

The Lost Frontier **by Wes Reagan**

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From any perspective, the college campus is one of the most urgent mission challenges of our day. The American campus alone embraces a population large enough and potent enough that no man who takes the Great Commission seriously can take the campus population lightly.

Among the college students of our country are so many thousands of international students that if we were able to convert even one of a thousand to Jesus Christ, we would produce 100 influential missionaries annually. Many of these will return to their own countries as government, educational, cultural, and medical leaders. They will have the advantage of intellect and training. These would face no language, custom, or cultural barriers. They would have no nationalistic bias to overcome. The mission impact of such a program would be cumulative and would soon exceed the impact of all the mission work we are now doing.

From the viewpoint of potential influence for Christ, the church cannot afford to neglect the campus. Future world leaders are there. No other segment of society has a higher concentration of people who will shape the thought patterns and value structures of tomorrow. If we want to convert those who will be nationally and internationally articulate, we must reach the college student.

From the vantage point of a strategic period of life, the campus population is important. College years are often definitive in establishing value concepts and lifetime goals. In the June 13, 1967, Look magazine Jack Shepherd, senior editor, describes the questions college students are asking. "Who am I? What will I become? What am I in college? What about the draft? What do I value? What are my morals?" These questions must be answered in the context of an excellent presentation of the gospel of Jesus Christ. During college years students are seeking new knowledge and understanding. They will soon be less receptive and more guarded.

From the perspective of the student's need for Christ, the college years are critically important. He is experiencing pressures from exams, grades, the draft and dozens of other crosscurrents in waters that, to him, are uncharted. He is deeply challenged intellectually, morally, and religiously. He experiences maximum temptations at a time of minimum spiritual guidance.

Time is past due for the church to explore, chart, and conquer the vast frontier of the campus. It is not enough to diagnose and lament collegiate ills. Our challenge is to take Christ to the campus. Our Bible chairs serve 80 colleges. Our efforts are virtually nil on the remaining 2,120 campuses in the U.S. Few other frontiers have been more neglected. Few are more crucial to the task of world evangelism