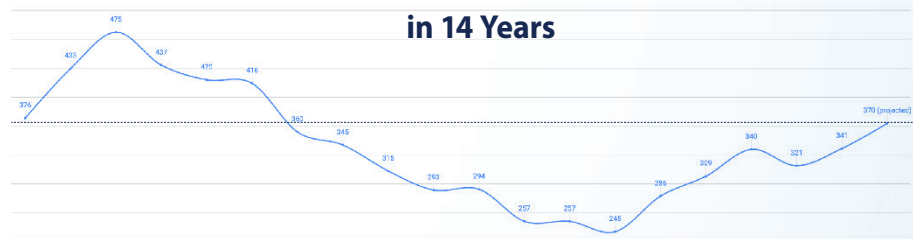
+8%

Increase in classes taken

+27%

Increase in new students

Projecting the largest student body in 14 Years



CONTENT MARKETING SNAPSHOT

In addition to paid advertising and search engine optimization on our redesigned website, content marketing remains one of the primary methods of modern-day marketing when many voices seek someone's attention. By utilizing national conference recordings, in addition to our helpful apologetics content produced in-house, this year saw explosive results on the SES YouTube channel:

864K+

Views

190+

Total videos

16K

Total Subscribers

“I can hardly find words to express how thankful I am for SES. After my Christianity was deconstructed, they literally shepherded me, one class at a time, through my faith reconstruction. SES continues to equip students to defend objective truth, the true Gospel, and the inerrancy of Scripture. They are also holding the line by rejecting cultural trends like wokeness and redefinitions of gender and sexuality.”

ALISA CHILDERS

*SES Student, Author, Former
Member of ZOEgirl*



278K+

Views on
YouTube

321

Videos created to
date, in addition
to class content

7

Total professor
YouTube
channels with
more coming

Faculty & Online Education

In addition to regular teaching responsibilities, our professors have been very busy. Here is a sampling:

- SES Provost Dr. Richard Howe and wife Rebekah had the opportunity to teach in South Africa, in addition to in the Philippines, attending the Evangelical Philosophical Society annual meeting, and appearing on several other podcasts, at various churches, and at conferences like Defend! in New Orleans.
- Dr. J.T. Bridges released a book titled *Beyond Doubt: A Post-Darwinian Design Theory*.
- Dr. Brian Huffling released a book titled *God, Evil, and Morality: A Debate*, appeared on numerous podcasts, and was a guest editor in the journal *Religions*.
- Dr. Mel Winstead interviewed Dr. Frank Turek on his YouTube channel.
- Dr. Tom Howe released two books, *Critical Realism and Christianity* and *The Unseemly Realm: A Critical Analysis of the Writings of Michael S. Heiser*.

PROFESSOR DEVELOPMENT

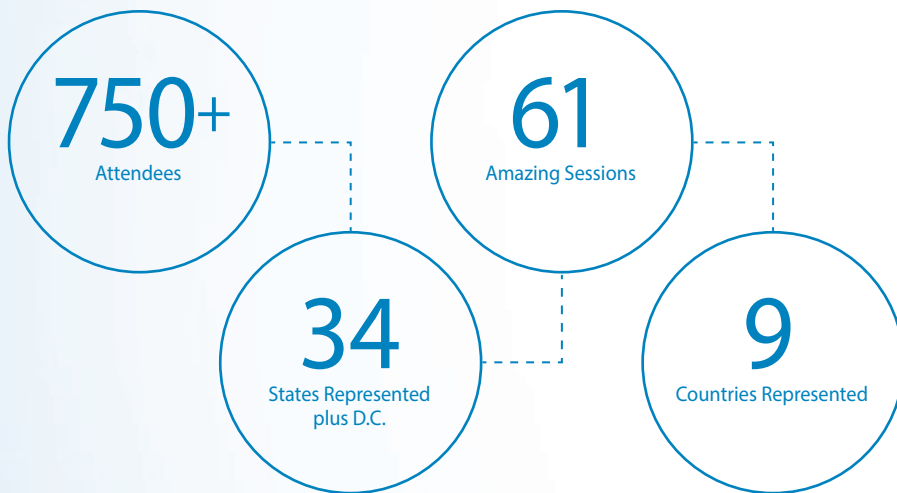
SES is committed to continually supporting faculty, recognizing that their expertise and preparedness contribute to an exceptional learning environment for students. For this reason, we have continued to expand our **Professor Development Project**, dedicated to empowering faculty with the resources and training essential for delivering a top-tier learning experience. Through this initiative, faculty members receive a comprehensive home studio package, including cutting-edge equipment and software, as well as ongoing training opportunities. This enables high-quality recorded materials and real-time streaming.

