



HALLMARKS

of the CAMPBELL UNIVERSITY EXPERIENCE

FOUNDATIONAL

Guide

CAMPBELL STUDENTS

CHARACTER, INITIATIVE *and* CALLING



The mission of Campbell University is to graduate students with exemplary academic and professional skills who are prepared for purposeful lives and meaningful service. The University is informed and inspired by its Baptist heritage and three basic theological and biblical presuppositions: learning is appointed and conserved by God as essential to the fulfillment of human destiny; in Christ all things consist and find ultimate unity; and the Kingdom of God in this world is rooted and grounded in Christian community. The University embraces the conviction that there is no conflict between the life of faith and the life of inquiry.

Driven by the call to prepare students for purposeful lives and meaningful service, the Campbell Hallmarks provide our campus with common language for what we do.

Character, Initiative, and Calling are the Hallmarks of our mission.

ESSENTIAL QUESTIONS

CHARACTER

How do I embody compassion, generosity, integrity, and justice?



INITIATIVE

How do I live out my Character and Calling?

CALLING

*Who am I? Who am I becoming?
How do I serve my community & contribute to human flourishing?*



These essential questions can help frame meaningful conversations and reflection about the Hallmarks of the Campbell University experience.

A SHARED FRAMEWORK FOR CHARACTER AT CAMPBELL UNIVERSITY

Character is the substance of who we are as we live into our individual design and seek to love God, love our neighbor, and self. Our model of character is Jesus Christ. We define character as “actively pursuing compassion, generosity, integrity, and justice.” Because the truth and unity found in Jesus Christ is central to our identity as a university, our definition of character reflects Jesus’s own character as we see it in the canonical Gospels.

As members of the Campbell community, we are called to seek out ways to engage in our community and serve others. We can do this by reflecting on our own character and by seeking out meaningful service. Every day we are given the opportunity to engage in the work of bettering ourselves and learning more about God’s wondrous creation. Ask yourself: How can your passions and interests align in order to serve humanity?

- ▶ How do we see these kingdom characteristics in the ministry of Jesus?
- ▶ How might we “actively pursue” these individually and live them out in our communities today?
- ▶ In what ways might we incorporate these character values into our everyday lives?



THE HALLMARK OF CHARACTER: KINGDOM CHARACTERISTICS

We see Jesus's **Compassion** as he ministers to the hurting people around him. One poignant example of this comes when Jesus stops to notice and then alleviates the suffering of a widow whose life had taken a tragic turn (Luke 7:11-17).

Generosity is also a central characteristic of Jesus's teaching. Through parables and conversations, he demonstrates that holding on to wealth takes people farther from the kingdom while openhanded living brings them closer to God's priorities (Mark 10:17-25; Luke 8:1-3, Luke 12:13-31).

Jesus models **Integrity** because his actions back up his words; he exemplifies his own teaching to love God, love others, and love enemies in his life and his death (Matthew 5:44, Matthew 22:37-40, Luke 23:34).

Lastly, Jesus focuses the trajectory of his ministry on those who are the victims of injustice in his society. His kingdom brings **justice**—good news to the poor and freedom to the oppressed—and his followers should pursue that same justice in their lives (Luke 4:18-19).

While we may not possess all of the divine powers of Jesus, we can still cultivate compassion and aid in healing in our world. The act of pausing to consider who is in pain and who has been made a victim can awaken in us the same compassion that Jesus models in his ministry. Though not all of us have healing powers like doctors and psychologists, we can advocate for people who are suffering. We can connect them with people who can help them. We can befriend them, love them, walk with them on their journey of healing. Compassion is not a virtue that resides solely in our brains like a thought—compassion is an action!

How do I embody compassion, generosity, integrity and justice?

- ▶ Reflect on someone in your life that has served as an example of Character. Why are they your Champion of Character?
- ▶ How can you serve your neighbors here and now? We're here to help you! Check out our CU Serve website or reach out to our Director of Community Engagement, Rev. Morgan Pajak. (pajak@campbell.edu)
- ▶ In what ways do you feel your Character is aligning with what you're called to do?
- ▶ Who at Campbell can serve as a thought partner in reflecting on Character?

A SHARED FRAMEWORK FOR INITIATIVE AT CAMPBELL UNIVERSITY

Initiative is how we live out our character and calling. This begins with a journey towards self-awareness through reflection. You are encouraged to apply your critical thinking skills in order to reexamine your own experiences, beliefs, and positionality. This reflection can deepen your sense of character and help you build skills that will aid you with your calling.

Campbell embraces the conviction that there is no conflict between the life of faith and life of inquiry. This conviction shapes our commitment to providing you with opportunities for meaningful conversations and experiences that foster both personal growth and intellectual engagement. These conversations may take place in student organizations, coursework, or at our annual Courageous Conversations event. We encourage you to engage your initiative by living a life driven by the quest to learn more about yourself and the world around you.

How do we live out our Character and Calling?

- ▶ Seek out ways to get involved on campus, especially in areas you feel passionate about.
- ▶ Reach out to your professors and staff members at Campbell. Ask them about their professional journeys and the skills needed for their roles.
- ▶ Engage with CU Succeed. The professionals listed on your program are here for you and want to help you succeed.
- ▶ Imagine what a life full of purpose and service looks like to you!



A SHARED FRAMEWORK FOR CALLING AT CAMPBELL UNIVERSITY

At Campbell, we understand Calling (sometimes referred to as vocation) to be a universal invitation to all God's people to participate in Christ's redemptive work in the world. We believe all people are created in the image of God and are to be cherished, valued, and treated with dignity. As God's beloved creation, we hold a wondrous place in the creative, ongoing story of God and possess a calling unique and particular to the way that we are created.

Calling is dynamic and can (and often does) change over time as we respond thoughtfully to the world that God loves through the creative expressions of our vocation, both in our professional fields and our personal lives. Participation in a calling unique and particular to the way that we are created by God provides an opportunity for us all to contribute to God's goodness and grace in the world. Calling is also happening here and now! It is not some far-off goal for you to accomplish, it's a journey and it starts today!

Who am I? Who am I becoming?

How do I serve my community and contribute to human flourishing?

- ▶ Spend time reflecting on what is life-giving for you. Where do your passions and potential calling align?
- ▶ Who do you think of when you picture someone living into their calling? What stands out to you?
- ▶ Ask your professors and other staff members at Campbell about their Calling. What drives them?
- ▶ What steps can you take today towards becoming who you want to be?



HALLMARKS

of the CAMPBELL UNIVERSITY
EXPERIENCE

CHARACTER, INITIATIVE *and* CALLING

IN CONCLUSION

Going all the way back to our founding in a small, rural schoolhouse in 1887, the history and mission of Campbell University reveals a deep devotion to cultivating — within all members of its community — character aligned with a sense of calling and initiative. Campbell University is committed to ensuring that every student is challenged to reflect meaningfully on their lives and their communities, to ponder critically their individual design and nature, and to respond thoughtfully to the needs of the world that God loves through creative expression in both their professional and personal lives.

It is our prayer that this guide has provided you with ways to engage personally with the Hallmarks. Similarly, it is our hope that upon reflection, you will easily recall the ways that Character, Initiative, and Calling showed up throughout your time at Campbell. We seek to provide all students with the opportunity to discern how best to lead purposeful lives full of meaningful service. Emboldened by the ministry of Christ, we embrace the call to serve others and contribute to human flourishing on our campus, in our community and beyond.

For more information about the
Campbell Hallmarks and how you
can get involved, contact:

Dr. Rachel Nelson

Director of the Campbell University
Hallmarks & Character Education
rnelson@campbell.edu

