



# Change Moment

Name: \_\_\_\_\_ Department: \_\_\_\_\_ Date: \_\_\_\_\_

**Our Mission:** “We change individual lives by developing superior skills, knowledge and character.”

**Our Purpose:** “To nurture the discovery and development of one’s greater purpose through education, consistent with biblical principles.”

## What is one’s greater purpose?

The discovery of one’s greater purpose begins with recognizing that a human life is not happen-stance, but rather each life has a God-given purpose. This discovery process must look beyond one’s self to one’s greater purpose which is found outside of self. We are not created to exist alone. In reality, value does not exist except in an exchange between two parties, implying that a life is meaningless (or lacking value) without relationships with other people.

While there is a unique purpose for each life, there is a common purpose for all people, which is in serving others. Specifically, how we serve others depends on our God-given gifts and talents and how we employ those gifts, talents, and resources in the service and benefit of others.

The education we provide develops both the general purpose of a life that flows out (character) and the specific application of that general purpose (skills and knowledge). In other words, our assumption is that each life exists to serve others, and the unique gifts and abilities determine how each of us expresses that service to others. This is in contrast to the assumption that a life exists only to gather and amass possessions – a life with this purpose is meaningless.

The students that come to us are seeds with DNA specific to each. Our job as educators is to create the environment that nurtures the seed growing into what it was created to produce. Consider the continuum graphically shown below. The development of one’s greater purpose can be seen as moving from left to right – from being served to serving others, from flowing inwards to flowing outwards, from focused on building up self, to building up others. A life that moves to the right finds greater value because its investment is made in those things most valuable in this world. Likewise Hallmark University identifies with this greater purpose as an institution, existing not to build up the institution itself (measured by assets), but rather to build up people (measured by lives changed). The legacy that we leave is not in the physical assets that we amass, but rather the lives that are nurtured and developed towards their greater purpose.

Being Served  
Flowing Inward  
Building-up Self

Serving Others  
Flowing Out  
Building-up Others



## What does “consistent with biblical principles” mean for Hallmark University?

Much of higher education has abandoned the concept that there is absolute truth, right, morality, and good defined outside of the definitions each individual chooses. This is a foundation built on self. Rather than taking this approach to build an institution void of a solid foundation, Hallmark University’s foundation is in Judeo-Christian principles. The essence of this foundation is love.

**Psalm 57:2 (ESV):** “I cry out to God Most High, to God who fulfills his purpose for me.””

“If one does not know to which port one is sailing, no wind is favorable.” - [Seneca, Roman statesman, dramatist and Stoic philosopher \(4 B.C.-65 A.D.\)](#)

“God’s definition of what matters is pretty straightforward. He measures our lives by how we love.” - [Francis Chan, Crazy Love: Overwhelmed by a Relentless God](#)

“Great minds have purpose, others have wishes. Little minds are tamed and subdued by misfortunes; but great minds rise above them.” - [Washington Irving](#)

“Do all the good you can, By all the means you can, In all the ways you can, In all the places you can, At all the times you can, To all the people you can, As long as you ever can.” - [John Wesley, evangelist and founder of Methodism \(1703-1791\)](#)

# Our Purpose

Memorize the Hallmark University Purpose Statement provided on page 1.

Choose the scripture or quote on page one that you believe best supports the value of having, knowing and delivering on a declared purpose for your (personal) and our (Hallmark University) existence. Please explain.

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In the second sentence of the “What is one’s greater purpose?” narrative, how would you explain “one’s greater purpose which is found outside of self?” Please explain.

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In the second sentence of the last paragraph of the “What is one’s greater purpose?” narrative it says, “Our job as educators is to create the environment that nurtures the seed growing into what it was created to produce.” What does that environment consist of and how do you and / or your department help create that environment? Please explain.

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In the first sentence of the second paragraph of the “What is one’s greater purpose?” narrative it says, “While there is a unique purpose for each life, . . .”. Do you believe that statement to be true? If so, what do you believe your unique purpose to be?

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If, or when you are asked, What do you mean by, consistent with biblical principles, what is your explanation? Please explain.

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