

# 100 YEARS



**JACK D. TERRY SCHOOL  
OF EDUCATIONAL MINISTRIES**

1921–2021



For 100 years, what we now know as the Jack D. Terry School of Educational Ministries has been a pacesetter in the world of theological education. Starting as a department in 1915 with J. M. Price as its founding director (later known as “dean”), and continuing today under Dean Michael S. Wilder, the Terry School has innovated for the purpose of offering the very best biblically-based, practically-focused training both for lead pastors and for those who serve in the varied “second-chair” leadership and ministry staff roles in the churches.

As we mark a century of faithful service to the churches of the Southern Baptist Convention, it is our prayer that God will continue to bless the Terry School and use it for His glory and the advancement of His Kingdom.

**Adam W. Greenway**

*President*

*Southwestern Baptist Theological Seminary*

**T**he year of our Lord Twenty Twenty-One is the centennial anniversary of the Jack D. Terry School of Educational Ministries. Begun in 1915 as the Department of Religious Education of Southwestern Baptist Theological Seminary, the department was elevated to school status in 1921. In these pages, the history of the Terry School is celebrated, marking important milestones that have made this school a model for other seminaries to follow, as well as some of its transformational scholars who have made the school what it is today.

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Southwestern Baptist Theological Seminary  
L. R. Scarborough, D. D., President  
Professor of Evangelism  
Fort Worth, Texas

March 12, 1915.

Rev. J. M. Price,  
Norton Hall,  
Louisville, Ky.

**“I wish you to see the whole situation and appreciate the enormity of the proposition and the largeness of the opportunity which I offer to you in asking you to become a member of our faculty and to give your life to the up-building of this institution. ... It is now our purpose to establish a school of Christian pedagogy as a department of this seminary...”**

- L. R. Scarborough to J. M. Price, March 12, 1915

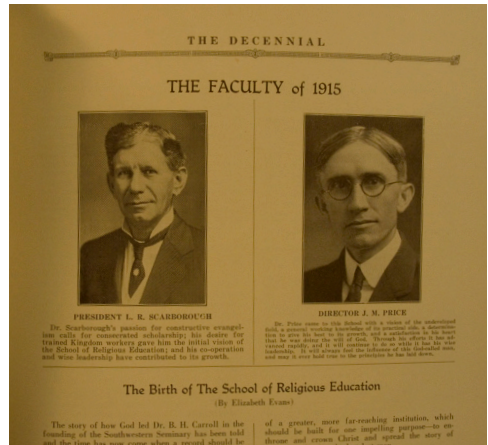
Praternally,

*L. R. Scarborough*

President.

# 1915

**1915** Southwestern Seminary was the first school among Baptists to offer vocational training for religious education workers. Originally established as the Department of Religious Education in 1915, the School of Religious Education at Southwestern Seminary was established in 1921. Since its inception, the charter of the school has been “to prepare men and women for educational ministry in the church.” John Milburn Price was the first man to lead the department after he was elected to the faculty in 1915. The department began with two students.



**1917** Southwestern Seminary was the first institution in the United States to confer religious education diplomas and degrees. Lou Ella Austin received the first diploma in religious education.

**1919** Southwestern Seminary was the first institution among Baptists to offer a doctor's degree in religious education. The degree was a Doctor of Theology with a major in religious education. The Bachelor of Religious Education was first offered in 1919 with J. W. Davis as the first graduate in 1920.

**1920** The Master of Religious Education (MRE) became the principal master's degree.

**1921** The department of religious education became the School of Religious Education and J. M. Price was named the director. The Southwestern Baptist Religious Education Association (later renamed the Baptist Religious Educator's Association of the Southwest) was established for vocational workers.

**1922** C. T. Davis graduated with the first Master of Religious Education degree.

**1925** T. B. Maston graduated with the first Doctor of Religious Education degree. Maston had served as a faculty member of the School of Religious Education since 1922 as he completed his doctoral work in church recreation and social work.



