

# THE VALUE

of

Christian Higher Education

Why It Matters & How to Share It

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# Session Agenda:



Is to highlight the **heart** of Christian higher education and explore how we can thoughtfully, honestly, and consistently share its value with students and families.



***Connect With Your Calling*** - Build your career on the depth, power and impact of your faith. See how CBU can help you pursue your God-given purpose.

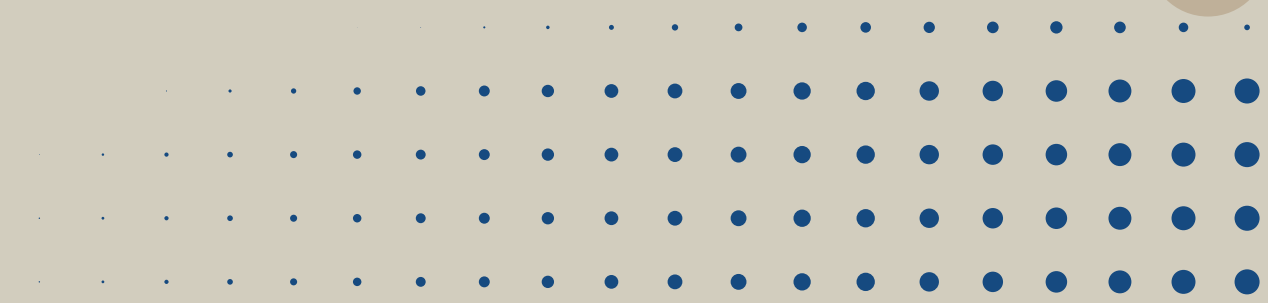
California Baptist University



# The Question:

What comes to mind when students ask  
“Is a Christian college worth it?”

- Academic quality?
- Cost/Investment?
- Spiritual life?
- Community?



# Student's Perceptions:

- Too small
- Too much like high school
- Lacking Academic Quality
- Too Rigid - Desire education separate from “church”
- Too expensive

*Explore your God-given potential in our **rigorous**, Christ-centered learning community. Asbury University*

# What it is:

Christian higher education is a distinct approach to formation

- Christ-centered mission
- Faith + learning integrated
- Whole-person development
- Intentional community

*Learn to Thrive* at a Christian college where you are known, grown and prepared. Gordon College

# Core Distinctives

## Why Christian Higher Ed Is Different?

- *Faithful* learning in every discipline
- *Faithful* faculty who mentor, not just teach
- *Faith-filled* community rooted in shared values
- *Faithful* to calling, not just career



*At **Corban University**, faith isn't separate from learning. It influences how we think, lead, and serve. We integrate a Christ-centered perspective into every classroom, conversation, and calling.*

# Beyond Academics: Formation

- Identity (Who am I?)
- Purpose (Why am I here?)
- Calling (What am I called to do?)
- Character (Who am I becoming?)

An education that is transformation | not just information

# The Value Proposition

It's not either/or | it's both/and:

- Strong academics
- Career preparation
- Spiritual growth
- Lifelong community

Christian higher ed prepares students for both work and life.

# But... The Financial Commitment!

“Is it worth the cost?”

“Will my student get a job?”

Questions that should be asked of every institution.

- Post-graduation employment rate (within 6 months)
- Graduate school acceptance rates (program specific)



Outcomes matter—but so does formation

# Counseling for Post-High School Decisions

Guide | Encourage | Support

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Fit | Exploration | Calling

*Work and Learning Transformed by Faith* - LeTourneau University

# Guiding for Fit

Academic ○ Social ○ Spiritual ○ Financial



# Common Misconceptions

## Misconception

- Christian colleges are academically weaker
- Students are sheltered
- Limited career options

## Reframe

- Rigorous + values-driven
- Supported, not sheltered
- Purpose-driven pathways

*Find Your Christ-Centered Calling - Wheaton College*

# When Talking With Students:

Ask questions - don't give speeches!



- “What kind of environment helps you grow spiritually?”
  - “Do you want faith integrated into your classes?”
- “What role should community play in your college experience?”

