



Highlands College

ANNUAL IMPACT REPORT

Fiscal Year 2022



“

At Highlands College, students pursue God, grow academically, and receive training in hundreds of hours of practical ministry. They grow in their devotion to Jesus Christ and in their integrity.

They come here as students. They leave as leaders of competence, character, and spiritual maturity to make an eternal impact by fulfilling the Great Commission.

— Mark Pettus, Highlands College President

05	A Letter from the President
08	Mission + Vision
11	Accreditation
13	Residence Hall
15	Four Pillars
19	Enrollment
23	Student Life
25	Placement
31	Philanthropy
35	Impact Stories
37	Strategic Support
38	Ways to Give
39	Eternal Impact Campaign
41	Phase II / Future Vision
45	Institutional Advancement Team

THE HARVEST IS
PLENTIFUL, BUT THE
WORKERS ARE FEW.

LUKE 10:2



Highlands College

A Life of Eternal Impact

A Letter from the President

A recurring theme and phrase around Highlands College is “The best is yet to come,” and it’s true. God is building Highlands College, and we’re still just getting started. It is a privilege to share all God is doing and express our deepest gratitude for your partnership that helps make it all possible.

The 2022–2023 fiscal year is another historical and memorable one in the Highlands College story, with our initial accreditation approval from the Association for Biblical Higher Education (ABHE) and the State of Alabama’s approval to offer seven bachelor’s degrees. These approvals are tremendous achievements for Highlands College and substantially support our Academic Pillar. During the last academic year, Highlands College also taught and trained more than 980 students in the Traditional and Evening programs combined, and your incredible generosity provided more than 70% of our students with scholarships. Amazing!

May we never grow accustomed to God’s favor on Highlands College or take it for granted; instead, let us always be amazed and grateful for everything He has done and continues to do. What a privilege to be a part of training, equipping, and sending workers into the harvest field to help advance the Kingdom of God. We look back on this last fiscal year with immense gratitude and look ahead,



knowing that, together, God still has so much more in store for Highlands College, and “The best is yet to come.”

As you review this report in greater detail, know that your role in the HC story is making an eternal impact, and it’s the most incredible honor of our lives to have your support every step of the way. We cannot wait to see what the future holds. Thank you for your unwavering commitment and support.

Together, we win.

A handwritten signature in black ink, which appears to read "Mark Pettus". The signature is stylized and cursive.

Mark Pettus
Highlands College President







MISSION

Highlands College is a biblical higher education institution that exists to supply the Church with leaders of competence, character, and spiritual maturity, holistically trained to lead lives of eternal impact by fulfilling the Great Commission.

VISION

To educate, equip, and empower leaders in a ministry academy model, applying leading-edge methods in world-class facilities where students launch into their calling to expand the Kingdom of God.



Highlands College is initially accredited by the Association for Biblical Higher Education Commission on Accreditation (5850 T. G. Lee Blvd., Ste. 130, Orlando, FL 32822, 407-207-0808) to grant certificates and degrees at the Associate and Baccalaureate levels.



Accreditation

Highlands College students are the rising generation of ministry leaders called to fulfill the Great Commission. They are full of infinite potential, and the Highlands College Team is determined to provide all current and future students with the world-class education and hands-on training experience they need for the future to which God is calling them.

One step in building this world-class education is the opportunity to award accredited bachelor's degrees. In pursuit of this goal, Highlands College began its accreditation journey with the Association for Biblical Higher Education (ABHE). After seven years of extensive and intentional effort to meet all the requirements

and timelines, the ABHE granted Highlands College accreditation in February 2023.

Immediately upon receiving accreditation, Highlands College filed for the State of Alabama's approval to grant seven new bachelor's degrees. The College's former practicums inspired these new degrees and are now available for incoming students.

Degrees:

- Global Ministry
- Family Ministry
- Pastoral Ministry
- Student Ministry
- Worship Ministry
- Visual Arts
- Technical Arts



“

We are incredibly grateful and blessed to celebrate this milestone for our college and our students. We cannot celebrate this moment without honoring those who have laid the foundation for Highlands College and invested in its mission and vision. It is an honor to equip the rising generation of leaders with an education that equips them to make an impact around the world and leave a legacy through their leadership.