# J. M. Price

(1884-1976)



**I**n 1915, John Milburn Price left his Kentucky home to help start the Department of Religious Education in Fort Worth, Texas. When Price answered God's call to be a professor at the young Southwestern Seminary, he was completing his Master of Theology degree. When he was called to begin what is now known as the Jack D. Terry School of Educational Ministries, only four Southern Baptist churches had educational workers. Recognizing he was navigating uncharted territory, Price directed the school to establish a number of "firsts."

During his 41-year tenure, he guided the school to be the first in the United States to confer religious education diplomas and degrees and the first school among Baptists to offer a doctorate with a major in religious education. Price also led the school to be first among Baptists to establish credit courses in age-group work, recreational leadership, church finances, Baptist Student Union work, visual aids, religious counseling, and church library work. His impact on religious education led seminary trustees in 1949 to name the new educational building J. M. Price Hall. Price retired as director of the school in 1956, having led the school to teach and train ministers of education across the Southern Baptist Convention.



### **T. B. Maston (1897-1988)**

Thomas Buford Maston was a pioneering ethicist at Southwestern Seminary who was influential on the Southern Baptist Convention's views on race. Maston, who completed his Master of Religious Education degree alongside his wife, Essie, was the first Doctor of Religious Education graduate of the seminary. He began his teaching tenure in the School of Religious Education in 1922 and developed a comprehensive curriculum in Christian ethics. He started the seminary's department of Christian social ethics in 1943. Maston helped form the SBC Christian Life Commission, served on Southern Baptist Convention councils, and in community organizations, including the National Association for the Advancement of Colored People (NAACP) and the Local Urban League. Maston taught on race in five of the Southern Baptist seminaries and offered classes such as, "Social Problems of the South," and "The Church and The Race Problem." Maston retired from his teaching position in May 1963, but maintained an office at the seminary where he continued to meet with students, study, and devote time to writing.

### **Floy Barnard (1895-1992)**

Florence M. "Floy" Barnard, Southwestern Seminary's first dean of women, was a two-time graduate of the school, earning a Master of Religious Education and a Doctor of Religious Education. Barnard joined the seminary's faculty in 1933 to teach missionary education and educational arts in the School of Religious Education. When Barnard joined the seminary's faculty during the Great Depression, she sought to meet the needs of students by combining and teaching a variety of courses. As a faculty member she was a popular conference speaker in Southern Baptist life. However, her ministry to female seminary students remains her lasting legacy. Barnard influenced hundreds of female students and continued to do so upon her appointment as dean of women in 1942 and until her retirement in 1960. Barnard directed the women's dormitory and was so influential on the female students who lived in the building, the trustees renamed the building Floy Barnard Hall at her retirement. In 1967, Barnard was one of three recipients of Southwestern Seminary's Distinguished Alumni award.

