



How will Christian Colleges Survive?

The Christian Library on Demand offers Niche Audience Access

Aug. 5, 2014 - [PRLog](#) -- According to the "The State of Christian Higher Education" by Dr. Hunter Baker PhD. J.D. Dean of Instruction, Administrative Office of the Provost, Associate Professor of Political Science at Union University, "...if Christian colleges are committed to being Christian rather than simply acting as educational institutions with Christian ornamentation, they should have the wherewithal to survive and thrive in the changing environment". This changing environment is due to the impacts of technology on education which included the creative destruction of the free market, the commoditization of a college education and the availability of information. These are the dangers facing Christian educational institutions today according Dr. Hunter's 2012 assessment. "It is hard to see what higher ed will look like in 20 years. I think the traditional model will continue, but there will be a variety of alternatives competing strongly," says Hunter in an interview we recently conducted.

"Dr. Hunter eloquently pointed out these threats to Christian colleges and suggested a business strategy for how to survive these changes, service differentiation", says Terrence Lovett, CEO Christian Library on Demand (CLD), "but then in his report he emphasized that most Christian colleges don't have a business mindset." "... we do not have a business-type mission of making money or acquiring a dominating market share. Really, we just want to offer a distinctively Christian education to students. We would prefer to have the option of discontinuing tuition, which was an idea Harvard flirted with prior to the 2008 crash," says Dr. Hunter. However in today's world if they do not have strategies which help them to take advantage of the technological changes which threaten their existence, how can they survive? "The Christian Library on Demand is called to support the mission of Christian institutions with affordable advertising and promotions that will tell the stories of our institutions and help them reach their target audiences", says Lovett.

"Mobile and Smart device advertising is the portal to niche audiences that Christian institutions need," says Darcey Hutchinson, CFO, CLD. "The Christian Library on Demand mobile app and the EnLive Smart TV App are open doors to Christian audiences who may desire to send their kids to Christian educational institutions," says Hutchinson. CLD apps offer display advertising which links to video of any duration. Unlike television and radio, the internet makes room to tell the stories of Christian Institutions to a whole new generation. "Using Christian entertainment is the key to building audiences who will seriously consider a Christian educational opportunity," says Lovett.

"However when purchasing advertising, there is a tendency to purchase access to an established audience," says Lovett, "but this is not the best way to truly target your institution's audience but it is the way to overspend and not get your money's worth." The Christian Library on Demand employs tried and true advertising tactics which allow Christian institutions to build new audiences which are filled with entertainment consumers who will truly consider their institution as a choice. Building audiences that are truly interested gives institutions superior returns over buying established audiences filled with viewers who have no interest in a Christian education. "That is what we are, an audience builder, and it is what Christian institutions need, a way to filter through the noise of this world and find their future students and supporters," says Lovett.

Background: We are the Christian Library on Demand (CLD) a Christian entertainment company. We distribute our TV shows and movies through video streaming apps. Just search “Christian Library on Demand” in your App store. It is a FREE download! We target Christian and values-based audiences. We have 4 platforms; Cable (apps that work on your cable box), Mobile (smart phones, tablet computers), Smart TV (internet connected HDTVs) & Smart Devices (internet streaming boxes & Blu-ray players). Today we are available in the Amazon, Apple, Yahoo TV, Samsung Smart Hub and Google App stores. Both brands are in front of 25 million cable subscribers in Europe, the Caribbean and Chile. The CLD Mobile App is available to over 1.4 Billion Android and iOS mobile devices. The EnLive Smart TV App is available to 91 million households on Samsung, Vizio, Sony, LG, Toshiba & Hisense smart devices with more devices in development.

Dr. Hunter Baker is one of the stars of the rising generation of Christian public intellectuals. The hallmark of his work is a combination of analytical rigor, moral seriousness, and lucid writing. Dr. Hunter is a prolific author and professor, here are some of his writings;

<http://www.clpress.com/publications/system-has-soul>

<http://www.amazon.com/The-End-Secularism-Hunter-Baker/dp/1433506548>

<http://www.acton.org/about/people/hunter-baker>

<http://hunterbaker.wordpress.com/about/>

“The State of Christian Higher Education”

https://www.uu.edu/journals/renewingminds/1/RM_Issue1_May2012_Baker.pdf

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