— Mark Pettus,
Highlands College President

Residence Hall



structure itself. Their generosity has provided the space for Highlands College students to establish a home away from home, build life-long relationships, be encouraged by their peers in challenging times, share laughter and joy with their classmates, have a place to retreat to at the end of a full day, and so much more.

Eternal impact happens within these walls as students strengthen each other in their faith and feel encouraged to press on in everything God has called them towards.



In January 2023, Highlands College became a residential college campus with the completion and opening of its first Residence Hall. Spanning five stories and 68,000+ square feet, the Highlands College Residence Hall was made possible by the family of Hobby Lobby founder and CEO David Green. Incoming and most returning students called the Residence Hall “home” this spring, enjoying all the benefits of living on campus.

Students build and strengthen relationships while living in the Residence Hall through fun monthly activities and themed nights like movies, games, and more. The Highlands College Student Life Team also plans seasonal events for all students and hosts these at the Residence Hall.

The transformational gift from the Green Family that made this Residence Hall possible is more than the five-story



To Love
The Unloved

To Heal
The Hurtin'

4 Pillars

THE HIGHLANDS COLLEGE DISTINCTIVE CURRICULUM RESTS ON FOUR PILLARS:

▶ 29,000+ hours

in HC Academic Pillar classes

ACADEMIC INSTRUCTION

Highlands College students develop their intellect and increase their knowledge of God in an innovative learning environment with courses designed for idea discussion and extracting essential principles to go beyond understanding and uncover more profound wisdom in each topic.

Alongside their classmates, students gain an exceptional understanding of their Christ-centered calling as they pursue a college degree as unique as their purpose.



Pastor Larry Stockstill leads a student session on missions.



MINISTRY TRAINING

Training extends beyond the classroom through one of seven specific majors focused on equipping students through leadership classes and hands-on experience to think critically, contextualize, and communicate well so they make an immediate impact after they graduate.



▶ 50,000 hours

Spent in Ministry Training



CHARACTER FORMATION

Intelligence and skill are most influential when paired with a foundation of exemplary character. At Highlands College, students develop the discipline to make tough decisions, the tenacity to overcome adversity, and the humility to build and maintain meaningful relationships through various character-building lessons, experiences, and daily connections with peers and leaders.



SMALL GROUPS

Students meet weekly in small groups to build community, develop their character, and grow in their relationship with God.

INTRAMURAL SPORTS AND WORKOUTS

Developing a healthy, active lifestyle is a value instilled in students through intramural sports and workout classes.

“

I grew the most in perspective. I realized that although trials might be difficult in the moment, I will always regret giving up more than pushing through, no matter how much I think I can't do something in the moment.

— Anonymous HC Student

▶ 13.1

miles run by **Traditional students** in the annual HC Half Marathon

▶ 6.2

miles run by **Evening students** in the annual HC 10K



CHAPELS,
RETREATS,
SMALL GROUPS

SPIRITUAL DEVELOPMENT

Highlands College students strengthen their devotion to God through serving the local church, attending and leading weekly chapel services, participating in small groups, personal time in prayer, reading the Bible, and other ministry experiences that teach students how to become intentional leaders and devoted Christ followers.

“

Highlands College taught us that true success is in obedience to God and love toward others.

— Joel and Kat Matheny, Evening Class of 2021



Enrollment

TRADITIONAL PROGRAM

343 students enrolled during 2022–2023 academic year

7 Discovery Days

341 Student Attendance for Discovery Days

35 Recruiting Trips in **15** States

26 Churches Visited

83 Campus Visits

1,266 Leads Generated

EVENING PROGRAM

643 students enrolled during 2022–2023 academic year

451 attended HC Evening Preview Nights

HOW TO APPLY

To learn more about the Traditional and Evening programs, visit the Highlands College Admissions page.

[CLICK HERE](#)



Scholarships

2022–2023 Academic Year

TRADITIONAL

Each traditional student received a tuition discount of **\$22,770** per student.

479 scholarships awarded

\$1.3M+ in scholarships awarded

72% of students received scholarships

Student Assistance Funds (SAF) are available to students that experience unexpected financial hardship while attending Highlands College.

\$22K+ awarded in Student Assistance Funds

EVENING

48 evening scholarships awarded

\$51K+ in evening scholarships awarded





"THE HARVEST IS PLENTIFUL.
BUT THE WORKERS ARE FEW."