The investment in quality video and audio proves instrumental in enhancing online learning experiences, fostering engagement, comprehension, accessibility, retention, and motivation for post-secondary students. In addition to the studio package, faculty benefit from a creative and production software stack as well. These tools facilitate efficient content delivery, interactive learning, personalization, assessment, collaboration, analytics, and professional development. The initiative goes beyond equipment and software, providing faculty with ongoing training programs and personalized assistance to address specific issues or optimize system usage.

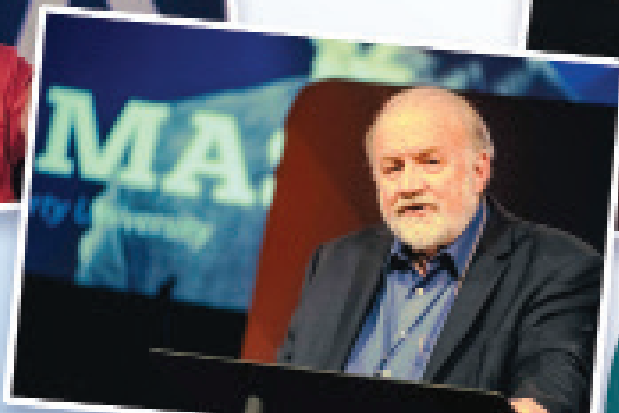


2024 National Conference

The 30th annual Steadfast National Conference on Christian Apologetics and Evangelism took place Oct. 11-12, 2024. As always, there were many topic quality speakers focusing on a variety of topics related to apologetics and evangelism, including headliners Allen Jackson, Gary Habermas, and Frank Turek. Once again, the wonderful folks at First Baptist Church Rock Hill were extremely gracious hosts.



In addition to the conference itself, we hosted Reasons to Believe for a Thursday night pre-event on Evolution and Intelligent Design. We also hosted our first ever student event with nearly 100 tickets sold, in addition to more than 25 prospective students and guests at our prospective student luncheon.



DID YOU KNOW?

As a member institution of the Digital Theological Library, SES students have access to the following:

- 620,000 E-Books
- 150 databases
- 35,000 journal titles
- 50 million full-text, peer-reviewed articles
- 2.6 million full-text dissertations and theses
- 71,000 multi-disciplinary videos

Jamison Library

We are excited to highlight significant advancements in the library's technological infrastructure, notably the implementation of LibGuides and Atrium. LibGuides, a research guide system, empowers library staff to create comprehensive guides for specific subjects or classes, seamlessly linking users to electronic resources and the digital theological library. This system benefits both students and faculty, enhancing access to relevant articles and resources, with the guide enjoying 2,880 views in Fall Semester 2024. The adoption of Atrium, a library management system, allows students to access an online card catalog, providing a clear overview of available print books, special collections, and resources such as the Phil Johnson Research Collection on science and faith. The library's automation efforts contribute to improved accessibility, creating a more user-friendly experience for both students and faculty.

CAROLINAS THEOLOGICAL LIBRARY CONSORTIUM

Additionally, we are pleased to announce the library's participation in the Carolinas Theological Library Consortium, facilitating inter-library borrowing and collaboration. The Director of Library Services has assumed the role of Chairman, underscoring the institution's commitment to fostering partnerships and resource-sharing among theological libraries in the Carolinas. These advancements collectively demonstrate a commitment to enhancing library services, embracing technology for improved access, and fostering collaboration within the theological community, and the new SES campus will host the Consortium's Spring 2025 meeting in March.



Truth that Matters

A YEAR OF GROWTH

Truth That Matters (TTM) serves the mission of SES through systematic efforts to remedy gaps between the current needs of individual Christian believers, churches, and organizations and the very best in apologetic, evangelistic, and discipleship resources.

This critical initiative is already well under way in 2024: TTM launched its first small group and individual study curriculum that equips believers with foundational apologetic knowledge, and led 21 Days of Prayer in the spring of 2024 and another 21 Days of Prayer in the fall of 2024. This enriching resource cultivated revival and featured a prayer guide and daily companion videos.