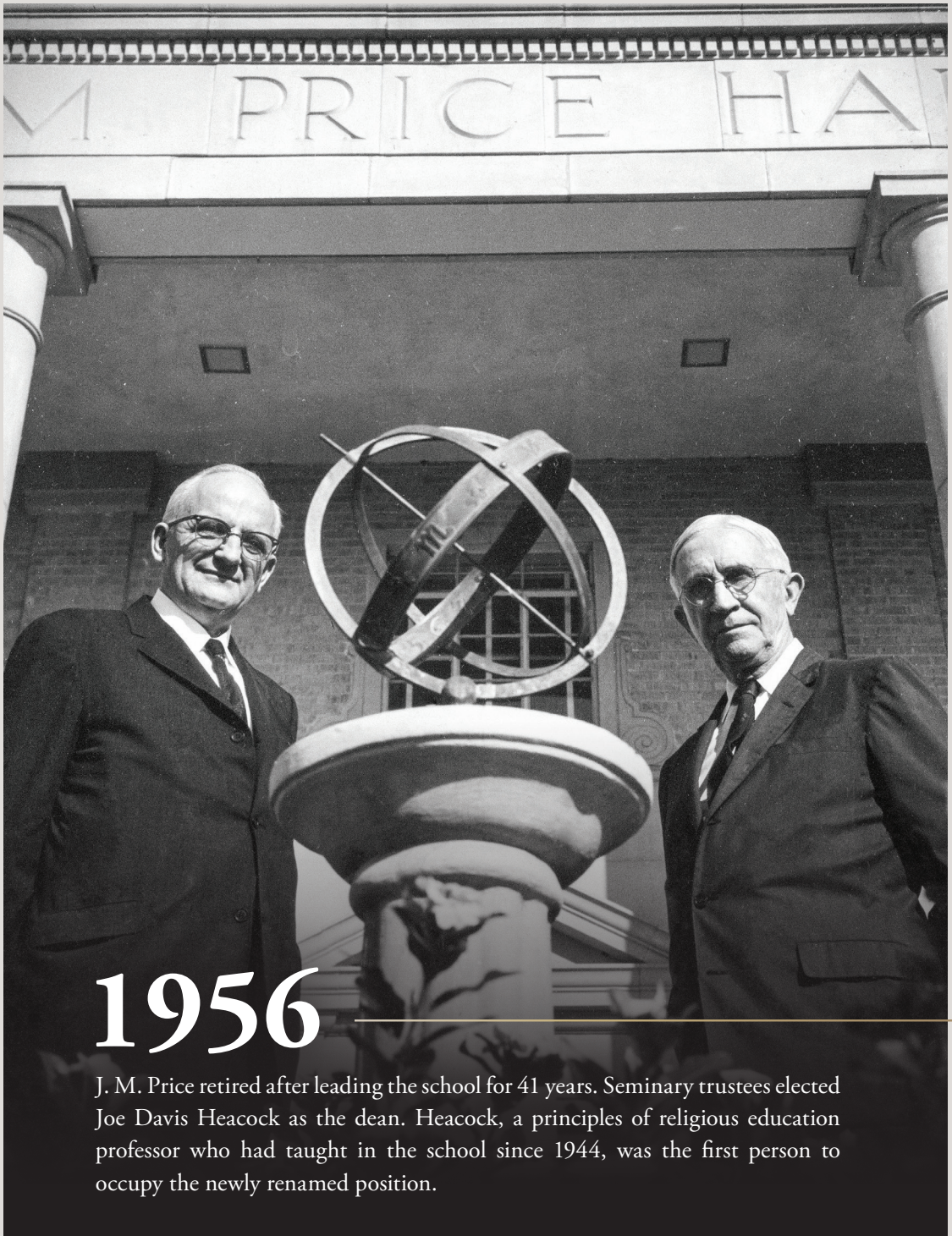


- 1940** By this time the school had six teachers and 269 students. The school had enrolled 898 separate students since its genesis and had graduated 402 students who were serving all over the world. The school offered courses for degrees including the Diploma in Religious Education, the Bachelor of Religious Education, the Master of Religious Education, and the Doctorate of Religious Education. The school was the largest school of religious education in the world that was definitely denominational in nature.
- 1942** Floy Barnard was elected the first dean of women.
- 1948** Ground was broken for a building for religious education. The building was completed in 1950 and, following seminary trustee approval in 1949, the building was named J. M. Price Hall. The new building included classrooms, faculty offices, a chapel, a demonstration kindergarten, a demonstration church library, and other facilities. Price Hall was the first building of its kind in the United States.
- 1951** The school was the first among Southern Baptists to be accredited by the American Association of Religious Education.




**Price Hall was  
the first building  
of its kind in the  
United States.**





# 1956

J. M. Price retired after leading the school for 41 years. Seminary trustees elected Joe Davis Heacock as the dean. Heacock, a principles of religious education professor who had taught in the school since 1944, was the first person to occupy the newly renamed position.