LUKE 10:2



Student Life



“

Doing something I thought I could never do and getting out of my comfort zone increased my faith and challenged what I thought my limits were. God used the Half Marathon to show me the things I never thought I could do in life are more than possible. He used it to exceed my expectations.

— Tony Cornejo, Highlands College 3rd semester student



Placement

Students receiving ministry training at Highlands College are eligible for job placement upon graduation, and the Ministry Placement Team works with them from day one to prepare them for that moment. Through an extensive church network, graduates can pursue careers with ministry teams worldwide. Graduates can also continue their development through internships with strategic partners, including Church of the Highlands.

1,188 students and graduates trained by Highlands College have been sent to:

▶ 34 states

▶ 16 countries* and 1 U.S. Territory

CAMEROON	HONDURAS	MEXICO	PERU
CANADA	JAPAN	MOZAMBIQUE	PHILIPPINES
GERMANY	KOREA	NEW ZEALAND	UNITED STATES
			ZIMBABWE

**Three not mentioned for security reasons.*

Placement totals include students and graduates who received direct assistance through Ministry Placement and other strategic partners.



“

Our dream is not only that you would come but that you would be sent.

— Chris Hodges, Highlands College Chancellor

CASSIDY CARTER

2022 Alumna | Outreach Practicum



completely changed. It's where friends, mentors, and faculty challenged and encouraged her to couple her zeal with wisdom to be a competent carrier of the Gospel, where she surrendered herself to God's plan, and where the vision for her life became crystal clear.

There is one thing Cassidy wakes up thinking about every morning, and it fuels her determination and obedience to be a part of answering Jesus' prayer in Luke 10:2—knowing there is one worker for every 216,300 unreached people in the world. Her heart beats to partner with Jesus to reach the lost by any means. She's preparing to move to Egypt soon to join a two-year church-planting launch team, as the beginning of her journey as a career missionary.

An invitation to attend the Church of the Highlands MOTION Student Conference turned into the beginning of a whole new trajectory for Cassidy Carter. At the HC Snapshot during a conference break, she heard about Highlands College for the first time. She returned home after the conference ended, knowing something was different. Her heart was stirring for full-time ministry, and she couldn't shake it. She jumped in at her church in Ohio and served on every team she could. When opportunities arose for global mission trips, Cassidy couldn't resist. Her heart was eager to love and serve those God loves so much around the world.

These global mission experiences were the moments when Cassidy couldn't imagine doing anything but ministry, and she was determined to discover how she could do that for the rest of her life. She remembered Highlands College, applied, and received the Torchbearer Scholarship, which covered her full two years at HC. The scholarship was the confirmation she needed.

Cassidy profoundly attributes her time at Highlands College as the place where her walk with the Lord

"The harvest is plentiful, but the workers are few. Ask the Lord of the harvest, therefore, to send out workers into His harvest field."—Luke 10:2

Because of the generosity of Highlands College donors, Cassidy graduated debt-free, enabling her to become a full-time missionary without anything holding her back. She gets to live a life of eternal impact, serving and sharing the Good News to those still unreached in the 10/40 window. To God be all the glory!



DELANEY JOHNSON

2022 Alumna | Pastoral Practicum



It was just another message at a youth service, but those words held so much weight the night one certain teenage girl heard them. Often feeling like she wasn't good enough and had no purpose, Delaney Longely met Jesus that night and experienced love and freedom in a way she never had before.

Delaney didn't grow up knowing much about church or Jesus, and through her teenage years, she walked through a season of mental health challenges, even attempting suicide as a 10th grader. She continued attending church to learn more about Jesus, and the more she knew who God was, the more she fell in love with Him. Following that, many things began to change for Delaney personally, as well as in her family.

Still undecided about her next step after high school, Delaney heard about Highlands College through her local church, Chapel Community Church in Tampa, FL, and

attended a Church of the Highlands MOTION Student Conference in Birmingham, AL, where she visited an HC Snapshot. Her pastors encouraged her to explore Highlands College as an option, and her parents asked her if attending Highlands College was how she thought she could make the most significant impact in the world. With her parents' support, she knew God was in it, so she applied.