TTM launched the Steadfast Leaders Network with a total of 53 Christian leaders including pastors, youth pastors, worship leaders, elders, church counselors, and chaplains. With nearly a year's worth of monthly meetings completed, the network represents a space for leaders to find resources, support, and kindred fellowship in a time when pastors are experiencing widespread burn-out and temptation to quit ministry.

Virtual Faith Link, TTM's training and discipleship initiative, is piloting its first microgroup of 8 people led by Stephen Cutchins via Zoom with discipleship in all spiritual disciplines including prayer, worship, scripture reading, scripture teaching, fellowship, accountability, and evangelism.

SES also purchased the equipment and materials to create a brand-new podcast and recording studio for the Truth That Matters Podcast and recording of curriculum and resources. A complete technology (including artificial intelligence), operations (including personnel and finance), communications, marketing (including website) inventory is in process in order to prepare for scale and maximum impact.





“... the Holy Spirit is using SES to reach our culture to bring spiritual healing.”

JANET DAVIS

SES Student & Financial Partner

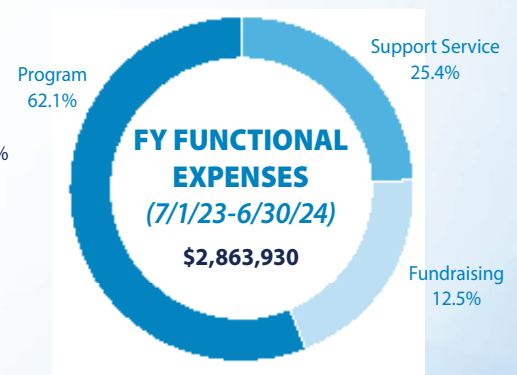
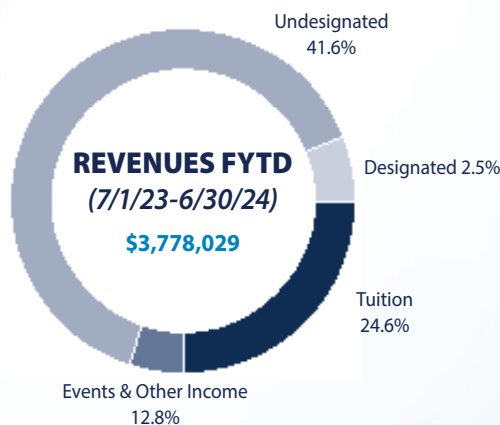
Institutional Development

Thank you for your prayers, encouragement, and faithful, generous support of SES. We were blessed with two incredible gifts last year totaling \$1,700,000. Outside of those two gifts, our giving grew from \$451,115 in donations in 2022-2023 to \$602,768 without the two large gifts. That’s a 25% increase in giving WITHOUT the two incredible gifts of \$1.7M. We received \$2,302,466 from 230 partners representing 29 states. The top 5 states for giving included North Carolina, South Carolina, Georgia, Florida, and Texas. There was a 22% increase in new partners from 2022-2023 to 2023-2024.

We were blessed to purchase a new home in Rock Hill, South Carolina in February 2024, which will house the SES offices and Truth That Matters Center for Innovative Training. Tours with financial partners began in May to pray over the sacred ground of our new home in Rock Hill, South Carolina , even months before the upfitting began. **Combined with record-level Giving Tuesday contributions of over \$50,000 for the launch of Virtual Faith Link, a new training and discipleship program of Truth That Matters,** your investments are being wisely stewarded for God’s Kingdom, propelling SES toward its God-sized vision.



Scan to partner with SES



“One of the reasons I like SES is because it is a very strategic investment...
SES trains the trainers.”

JAMES AND BARBARA LITTLE

SES Financial Partners



SES is honored to be a long-term member of the Evangelical Council for Financial Accountability, an organization founded by Billy Graham. In today's world, demonstrating trustworthiness is more important than ever in effectively reaching the world for Christ. ECFA exists to help enhance that trust.

Now to him who is able to do far more abundantly than all that we ask or think, according to the power at work within us, to him be glory in the church and in Christ Jesus throughout all generations, forever and ever. Amen.

EPHESIANS 3:20-21