- 1968** Southwestern Seminary hosted the first Youth Ministry Lab, first called the Summer Youth Directors' Laboratory. More than 200 people from 35 colleges and universities attended.
- 1969** The Marriage and Family Counseling Center was established. John Drakeford, a professor in psychology and counseling since 1954, was the founding director. The center was later renamed the Walsh Counseling Center in 1991. The center provided a dedicated location to train and equip counseling students while offering counseling services to the community.
- 1970** The school was accredited by the Association of Theological Schools (ATS) and the Southern Association of Colleges and Schools (SACS).
- 1973** Upon the retirement of Joe Davis Heacock, Jack D. Terry Jr. was elected dean. Terry joined the faculty in 1969 at the invitation of the seminary's fifth president, Robert E. Naylor. At the time of his election, Terry was serving as assistant professor of philosophy and history of education, principles of teaching, and history of Jewish education. Under Terry's leadership, the school added master's degrees in areas including communications, counseling, and social work, as well as concentrations in administration and age-group ministries. In the same year, ground was broken for the Goldia and Robert E. Naylor Children's Center. The 27,000-square-foot building was designed as a learning and clinical training center for students who were studying in the area of childhood education. The center opened in 1974.
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- A black and white portrait of Jack D. Terry Jr., a man with glasses, wearing a suit and tie, smiling slightly. He is positioned to the right of the text for the year 1973.
- 1979** The departmental design within the school was restructured. The new structure included four divisions, with respective concentrations within each division. For the next two decades, the school functioned with the four areas of study (foundations of education and communication arts), administration (education administration and church administration), behavioral sciences (psychology and counseling and social work), and human growth and development (adult education, youth education, childhood education, and preschool education). The Recreation and Aerobics Center (RAC) opened on the seminary campus. In addition to use by students for personal physical fitness, the RAC was also a teaching laboratory for students in church recreational programs. In 1982 the RAC was named after Myra K. and J. Roy Slover of Liberty, Texas.



### **LeRoy Ford (1922-2012)**

LeRoy Ford believed teaching methods must combine theory and practice. Ford, who graduated from the seminary with Master of Religious Education and Doctor of Education degrees, joined the faculty of Southwestern Seminary in 1966. He brought his ideas about curriculum design and planning to the seminary as a professor of programmed instruction in religious education. Ford taught students curriculum design, lesson planning, and how to set goals and objectives for student outcomes. His 1978 textbook, *Design for Teaching and Training*, continued to be used in the course he developed, Principles of Teaching, into the 2000s. Ford retired from Southwestern Seminary in 1983.



### **Phil Briggs (1933-2021)**

Phil Briggs joined the seminary's faculty in 1971 as associate professor of education administration. Briggs earned the Master of Religious Education and three doctoral degrees from the seminary. He taught primarily in the areas of youth and collegiate ministries and education. Briggs was a pioneer in beginning what was later known as Youth Ministry Lab, an annual conference providing continuing training to youth ministers as they fulfill their callings. In 1997, Briggs was the inaugural occupant of the Edgar F. "Preacher" Hallock Chair of Student Ministries, which he held until his retirement in 2004.



### **William R. "Rick" Yount (1948-)**

William R. "Rick" Yount joined the faculty of Southwestern Seminary in 1981 as a professor of foundations of education. Yount earned a Master of Religious Education and a Doctor of Religious Education from the seminary and a Ph.D in educational research from the University of North Texas. Yount used his "Discipler's Model" to teach his students to look holistically at the discipleship process. He guided hundreds of students through their doctoral research in the areas of statistics and research. The author of several books including *Called to Teach* and *Created to Learn*, Yount retired from Southwestern Seminary in 2012.

**1982** The recreation ministry concentration was added as a field of study within the school. The concentration's courses included camp leadership, recreation leadership, religious drama, and production of religious drama.