For Delaney, Highlands College was more than learning about technical skills. It was learning who God is, why He loves her and the people around her, and then taking that value and implementing it every day. Highlands College taught her what it truly means to love God and love people. Today, Delaney is married to her best friend, Ben Johnson (HC Alumnus), and serves on staff at Life.Church as an Associate Host Team Pastor at the Owasso location in Oklahoma. In her current role, she has used every technical skill she learned at Highlands College, but the heart behind the skill is what has prepared her to love God and people most, making an eternal impact where God has planted her.



RECE JACKSON

Alumnus | Pastoral Practicum, Class of 2023



Rece Jackson's story could not be any more of a full-circle Highlands College story. His student pastor from his home church was a Highlands College graduate and recognized Rece's pastoral leadership gift and the ministry calling on his life. Yet, Rece would go on to graduate high school and attend another college for three years before he would feel God calling him into full-time ministry.

After a dedicated time fasting and praying about what God was stirring in his heart, Rece remembered Highlands College and knew that's where he needed to be. He applied, was accepted, and received multiple scholarships that helped offset his financial obligations, allowing him to focus more on his education and ministry training, which set him up for success leading up to his next step after graduation. After graduating from Highlands College, Rece moved to Maryland to join Pastor Stephen Chandler's team at Union Church as their Central Students and College Groups

Director. He has only been on the team a short time but is already seeing change happen in the lives of their students through water baptisms and students serving on the Dream Team.

It was a Highlands College graduate who poured into Rece. Because of that relationship and connection, Rece came to Highlands College, received his education and hands-on ministry training, and is now pouring into the lives of other students, but not just anywhere. Rece is at Union Church, and Union Church is a Highlands College Ministry Partner who has faithfully supported Highlands College financially for several years. Through their support, Union Church invested in the leaders who poured into Rece, and now Rece gets to invest in their students—an extraordinary, full-circle moment.



“

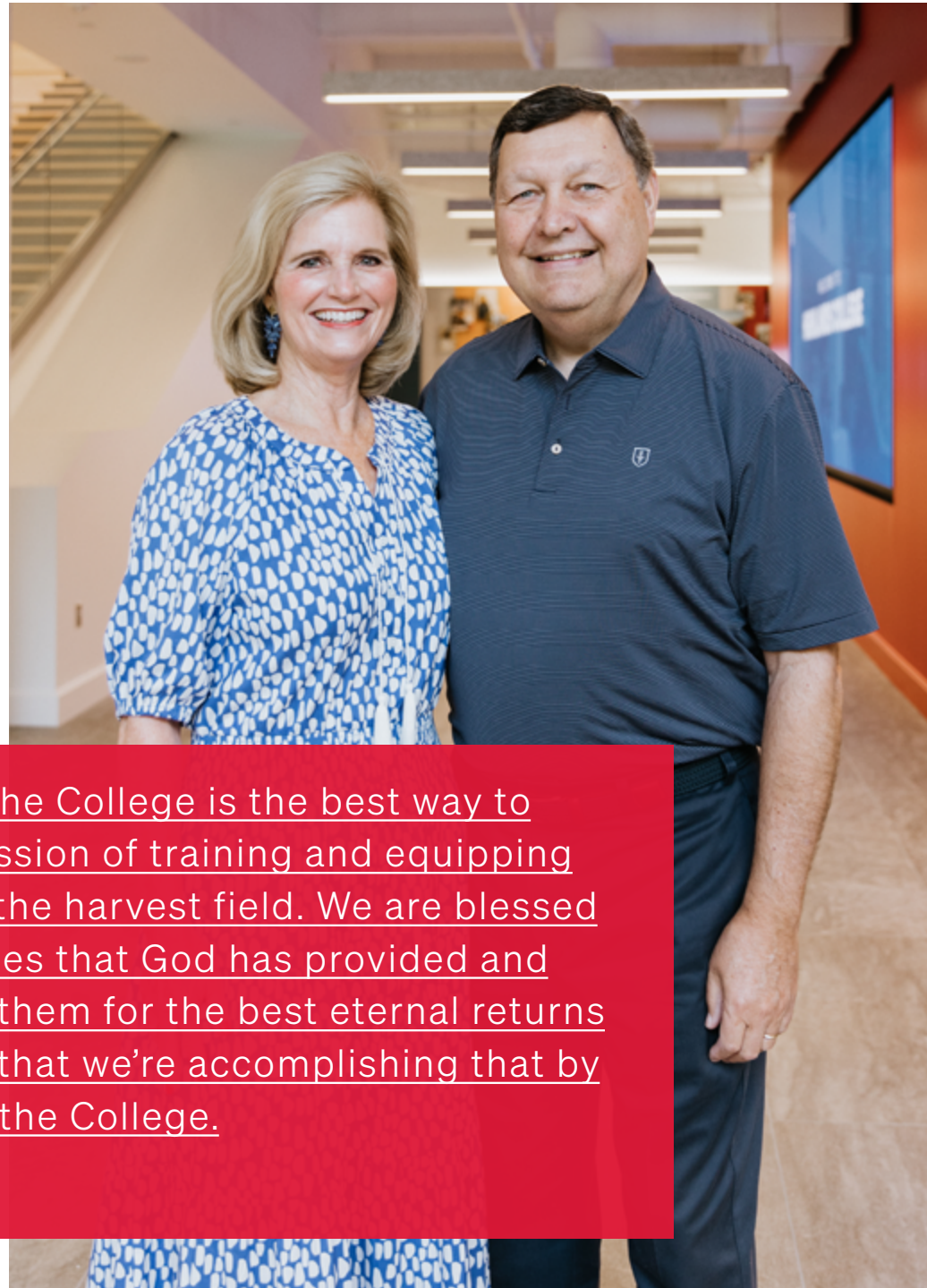
I love seeing how God is impacting others regardless of where I am or the experience I have.

