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### Walter Ellis Burch, Jr. Papers, 1956-2006

Walter Ellis Burch Jr

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**Walter Ellis Burch, Jr.  
Papers, (1956-2006)**

Center for Restoration Studies  
Manuscripts #77

Abilene Christian University Special Collections and Archives  
Brown Library  
Abilene Christian University  
Abilene, TX 79699-9208

7 February 2022

## **About this collection**

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**Title:** Walter Ellis Burch, Jr., Papers

**Creator:** Walter Ellis Burch, Jr., (1927-2009)

**Identifier/Call Number:** Center for Restoration Studies Manuscripts #77

**Physical Description:** 6 linear feet (13 boxes)

**Dates (Inclusive):** 1956-2006

**Dates (Bulk):** 1956-2006

**Location:** Center for Restoration Studies

**Language of Materials:** English

**Scope and Content Note:** A collection of the personal and professional papers of Walter Ellis Burch, Jr. These papers include documents from Abilene Christian College and Pepperdine, journalism materials, information on Burch's nonprofit work, materials related to *Mission Journal*, WEBCO documents, EXODUS, and some of his material on race relations. An accrual from University Manuscripts includes speeches given by Burch at Lectureships, Commencements, Faculty Meetings, Chapel, Education Meetings, and Board of Trustees Meetings (1959-1967).

**Biographical Note:** Walter Ellis Burch, Jr. was born in Fort Worth in 1927. He earned a bachelor's degree in journalism from Texas Christian University in 1949. He was married to Ruth Elizabeth Crouch in 1948. Burch was a longtime employee of Abilene Christian University, serving as director of publicity (1951-56), journalism instructor (1952-56), director of development (1958-62) and campaign manager/consultant (1964-67). He also preached part time in Albany, Texas and Fort Worth, Texas. He also was a consultant for ACU in the 1980s while he owned Webco, a fundraising, public relations and business development company in Abilene. He also worked in university development for Pepperdine University in the early 1970s. He was involved with church planting through the Exodus movement in the 1960s, planting a church in New Jersey. Burch was an important figure in the race relations debates that took place within Churches of Christ, a stalwart advocate for his Black brothers and sisters. He died in 2009.

### **Administrative Information**

**Immediate Source of Acquisition:** Walter Burch, III

**Date of Acquisition:** 2006, 2007, 2011

**Accession Number:** R2007.61, R2011.043, R2011.066

**Date of Accession:** 25 May 2007, 22 February 2011, 3 October 2011, 19 May 2016

**Accessioned by:** Beth Purcell; Reid; Bridwell; Brown; and Brady Cox

**Processor and Date of Processing:** Audrey Schaffner, 24 March 2014

**Finding Aid Creator and Date:** Audrey Schaffner, 24 March 2014

**Finding Aid Update:** Mac Ice, Avery Reinoehl, and Amanda Dietz, 4 March 2022

## **Using this collection**

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**Processing Status:** Processed

**Conditions Governing Access:** Materials are housed in the Abilene Christian University Special Collections and Archives, Brown Library, Abilene Christian University in Abilene, Texas and are non-circulating. Access is available during normal business hours; prior appointments are preferred.

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**Arrangement of Materials:** There are eleven series in the collection. The first series, printed materials, is the only series that is arranged in alphabetical order. The other series are arranged by subject material.

Series I: Printed materials

Series II: Nonprofit work

Series III: *Mission* journal

Series IV: W. E. Burch Co. (WEBCO)