*Anderson University isn't just about earning a degree. It's about discovering exactly who you are, why you were made, and how you'll create your own future*

# Helpful Tools & Resources

- THE Guide for Christian Colleges & Universities - order at [NACCAP.org](http://NACCAP.org) (free)
- Find Your Christian College for college search, Christian college fairs & resources for students & counselors ([fycc.org](http://fycc.org))
- Campus visits - leads to a better fit
- Alumni conversations - word of mouth

# The Power of Exposure

Encourage Students To:

- Tour campuses
- Attend chapel
- Sit in on classes
- Engage with admissions counselors
- Learn the “Real Deal” and visit the financial Aid Office

*Experiencing the value often clarifies what brochures cannot.*



# And Don't Kid Yourself - Your Influence Matters



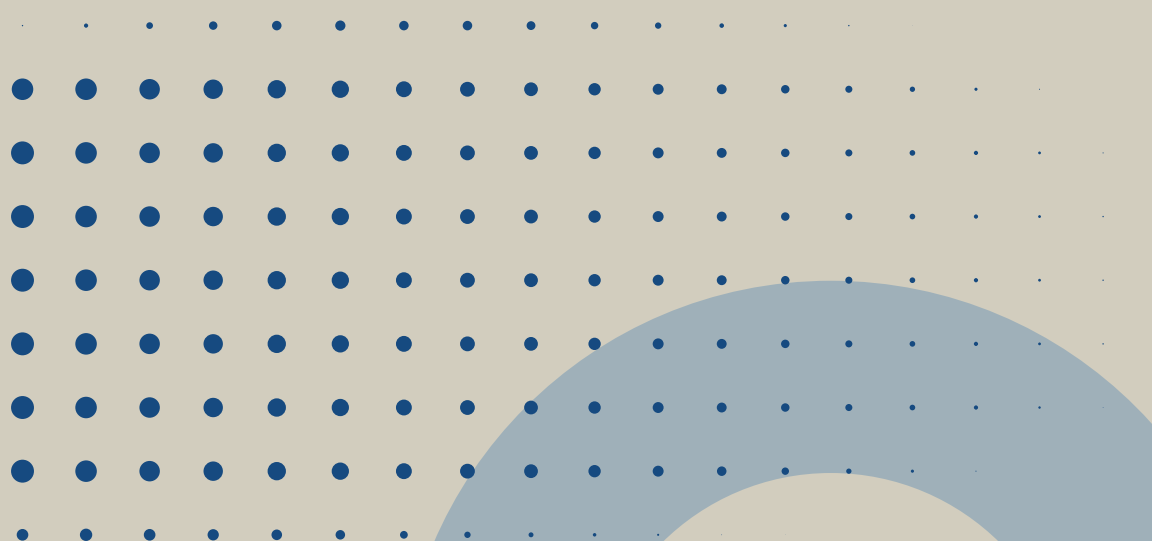
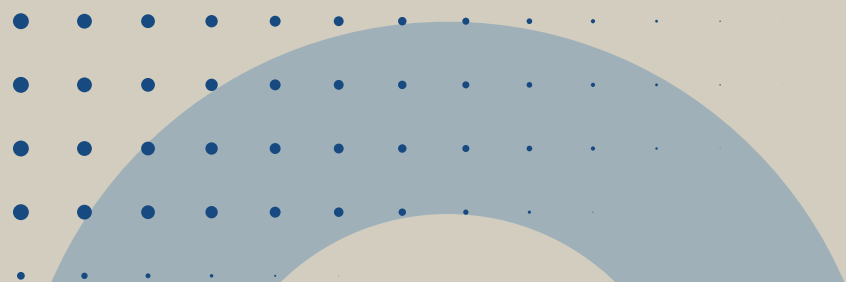
Students notice:

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- What we emphasize
- What we celebrate
- What we prioritize

Ask yourself:

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- How do I personally view Christian higher education?
  - What messages am I unintentionally sending?
  - Where can I grow in balance and clarity?
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# One More Suggestion

Simply talk about Christian colleges  
& universities often

- Every presentation
- Every meeting with students & parents
- Every Financial Aid example
- EVERY DAY!

# To Be Fair...

*United in Spirit*

*Our spirit is in the roar of crowds, in breakthrough moments in the lab, and in standing side by side with the local community. - Duke University*

*What starts here*

*Changes the world - University of TX*

*The future is yours. Own it. - Indiana University*

# Formation vs. Environment: The College Choice

Kristine Slate, Assistant VP for Admissions, LeTourneau University

The lesson wasn't simple. It wasn't about control. It wasn't about fear.

**It was about formation.**

They realized that faith isn't just built in isolation,

**it's sustained in community.**

It needs reinforcement. Challenge. Encouragement. Truth spoken from multiple voices, not just two.

They had trusted her character and that mattered. But they hadn't fully accounted for the daily influence of professors, peers, and culture shaping her thinking hour by hour.

Not dramatically. But steadily.

So what would they have done differently? They would have asked different questions.

- Not just, "Can she handle it?"
- But, "Who will walk with her when it gets hard?"
- Not just, "Is this a great opportunity?"
- But, "Will this environment strengthen or slowly erode what we've spent years building?"

They would have prioritized **community** as much as academics.  
**Formation** as much as opportunity.

**Not out of fear, but out of wisdom.**



*Thank you!*

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