

# BUILDING & Battling

A quarterly publication of the



Summer 2023 - Vol. 35, Issue 4

All dates are tentative and subject to cancellation or postponement.

**BCSO Board of Directors' Mtg**  
August 3  
Mansfield, OH

**AACS National Legislative Conference**  
September 11-13  
Washington, DC

**Buckeye State Christian Educators' Convention**  
September 29  
Brooklyn, OH

**BCSO Soccer/Volleyball Tournament**  
October 27-28  
TBD

A full, downloadable 2-year calendar of events is available on our website.

**CONNECT WITH US!**



[www.bcsoschools.org](http://www.bcsoschools.org)

## BCSO pays tribute to former president Dale McCallister

McCallister served as president of BCSA/BCSO for over 30 years.

by Keith Hamblen, BCSO Executive Director

Pastor Dale McCallister served as Buckeye Christian Schools' president for over thirty years and oversaw the "building and battling" of this group of non-chartered, non tax-supported schools and their students and staff in a God-blessed way. We met in 1983 and became co-laborers, but then he became my mentor and friend, which continues to this day, beyond "the end," which came at his quiet passing Wednesday, June 18, 2023.

His love of the scriptures, the local church, and the "in Christ" relationship, along with his personal warmth and giving ways modeled Christlikeness to me personally and to



McCallister founded Maranatha Bible Church in Zanesville and served as BCSA/BCSO president for over 30 years.

See 'Pastor Dale' on pg 2

**"If we work upon marble, it will perish; if we work upon brass, time will efface it; if we rear temples, they will crumble into dust; but if we work upon immortal minds and instill into them just principles, we are then engraving that upon tablets which no time will efface, but will brighten and brighten to all eternity."**

~ Daniel Webster

## From 'Pastor Dale' on pg 1

others around him. I would ask him a theological question, a specific one, and he would proceed to elaborate at great length; so I would get out my pencil and start taking notes, and then later review them, thereby experiencing advanced Bible training! Pastor Dale once conducted a one-man Bible Conference at our church in Lima Calvary Bible Church on dispensationalism, and it was masterful!

The Lord used Pastor Dale's under-shepherding to perfect a precious group of people in Zanesville at the Maranatha Bible Church/Zanesville Christian School. BCSO continues to reap the benefits of Pastor Dale's ministry through the godly leadership of our Fine Arts Director (Mr. Paul Shaver and team) and Athletic Director (Pastor Chris Brown).

*"I have fought a good fight, I have finished my course, I have kept the faith:" (2 Tim. 4:7)*

*"Henceforth there is laid up for me a crown of righteousness, which the Lord, the righteous judge, shall give me at that day: and not to me only, but unto all them also that love his appearing." (2 Tim. 4:8)*

*The members of the BCSO board send their condolences to the family of Pastor McCallister. May his legacy of service to Christian education continue to influence and guide us as we endeavor to do more "building and battling" in the days to come.*

To read the full obituary, visit:

<https://www.zanesvilletimesrecorder.com/obituaries/mnj259767>

# Marketing your school: Don't underutilize social media

by Jeremy Bickelhaupt, Headmaster of Ottawa County Christian Academy

Over the course of the last six years, our academy has grown from twenty-three K-12 students to seventy. All of the credit goes to God first and foremost. However, there are tools available that we have used that God has blessed. The primary tool for marketing our academy has been social media.

If your school does not have a social media manager, it's time to find one. Mind you, since your content represents an educational institution, the person you choose must be on top of his grammar and writing skills.

Your school should have, at minimum, a Facebook page. Twitter and Instagram are additional platforms to use. Daily posts should include pictures, short videos and announcements that showcase your school's vibrancy.

Make what you have to offer stand out from the rest!



Use online content-creating platforms like **Canva** to create professional-looking content. A professional look goes a long way in terms of credibility. **Canva** gets you there in just minutes.

Finally, and most importantly, stay consistent. Post as frequently as possible and be sure to *engage* your online audience with *interactive* content. Pictures are proven to be more engaging than text only posts. Videos of 15-30 seconds are more engaging than pictures. The success of your online marketing campaign is measured in likes and comments, so be sure the content is engaging.

## **EVENT REPORT: 2022-2023 Creative Writing Contest results**

Each year, BCSO students in grades 4-8 are encouraged to participate in this national contest. Students may submit either an original poem or short story. Here are the 2022-2023 BCSO winners as selected by the American Association of Christian Schools:

### **ELEMENTARY:**

Short Story: Emma Gingerich (4), Carroll County Christian Academy (Carrollton, OH).

Poetry: Sunny Lorenzen (6), Ottawa County Christian Academy (Oak Harbor, OH)

### **JUNIOR HIGH:**

Short Story: Lillian Howard (7), Temple Christian Academy (Howard, OH).

Poetry: Ruby Henderson (8), Ottawa County Christian Academy (Oak Harbor, OH) .

# Prepping for a new year to be ready on day one

By Jeremy Bickelhaupt, Editor, *Building & Battling*

Summer break is certainly a time to take a well-deserved deep breath. As administrators, we need it to recoup from going full throttle for ten months; but if we are not careful as we delve into summer ministries, time can slip away, and we might find ourselves scrambling last minute with final preparations before the new school year begins this fall. Here are some helpful tips to stay on task this summer and guarantee that your school is fully prepared for the first day of school:

1. If you do not use a tickler file, begin creating one. Create a to-do list for each week of the summer and be sure to accomplish tasks a week at a time. Be sure to include special projects, maintenance, and events (Parent/Student orientation, staff meetings, etc.).
2. Have staff meetings. Sit down with your staff before break begins to evaluate the previous year and set expectations for the new year. Have periodic meetings throughout the summer for professional development

and training. Communication is key. Be sure to frequently communicate your expectations and inspect your staff to make sure tasks are accomplished.

3. Inventory. Be sure to inventory all curriculum, supplies, and furniture that will be needed for the upcoming year. Don't wait until a few weeks before the start of school to order desks, chairs, chalk, and any other classroom items. Don't risk not having these items on day one. Order early.
4. Pre-Configure. If your school utilizes technology, set up student accounts and devices early. Chromebooks can be set up by your IT person or teachers to pre-install and customize apps and digital textbooks prior to day one.

Certainly, there are more tips than these. If you are an administrator or principal that can offer additional tips that help prepare you for day one, please visit and join our Facebook Group: *BCSO Resources for Member School Admins & Principals*.

Christian School Teachers | Administrators

**BUCKEYE STATE**  
*Christian*  
**EDUCATORS' CONVENTION**

Friday, September 29, 2023

*“Approving things that are excellent!”*  
Phil. 1:10

**CLEVELAND**  
BAPTIST CHURCH  
Brooklyn, Ohio

**Dr. Troy Shoemaker**  
Pensacola Christian College

**Kimberly Smith**  
Educational Consultant, Abeka

The *Building & Battling* newsletter is a quarterly publication of the Buckeye Christian School Organization. Its purpose is to disseminate information pertinent to our member schools in efforts to “build” a good work, as well as to serve as a tool for “battling” to preserve and expand civil freedoms to worship God and to educate our children in the way of the Lord. Articles may be submitted for publication, but they will be subject to editing and approval. All submissions can be sent in MS Word (.doc) or PDF format to: [keithhamblen@gmail.com](mailto:keithhamblen@gmail.com)