— Rece Jackson, Central Students and College Groups Director, Union Church

Philanthropy

BEN AND BARBARA NEVINS

Impact Team Members



“

We believe the College is the best way to fulfill the mission of training and equipping workers for the harvest field. We are blessed with resources that God has provided and want to use them for the best eternal returns and believe that we're accomplishing that by investing in the College.

— Ben Nevins

BERT & DONNA BARROW

Community Partner | Barrow & Associates

If you ask Bert and Donna Barrow of Barrow & Associates why they chose to be an HC Community Partner, the answer may surprise you. While the HC Community Partners receive several marketing and event benefits throughout the academic year, the most gratifying part for the Barrows is knowing their partnership helps Highlands College students pursue God's purpose for their lives. His dad once told him, *“You can't outgive God, but you can have a lot of fun trying,”* so Bert and Donna have been having a lot of fun blessing others as God blesses them and encourages others to do the same.

As a Community Partner, Bert takes advantage of every special event invitation and asks someone to attend with him, allowing them to experience Highlands College in person. Without fail, every guest leaves the event fully understanding Bert's passion for the College and its mission. It's important to Bert and Donna that others know there is more to investing than getting a financial return. There is a way to invest and receive an eternal return that can't be measured or counted on this side of heaven. Bert is confident that **investing in Highlands College will make a difference for eternity as students graduate and become catalysts for changing lives and building the Kingdom.**

The Barrows, with deep conviction and humility, are quick to say their story is not significant because of anything they have been able to accomplish. **All praise and glory go to God!** Bert and Donna are big believers that the more you seek to help others, the more God continues to bless you. God has been so faithful to hear their prayers, and if their story encourages even one more person to support Highlands College, they will give God the glory.

“

I will always want to support one more student, one more scholarship, and I'm asking God to fill my cup so I can keep blessing others.

— Bert Barrow, Barrow & Associates





Impact Stories

QUEEN CITY CHURCH

Often, when you hear of someone planting a church in a specific city, the chances that **someone or something** connects the founding pastor and family to that city are usually high. To uproot and move your entire family to an unfamiliar city, not knowing a single person, with the hope of establishing a life-giving church, takes an immense amount of faith and one surrendered step of obedience.

Brian and Heather Cromer knew God had called them to plant a church, and with that calling, they knew they had two choices: **Easy or Obedient.**

To choose the easy route, they could plant in a city near family, where they grew up, or where they had other friends and ministry connections. Obedience would be unfamiliar and uncomfortable. It would stretch them and lead them to rely on something more significant than themselves.



Pastors Brian and Heather resolved that God had not called them to what was easy. He called them to be obedient. Queen City Church in Cincinnati, Ohio, exists today because of God's faithfulness and the Cromers' obedience. They have built an exceptional team that includes several Highlands College graduates. Many of these HC graduates moved to the city without the promise of a full-time role on the church team. They fell in love with Cincinnati, knew God was doing something unique through the Cromers and Queen City Church, and wanted to be a part.