Trustees approve the Bessie M. Fleming Chair of Childhood Education and named Jeroline Baker, a professor of childhood education since 1964, as the first occupant. Baker was instrumental in developing the plans for the Naylor Children's Center.



**1983** The Master of Religious Education degree was renamed the Master of Arts in Religious Education degree.

**1984** The Master of Arts in Marriage & Family Counseling was offered as a degree program.

**1990** The school had 27 full-time faculty members and 271 separate courses.

**1995** The school's faculty publish *The Teaching Ministry of the Church*. Edited by Daryl Eldridge, professor of religious education, Jack D. Terry Jr., Norma S. Hedin, Terrell Peace, William A. "Budd" Smith, and William R. "Rick" Yount, professors in the School of Religious Education, contributed to the book. The textbook was used worldwide to train students in the area of educational ministry.

Following the promotion of Jack D. Terry Jr. to vice president for institutional advancement under the seminary's seventh president, Kenneth S. Hemphill, seminary trustees elected Daryl Eldridge as dean. Eldridge was a two-time graduate of Southwestern Seminary and had served as professor of religious education since 1984.

**1997** The John Milburn (J. M.) Price Chair of Religious Education was established in memory of the school's founder. William A. "Budd" Smith, professor of foundations of education who was elected to the faculty in 1979, was named as the first occupant of the chair.

# 1998

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- 1998** As part of the desire to prepare for theological education in the 21st century, the School of Religious Education was renamed the School of Educational Ministries. The new mission/vision statement of the school was, “To develop spiritual leaders who will fulfill the Great Commission by equipping and mobilizing people to worship, evangelize, disciple and minister through the educational ministries of the church.” Five core values were also identified, including loving relationships, godly character, professional excellence, biblical ministry, and lifelong learning. Two new degrees, the Doctor of Educational Ministries and a Master of Arts in Christian School Education, were approved. Additionally, the Master of Arts in Religious Education was changed to the Master of Arts in Christian Education.
- 2001** The new Doctor of Educational Ministries degree program launched in August 2001.
- 2004** Robert H. Welch, professor of administration, was elected dean. Welch, a retired commander in the United States Navy, had served as a professor of administration since 1990.
- 2007** Terri Stovall, who was elected assistant professor of adult education and director of women’s programs in 2002, was elected dean of women’s programs. Stovall was named dean of women in 2019.
- 2008** The second edition of *The Teaching Ministry of the Church* was published. Edited by William R. Yount, professor of foundations of education, the updated textbook included contributions from every faculty member of the school.
- 2009** The school was renamed the Jack D. Terry Jr. School of Church and Family Ministries.  
Waylan Owens, who had served as associate professor of pastoral ministries since 2007, was elected dean of the Terry School of Church and Family Ministries.
- 2010** The seminary’s Board of Trustees approved the Master of Arts in Biblical Counseling degree.
- 2013** The board of trustees approved a completely online master’s degree. The Master of Arts in Christian Education was offered online with classes taught by full-time faculty members.
- 2019** The school was renamed the Jack D. Terry School of Educational Ministries.  
Michael S. Wilder was elected dean and professor of educational ministries and Chris Shirley was elected associate dean and professor of educational ministries.

In addition to the existing faculty of Karen Kennemur, Richard Ross, Terri Stovall, and Jack Terry, new professors who joined the Terry School faculty in 2019 and following years included Ashley Allen, assistant professor of women's ministries; Amy Crider, associate professor of foundations of education; Coleman M. Ford, assistant professor of Christian formation; Jonathan Okinaga, assistant professor of biblical counseling; Lilly H. Park, associate professor of biblical counseling; and Shane W. Parker, associate professor of leadership and educational ministries.

Renovations began in Price Hall. The updates included the dean's suite, a new doctoral common room, and two new classrooms that included improved technological features.