Series V: Church of Christ materials

Series VI: World's Fair Exhibit, 1964-1965

Series VII: Race relations

Series VIII: EXODUS 1960s

Series IX: Pepperdine University materials

Series X: Abilene Christian College/Abilene Christian University Development

Series XI: Miscellaneous

Series XII: Speeches

### **Separated Materials:**

### **Subjects and Keywords**

Churches of Christ -- History -- 20<sup>th</sup> century

Churches of Christ -- Texas -- Abilene

Manuscripts

## **Inventory**

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### **Box 1**

[First Folder] Finding Aid  
ACC Funds and Enrollment  
ACU Bible Lectureship  
ACU Pamphlets  
Agriculture Department  
Brochure Brief  
Budget Reports (1)  
Budget Reports (2)  
Campus Planning (1)  
Campus Planning (2)  
Campus Planning (3)  
Campus Planning (4)  
CLASP Program  
Design for Development (1)  
Design for Development (2)  
Design for Development (3)  
Design for Development (4)  
Design for Development (5)  
Design for Development (6)  
Design for Development (7)

### **Box 2**

Diversa Inc. Annual Report  
Estate Planning Reports  
Field Reports (1)  
Field Reports (2)  
Field Reports (3)  
Fundraising Policy  
Gift Reports (1)  
Gift Reports (2)  
Gift Reports (3)  
Gift Reports (4)  
Gift Reports (5)  
Gift Reports (6)  
Gift Reports (7)  
Gift Reports (8)  
Gift Reports (9)  
Gift Reports (10)

Gift Reports (11)  
Higher Education Papers  
John A. Bolinger Conference  
Master Development Plan

**Box 3**

Master Planning Council (1)  
Master Planning Council (2)  
Master Planning Council (3)  
Master Planning Council (4)  
Miscellaneous- Received January 24, 2006  
National Development Council (1)  
National Development Council (2)  
National Development Council (3)  
National Development Council (4)  
Newspaper Clippings (1)  
Newspaper Clippings (2)  
Newspaper Clippings (3)  
Planning Session Notes  
Regional Meeting Notes (1)  
Regional Meeting Notes (2)  
Reports to President and Board  
Special Announcement Luncheon  
Sports Illustrated  
Steering Committee (1)  
Steering Committee (2)

**Box 4**

Memo and Summary of Contents from Walter Burch III (Son)  
Abilene State School- Publicity- Clippings  
Plan of Action- Agape Social Services, Inc.  
Plan of Action- Agape Social Services, Inc.  
Report: The Case and Campaign to Endow President Scholar in Religion in the A.D. Bruce  
Religion Center at the University of Houston  
Case Statement for York College  
Hands of Compassion Ministry- Update Report and Recommendations- 1983  
Case Statement- Northeastern Christian Junior College  
Development Report and Plan- Turnpike Christian School  
Plan of Action- Center for Church Growth  
Hands of Compassion

1967 California Campaign for Christ  
Case Statement- Timothy Hill Children's Ranch  
On Wings of Eagles: A Campaign of Vision for Sunrise Christian School  
Plan of Action- Institution for Christian Studies

**Box 5**

Campaign for Vision- Canada  
Report and Plan of Action- Christian Homes of Abilene  
Campaigns for Christ  
Christian Child Care Conference  
Communications Workshop- Advancing the Church Through Effective Community Relations  
Timothy Hill Children's Ranch  
Institute for Christian Studies (ICS)  
Miscellaneous- Work With Nonprofits  
WEB Work With Nonprofit Agencies  
Mission Volume 1.1- July 1967- Inscribed by W.E. Burch  
Background to Mission's Founding  
Mission Magazine Origins  
Beginnings of Mission Magazine  
Resource Needs- Things to Consider- Miscellaneous  
Mission Retreat with Church of Christ Ministers

**Box 6**

Gary Freeman Project  
Mission Magazine- General  
Mission Magazine Historical Documents  
Mission Magazine Historical Documents  
Correspondence with Travis Stanley re: Mission Magazine  
Mission Journal Trustee Manual  
Correspondence Between W.E. Burch and Richard Hughes re: Mission Journal  
Organizational Phase Mission  
Mission Correspondence 1967  
Mission 1968-1970

**Box 7**

Plainly, How the Church can Best Reach the Most  
Walter E. Burch (WEB) Advertising- Miscellaneous  
Miscellaneous Documents re: Churches of Christ  
Church of Christ "Issues"  
World's Fair 1964-1965 Pictures



