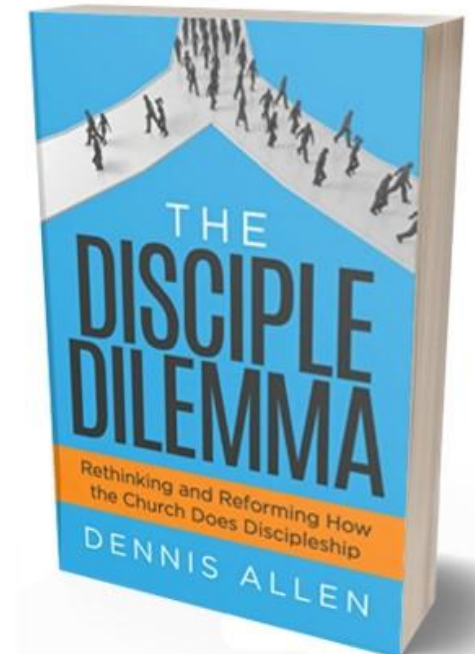
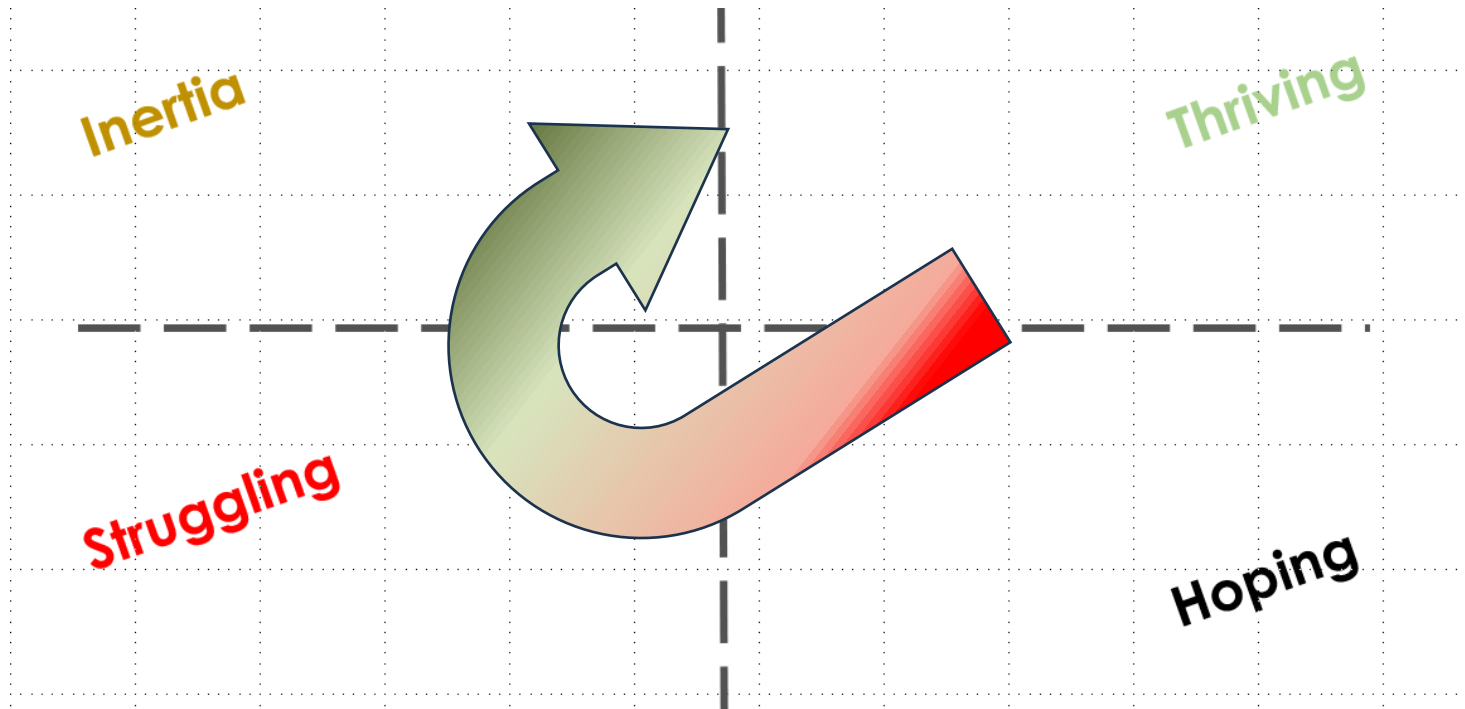