These graduates epitomize the Highlands College mission and what it means to **lead lives of eternal impact.** They serve in every capacity, from leading worship to photography, pastoral to family ministry, leading small groups, and so much more.

Since September 2018, Queen City Church has loved and served individuals and families in and around Cincinnati.

God is changing lives and using some Highlands College graduates to be a part of this remarkable church's story. These graduates are involved, connected, and making an impact because of the generous donors who believe in and invest in Highlands College. What beautiful examples of all God can do with a single step of obedience.

- 20 HC graduates moved to Cincinnati to be a part of Queen City Church
- 8 HC graduates on staff - full-time and part-time
- 575 average church attendance on Sundays
- 1,338 salvations since church launch
- 50% of the church is plugged into small groups
- 110 baptisms since church launch



Strategic Support

Highlands College's commitment to supplying the Church with leaders of competence, character, and spiritual maturity to fulfill the Great Commission cannot outpace its provision. You can help advance and expedite the College's mission through the following strategic support opportunities.

UNRESTRICTED SUPPORT

Help Highlands College expand its ability to fund scholarships, special programs, and other financial support—removing uncertainty for students and allowing them to focus exclusively on their education, training, and development.

ENDOWED SEATS

Endowed Student Scholarships provide tuition scholarships for one student per year in perpetuity, allowing students the opportunity to graduate debt-free.

NAMING OPPORTUNITIES

Support the mission of Highlands College through the rare opportunity to name a physical space within the College's world-class campus.

IMPACT TEAM

The Impact Team comprises individuals and churches who annually invest \$100,000 or more to directly support the Highlands College mission, vision, and goals. Impact Team members receive invitations to select Highlands College events and the chance to attend events and trips with the Highlands College Leadership Team, including Chancellor Chris Hodges and Highlands College special guests.

HC COMMUNITY PARTNERS

HC Community Partners is an annualized sponsorship program established to develop and continue relationships with business leaders and seeks to promote neighborly partnerships between Highlands College and its surrounding community.

[LEARN MORE](#)



HC MINISTRY PARTNERS

Churches and other ministry organizations partner with Highlands College by sending students, hiring graduates, and building the future through financial support.

RECRUIT

Share the Highlands College mission and vision with young people you know who feel called to vocational ministry.

CONNECT

Supporting Highlands College is an investment that produces an Eternal Return on Investment. Help increase awareness of Highlands College with your spheres of influence who share the same values, and encourage them to join you in strategically partnering with the College to make an Eternal Impact.

Ways to Give

To continue helping Highlands College train and send out leaders equipped to make an eternal impact, visit the link below for detailed ways to give.

[GIVING PAGE](#)

If you have any questions, please email the Office of Institutional Advancement. campaign@highlandscollge.edu.



Eternal Impact Campaign

Highlands College established the Eternal Impact Campaign to fund its mission, vision, and goals.

This comprehensive campaign exists to provide the resources needed for the ongoing development of the Highlands College campus and to fund an endowment for 1,000 students.



2022 FISCAL YEAR TOTALS

\$16M+

CASH RECEIVED
(JULY 2022-JUNE 2023)

5,600+

TOTAL GIFTS

1,500

TOTAL DONORS

451

TOTAL NEW DONORS

\$29.2M+

TOTAL COMMITTED IN FY22 | CASH RECEIVED + PLEDGE BALANCE REMAINING

\$106.5M+

TOTAL COMMITTED SINCE CAMPAIGN INCEPTION

\$15.9M+

CASH RECEIVED
(2022 CALENDAR YEAR)

PHASE I

Goal - \$100 Million Reached!

PRIORITIES: TO RENOVATE THE EXISTING CHURCH OF THE HIGHLANDS GRANDVIEW CAMPUS INTO A WORLD-CLASS TRAINING GROUND (COMPLETE)

TO FUND ENDOWED TUITION SCHOLARSHIPS (OVER 110 COMMITTED TO DATE)

PHASE I



\$100 Million Reached!

PHASE II



\$50 Million Overall Goal



Phase II

Highlands College will have the largest freshman class to date this fall while lowering its acceptance rate. Due to the growth, Highlands College has exceeded its capacity to house the current student body in the Residence Hall on campus. The College is currently trending ahead of all historicals and, by fall 2024, will have juniors on campus for the first time. By the fall of 2026, Highlands College expects to exceed 600 students.

