

# **G U I D E L I N E S**

**for the**

**TRAINING**

**of**

***PUBLISHING LEADERS***

**LITERATURE MINISTRY SEMINARY  
Publishing Ministries Department**

## **RATIONALE FOR CONTINUING EDUCATION**

### **I. CHURCH REQUIREMENTS**

Since the close of World War II, continuing education has been the fastest growing segment of education. Knowledge is expanding so rapidly that standing still quickly leaves one behind. Lawyers, accountants, dentists, physicians, and nurses must continue their education throughout their professional careers. The SDA Church requires continuing education for all church workers at all levels to maintain competence and efficiency.

### **II. CONTINUING EDUCATION FOR PUBLISHING LEADERS**

A recent study of Seventh-day Adventist publishing leaders has revealed the same need.

Practical continuing education is designed to help our publishing leaders grow ever more effective as they lead and train Literature Evangelists to be successful in all aspects of the Publishing Ministry.

The Church needs well-informed publishing leaders who can cope up with the increasing demands of the changing world business technical know-how in addition to their submission to God's will and acknowledgement of His divine power.

## **ACADEMY OF PUBLISHING LEADERS**

The Academy of Publishing Leaders (APL) is the training school for Publishing Ministries Department leaders. It is more formal, professional, and focussed in its approach, designed to provide basic theoretical knowledge in Publishing and Christian leadership. It covers wide scope of learning, which serves as the base for educated and professional leadership.

### **I. MECHANICS AND PROCEDURES**

#### **A. TRAINING APPROACHES**

Since it is more formal and professional in nature, the Academy of Publishing Leaders (APL) has courses required, gives examinations and grades and provides graduation.

#### **B. FREQUENCY AND DURATION**

This is recommended to be conducted regularly by the Union LMS once every two years to be scheduled in the year between leadership training seminars conducted every other year. In addition, it may also be conducted in conjunction with the leadership seminar, in which case it becomes annually.

C. RESOURCE PERSONS

The APL is coordinated by the LMS director. Resource persons may include publishing leaders from the Division, Union and Publishing House. Other church leaders with specific expertise will be of great help.

D. FINANCIAL PLANS

Each Union Publishing Ministries Department is advised to develop a financial scheme to carry through this upgrading program. Normally, the following applies:

1. Travel - Employing Organization
2. Lodging - LMS/Union
3. Board - Self-financed by Each Leader Student
4. Materials - Registration Fee

E. TRAINING PROCEDURES

1. To qualify for this training, a leader shall have passed through the training courses for literature evangelists or passed a qualifying test to be conducted by the Literature Ministry Seminary.
2. Each session shall cover 20-40 hours of classroom activities with 2-4 subjects to be offered (10 hours each subject) each training session.
3. The LMS Director shall assign the courses/subjects for each session according to their local and priority needs from the courses outlined in the curriculum.
4. When a need arises, the LMS Director may request the Union Publishing Committee for authorization to add courses/subjects not listed in the curriculum in consultation with the Division Publishing Ministries Department.
5. The minimum requirement for graduation shall be twenty (15) 10-hour courses.
6. The Division Publishing Department shall assist in this program and in the development of course materials.
7. The Division may develop mechanisms or arrangements for the possibility of affiliating this program with any of our SDA colleges/universities for unit credit towards a certain degree.

**II. POSSIBLE COURSES TO BE OFFERED**

A. HEALTH

1. Public Health
2. Science of Natural Healing
3. Anatomy and Physiology I & II

B. HISTORY AND RELIGION

1. Doctrine of the Sanctuary
2. Questions on Doctrine (Christian Beliefs)
3. Homiletics
4. Survey of Adventist Heritage I & II
5. Eschatology
6. E.G. White and her Writings

C. COMMUNICATION

1. English Composition
2. Business Communication
3. Public Speaking
4. Leadership Ethics
5. Public Relations

D. MANAGEMENT

1. Church Policy
2. Management I (Departmental Organization and Planning)
3. Management II (Sales Force Management)
4. Time Management
5. Financial Management
6. Personnel Management I & II
7. Sales Management (Sales Strategies)
8. Christian Leadership I & II
9. Publishing Strategic Planning Process
10. Publishing Department Policies

E. BUSINESS AND MARKETING

1. Basic Accounting
2. Basic Advertising
3. Business Psychology
4. Marketing I (Marketing Organization, Research & Development)
5. Marketing II & III (Advanced Salesmanship)

F. PSYCHOLOGY AND GUIDANCE

1. Guidance and Counselling
2. Applied Psychology
3. Sales Psychology