OUR WHY

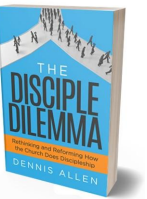
Higher Christian Education's Turnaround - Via Disciple Making



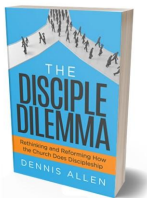
The Raison D'être of Christian Education is...

“DWMDWMD”

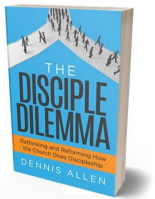
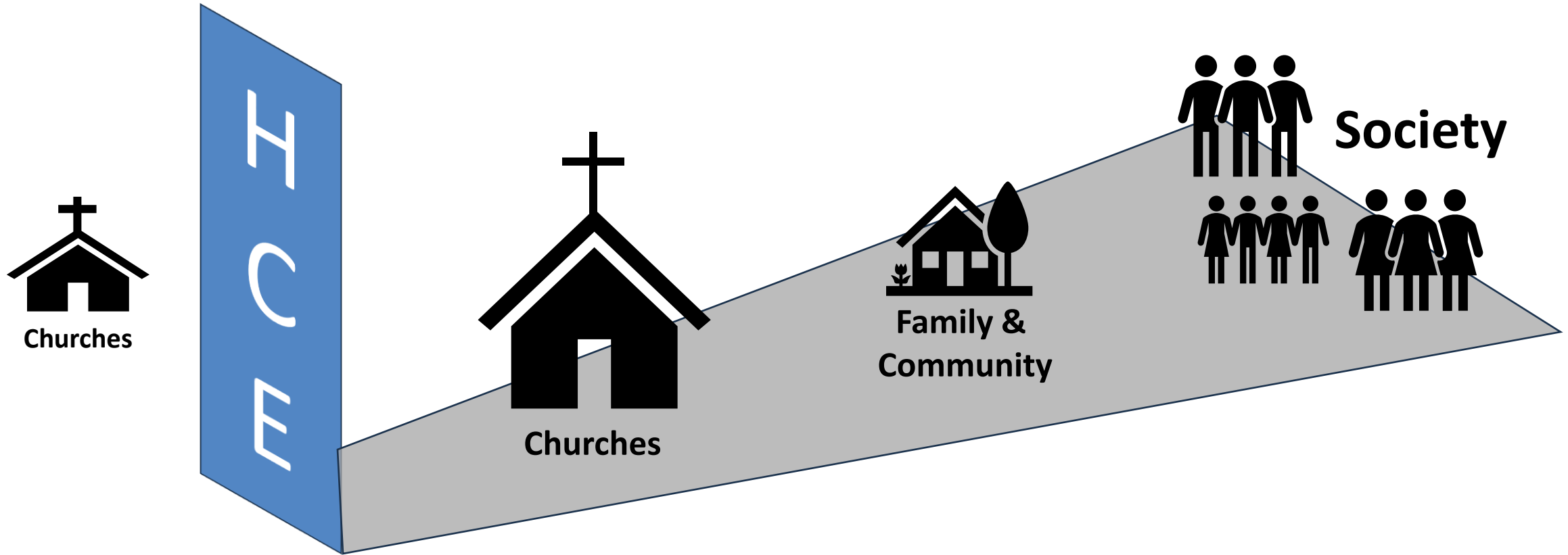
Disciples who make disciples who make disciples