**The future vision items outlined below are in priority order based on need.*



THE VILLAGE

ESTIMATED COST: \$35M

- Second on-campus residence hall
- Construction must begin by October 2023 to accommodate the fall 2024 student body.



CAMPUS ENHANCEMENTS (STUDENT EXPERIENCE & SECURITY)

ESTIMATED COST: \$7M

- Campus enhancements are necessary due to the increasing number of residential students and the current state of the world.
- The plan includes elements to secure the entire campus footprint, including controlled access (fencing and guard shacks).



SPORTS FIELDS

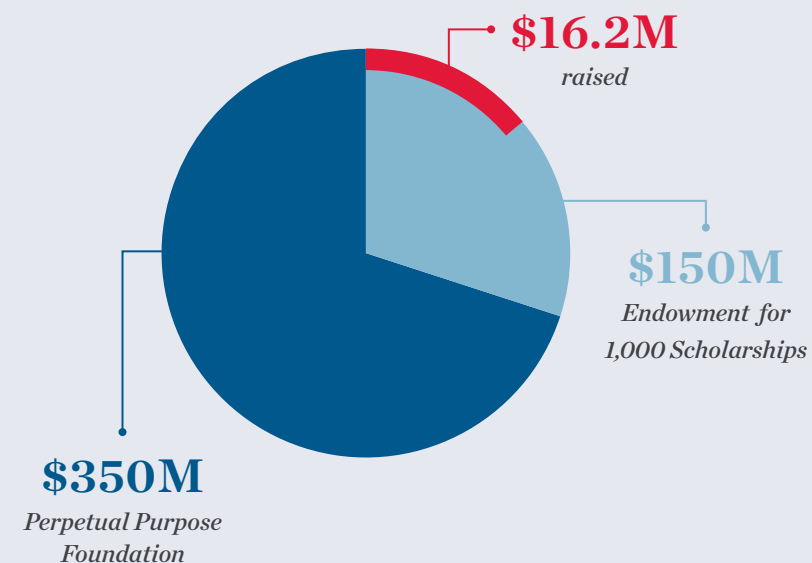
ESTIMATED COST: \$7M-\$8M

- Intramurals, part of the Character Formation Pillar, are the only remaining part of a student's training that is not on campus.



Future Vision

\$500M *Total Goal*



PERPETUAL PURPOSE FOUNDATION

The Perpetual Purpose Foundation will exist to ensure the mission, vision, and purpose of Highlands College in perpetuity. The Foundation will serve as the protector to ensure the College's endowed funds from donors do not drift from the original purpose.



Institutional Advancement Team



KAY HARGRAVE
Chief Advancement Officer
kay.hargrave@highlandscollege.edu



HANNAH KING
Executive Director
hannah.king@highlandscollege.edu



CHRISTY WILLIAMSON
Director of Donor Relations
christy.williamson@highlandscollege.edu



SARAH THEUS
Donor Care Coordinator
sarah.theus@highlandscollege.edu



PAUL MARKERT
Events & Experience Architect
paul.markert@highlandscollege.edu



ASHLEY WEAVER
Gratitude & Stewardship Coordinator
ashley.weaver@highlandscollege.edu

Dear Highlands College Family,

I hope you feel the depth and magnitude of your impact as you read through this report. Where others may see numbers and data, we see students, and each student has a name, a story, and a future God has planned for them. Because of your intentional generosity, Highlands College is available as a place where these students can explore God's plan for their lives, develop their gifts, expand their education, and graduate equipped to lead a life of eternal impact.

Macy Gutierrez is one student among many you're impacting through your generosity. Her parents lived as missionaries in Peru for most of her life but had to move back to the United States because of the COVID-19 pandemic. Macy is able to be here at Highlands College on a full scholarship, growing daily in her leadership and relationship with God because of you. There are so many others like Macy, Rece, Cassidy, and Delaney still to hear and respond to God's call. With your continued support, Highlands College will be here as their next step, and we are so very grateful.

Thank you for helping us build America's Ministry Leadership University. Together, we are advancing God's kingdom and making an eternal impact.

All for Him,

Kay Hargrave
Executive Vice President
Office of Institutional Advancement

