

COORDINATOR'S CORNER

February 2018



2017 STUDENT ENROLLMENT SUMMARY

The slide on the right says it all...2017 was a banner year for WBS student enrollment! For the year we processed over 991,000 new postal student names through the Cedar Park WBS office. That means that we received and placed that many student names into your hands so that you could teach them using printed WBS lessons. In addition, many postal students sent names of friends and family members (referrals) directly to you for you to teach. We don't see these referral names, so they are not included in the number above. We do know that when you add in the referral names, the total for 2017 postal student registrations was well in excess of 1 million names...Praise God!! On the Internet side, the numbers look good as well. For 2017, almost 140,000 people registered to study online...and that number is an all-time record!! What a blessing to be able to help share the Gospel with so many people!! Please pray that God opens even more doors of opportunity in 2018!

2017 Worldwide Student Enrollment



Postal Students	991,727
Online Students	139,619
Total	1,131,346
	+ Referrals...



WEB ADS 2.0...LOCAL WBS OUTREACH MADE EVEN BETTER

For many years WBS has offered churches and individuals the opportunity to use WBS Connect for targeted outreach to their communities and to their desired mission points around the world. With traditional advertising and with Web Ads advertising, people could use time-tested WBS tools and teaching techniques to help their neighbors learn about Jesus. While traditional advertising campaigns continue to work as they always have, on January 10th WBS launched the updated Web Ads 2.0. And with that update a great tool has been made even better.

WBS Web Ads 2.0 provides significant improvements to the original Web Ads. First, with changes to how local students are located and assigned, most Web Ads 2.0 campaigns should yield more students than a comparably sized campaign under the old system. Second, while the old Web Ads required you to pay for every viewing of the web ad for that campaign (whether the viewer registered as a student or not), Web Ads 2.0 does not. Instead, you now only pay for each student you adopt and for every WBS course each of your students completes. Third, the way you pay for Web Ads 2.0 has changed. Under the old system, WBS sent you an invoice at the end of each month reflecting all viewing activity for the previous month, and you paid that amount. With Web Ads 2.0, you don't receive monthly invoices. Instead, you deposit money up front into your Web Ads account (using a credit card or by mailing a check to WBS). Then, each time you adopt a new student, we deduct \$5 from your account balance. When a student completes a course, we deduct 50 cents. (Using this payment system, our research shows that most churches who adopt the same number of students under the new system as they did under the old system will pay significantly less money.) With Web Ads 2.0 you can see every financial transaction, to include each deposit into your account and each deduction for adoptions and completed

courses. These changes help keep you in total control of your Web Ads spending, since your dollars now pay for new students and for student progress, nothing more.

Setting up and funding a Web Ads 2.0 campaign is simple. It involves choosing a specific target location for your campaign and funding your account. Go to www.vimeo.com/247862185 and watch the short instructional video to see how it's done. Then call us at 512-345-8190 if you have questions.

“CONTACT US”

If you encounter any difficulties while setting up your Web Ads target area, or at any other time you're using the www.worldbibleschool.org website, you can reach out for help as follows: Scroll to the bottom of any page on the website and click on “Contact us” in the right hand corner of the page (see below.) Then type in and submit your issue to get help.

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English ▼

UPCOMING EVENTS

Join us at these WBS events (Go to www.worldbibleschool.net/events to see the most up-to-date list):

- WBS Presentation: 10:30 a.m. – 11:30 a.m., Feb 11, Avenue C church of Christ, 204 Avenue C, **Burkburnett TX 76354**
- WBS Presentation, Class & Seminar: 9:00 a.m. – 2:30 p.m., Feb 25, Golden church of Christ, 1100 Ulysses Street, **Golden CO 80401**
- WBS Display: Mar 4 – 8, Faulkner University Bible Lectures, 5345 Atlanta Hwy, **Montgomery AL 36109**
- WBS Display: Apr 8 – 11, Ohio Valley University Alumni Gymnasium, Ohio Valley University, 1 Campus View Drive, **Vienna WV 26105**
- WBS Presentation, Class & Seminar: 9:30 a.m. – 1:30 p.m., Apr 15, Valley Cities church of Christ, 701 S. Wilbur Avenue, **Sayre PA 18840**

HAVE QUESTIONS, CONCERNS, IDEAS?

Contact Bill Colwell at:

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You. Sharing Jesus.