World's Fair 1964-1965 Materials  
World's Fair 1964-1965 Materials  
Race Relations Primary #1  
Race Relations Primary #2  
Race Relations Primary #2

**Box 8**

Race Relations Primary #4  
Race Relations Primary #5  
Race Relations Relations Retreat  
Nashville Retreat  
Jesus and Politics  
Special Issue of 20th Century Christian on Race Relations and the Controversy that Followed  
Black ACC Culture  
W.E. Burch- Reflections of Grace- 2 Copies  
Speeches  
Nashville Retreat Contact Cards  
In Significance of Our Interracial Conference- Sermon  
The Search for Solutions- Speech  
Pamphlets and Journal re: Race Relations  
Correspondence Between W.E. Burch and Reverend Floyd E. Rose  
Recommended Books- Renewal

**Box 9**

Power, It's Locus and Function in Defining Social Commentary in the Church of Christ Study of  
Black Civil Rights (Dissertation) By Robert Christy Douglas  
[Miscellaneous Correspondence and other Materials]  
Exodus- Master Plan  
Exodus- New Jersey- Master Plan  
Exodus- New Jersey- Master Plan  
Exodus- Bayshore- Master Plan

**Box 10**

Exodus Brochures and Materials  
Exodus Brochures  
Exodus Brochures  
A Development Report for Pepperdine University- 1971  
Pepperdine College Conviction Papers  
A New Beginning- Concept for the President's Report- Pepperdine University- 1972

A Report to the President- An Evaluation of Public Relations Supports Needed by Pepperdine College for a Successful Capital Gifts Campaign (Paper)- 1967  
Some Personal Reflections on Pepperdine- Speech  
WEB Speeches  
W.E. Burch's Notebook for the Course "The Life of Christ" (1952) Taught by John P. Lewis  
1991-1992 Plan for Development- Abilene Christian University  
Evaluations Abilene Christian University/ WEBCO Workshop- September 16, 1991  
Teaching Journalism Notes  
Advancing the Changeless- The National Development Council of ACC 51.1 (1967)  
Metropolitan Area Organization Concept- CG Campaign- Abilene Christian College  
Abilene Christian College Exes- ACC Events- Byron Nelson- Bobby Morrow  
Must a Christian Education be a Censored Education? (Paper)

### **Box 11**

The Strength of the Nation: Good Citizenship (Paper)-Entry of Abilene Christian College  
A.C.P.R.A. 1966 National Honors Competition  
WEB Speeches 1957-1961 (Abilene Christian College Fundraising Efforts)  
An Unknown Answer: The New Case Statement for Abilene Christian College- 1973  
Dr. Robert Johnston's Disputes with ACC and Don Morris re: Infallibility of Script  
Can Higher Education be both Christian and Excellent? (Paper)  
Special Gifts Plan- Design for Development Abilene Christian College 1964-1965  
Building Enrollment in a Christian School  
Related to Horizons- Abilene Christian College Development- Miscellaneous  
Related to Horizons- Abilene Christian College Development- Miscellaneous  
Related to Horizons- Abilene Christian College Development- Miscellaneous  
Related to Horizons- Abilene Christian College Development- Miscellaneous  
Miscellaneous

### **Box 12**

[Miscellaneous Materials]

### **Box 13**

Miscellaneous  
Miscellaneous  
Miscellaneous  
Communications Workshops- Journalism Teaching  
Milligan Christian College Lecture- October 1966  
Correspondence Between W.E. Burch and Norvel Young  
Academic Freedom Issue- 1968  
Pub. 80-1- Speech Scripts 1959

Pub. 80-1- Speech Scripts 1960  
Pub. 80-1- Speech Scripts 1961  
Pub. 80-1- Speech Scripts 1962  
Pub. 80-1- Speech Scripts 1963  
Pub. 80-1- Speech Scripts 1964  
Pub. 80-1- Speech Scripts 1965  
Pub. 80-1- Speech Scripts 1966-1967