

Retired VP for Operations and Development Jean Conley's Message



SDI Conference, San Diego, CA

I began functioning as administrator of Global Ministries University shortly after its inception and eventually held the title of Vice-President for Operations and Development. There were just four students enrolled at that time and, needless to say, with only four students there was very little money to run GMU. Being in charge of development, my mission was to acquire more applicants in order to generate enough tuition to sustain the University.

Unfortunately, I soon realized that it would not be easy to convince prospects to take a chance on a brand new university that was not accredited and conducted completely online. (Online learning institutions were perceived as inferior those days.)

I set out to do my best to get our name out there and to also gain the trust of the general public by providing a professional image. This endeavor was an overwhelming challenge with the task of building a website and also creating brochures, ads, and other promotional materials. I traveled all over the country, attending conferences and hosting exhibit booths. There was no one to take my place when traveling, so in the earlier years, when on vacation, I would visit an 'internet café' to check and process email. Later, I would take a laptop computer with me. My life virtually revolved around GMU. Through the years, as the number of students increased, it was possible to add more individuals to carry the increased workload.

I retired last year after 18 years of service... I found the experience very rewarding and am very proud of my contribution to the success of Global Ministries University.

Congratulations on twenty years of providing quality education!