The Center for Church Revitalization, launched in the fall of 2019 under the leadership of Kenneth W. Priest, offers a Certificate, Doctor of Ministry, and Doctor of Educational Ministries in Church Revitalization and dedicates resources to revitalize and strengthen churches across the nation.

## **Richard Ross (1950-)**

Richard Ross joined the faculty of Southwestern Seminary in 2000 as a professor of youth ministry following 16 years serving as the youth ministry consultant at Lifeway Christian Resources. Ross, who earned the Master of Religious Education and the Doctor of Philosophy degrees from the seminary, is most widely-known as the co-founder of "True Love Waits," which began in 1993 in the youth group he was leading. More than 100 denominations and national student organizations in the United States and in 100 countries have adopted the purity promises. The movement has provided opportunities for Ross to share on nationwide programs, including The Today Show, Nightline, and CNN, and to be interviewed by national publications such as *The Washington Post*, *The Washington Times*, *The New York Times*, and *USA Today*. Prior to his denominational service, Ross served as a local-church youth minister for 30 years. He has authored over 20 books related to teenagers, youth leaders, and parents of teenagers. Ross is the current occupant of the J. M. Price Chair of Religious Education.





L. M. PRICE HALL



Price Hall today houses the renewed and expanded educational program of the Terry School with a range of new degrees offered, including the Master of Divinity, Master of Theology, Doctor of Ministry, and Doctor of Education, joining with the Master of Christian Education, Master of Arts in Biblical Counseling, Doctor of Educational Ministries, and Doctor of Philosophy degrees.



## A Word from the Dean

The Jack D. Terry School of Educational Ministries' promising future rests upon its glorious heritage. Our school was birthed from the pioneering spirit of L. R. Scarborough and J. M. Price who together committed to shaping the future teaching ministry of the church. Over the last 100 years of the school's history, the journey has been wide ranging with momentous markers along the way, including the arrival of J. M. Price to lead the Department of Religious Education (1915), the establishment of the school (1921), the groundbreaking for the construction of J. M. Price Hall (1948), the growth of the school to the largest in the world (1970s and 1980s), and the renaming of the school in 2009 to honor the school's third dean.

These foundational touchstones remind us of God's kind providence and His overwhelming grace displayed over the last century toward Southwestern Seminary's Terry School of Educational Ministries.

The same pioneering spirit that led to the school's establishment continues to pervade its present days and will shape its future. As we prepare for the next generation, the Terry School faculty is *committed to equipping Great Commission ministers who teach, lead, disciple, and biblically counsel with excellence*. This commitment is strengthened through our educational values:

- **academic excellence** rooted in biblical, theological, and confessional fidelity;
- **competency-shaped curriculum** which ensures each graduate will be well equipped for practical ministry;
- **church partnered approach** allowing for the perfect blending of formal education and localized mentorship;
- **life transforming education** marked by a holistic approach of "head, heart, and hand change" in the student's life; and
- **global focus** ensuring that each graduate is equipped to teach, lead, disciple, and biblically counsel cross-culturally with a strong desire to fulfill the Great Commission.

With the goal of equipping of the next generation of Great Commission ministers, we have expanded degree program offerings to now include the Master of Divinity, Master of Theology, Doctor of Ministry, and Doctor of Education degrees along with the existing Master of Arts in Christian Education, Master of Arts in Biblical Counseling, Doctor of Educational Ministries, and Doctor of Philosophy degree programs. We are confident that these new programs will allow for even broader training in the years to come. In addition to the expansion of programs, we have added new study areas such as applied theology, Christian leadership, Christian formation, church revitalization, executive leadership, and innovative pedagogy while remaining focused on the ministry of teaching, discipleship, and counseling.

Indeed, the future is promising as we seek to equip the next generation of Great Commission ministers affording the Terry School the privilege of investing in countless men and women who love Christ and His bride, the church. May our graduates fulfill the Great Commission with excellence and passion until our Lord returns.



**Michael S. Wilder, dean**



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