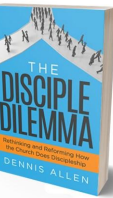
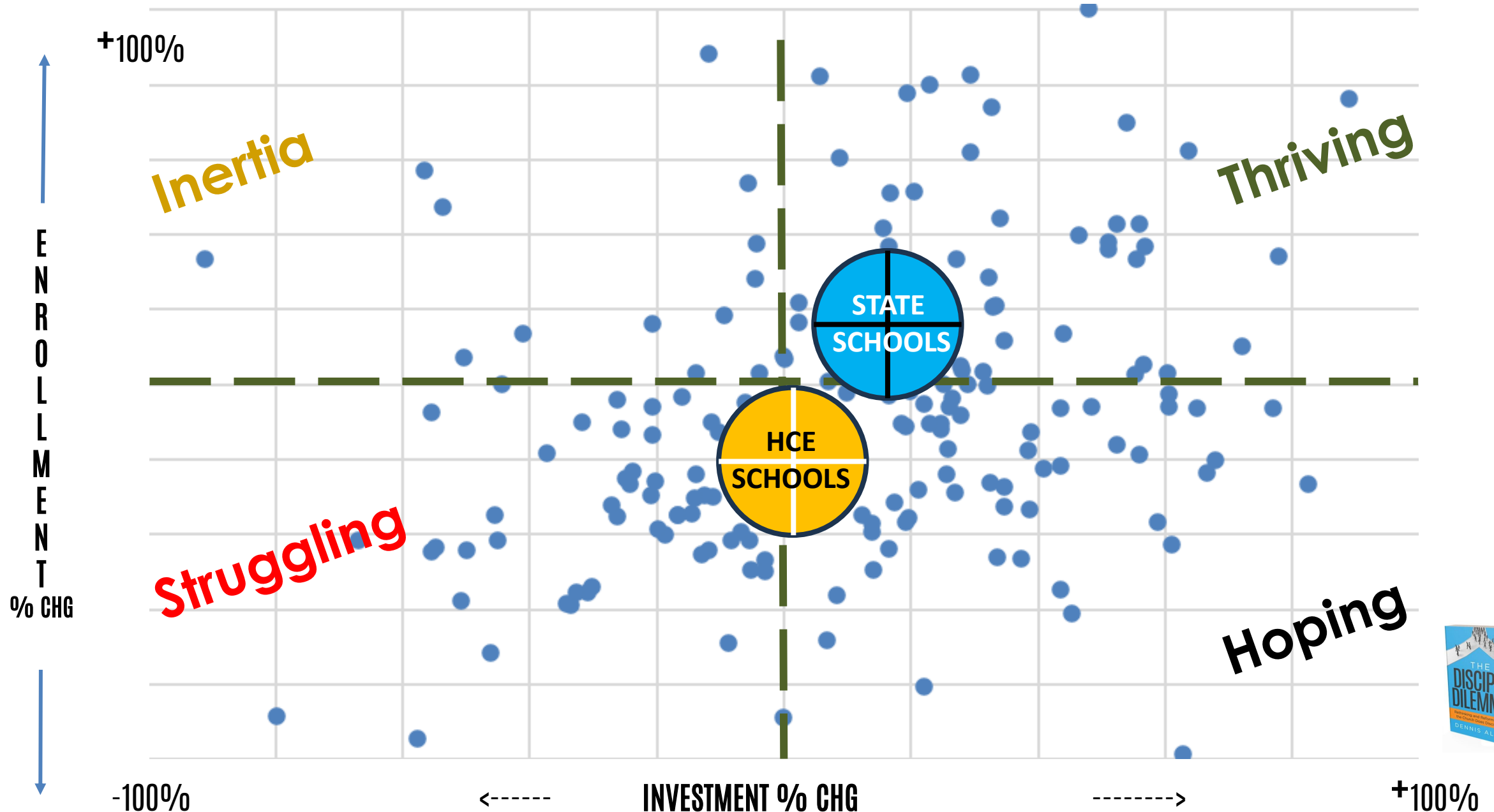
Missing “Thing”



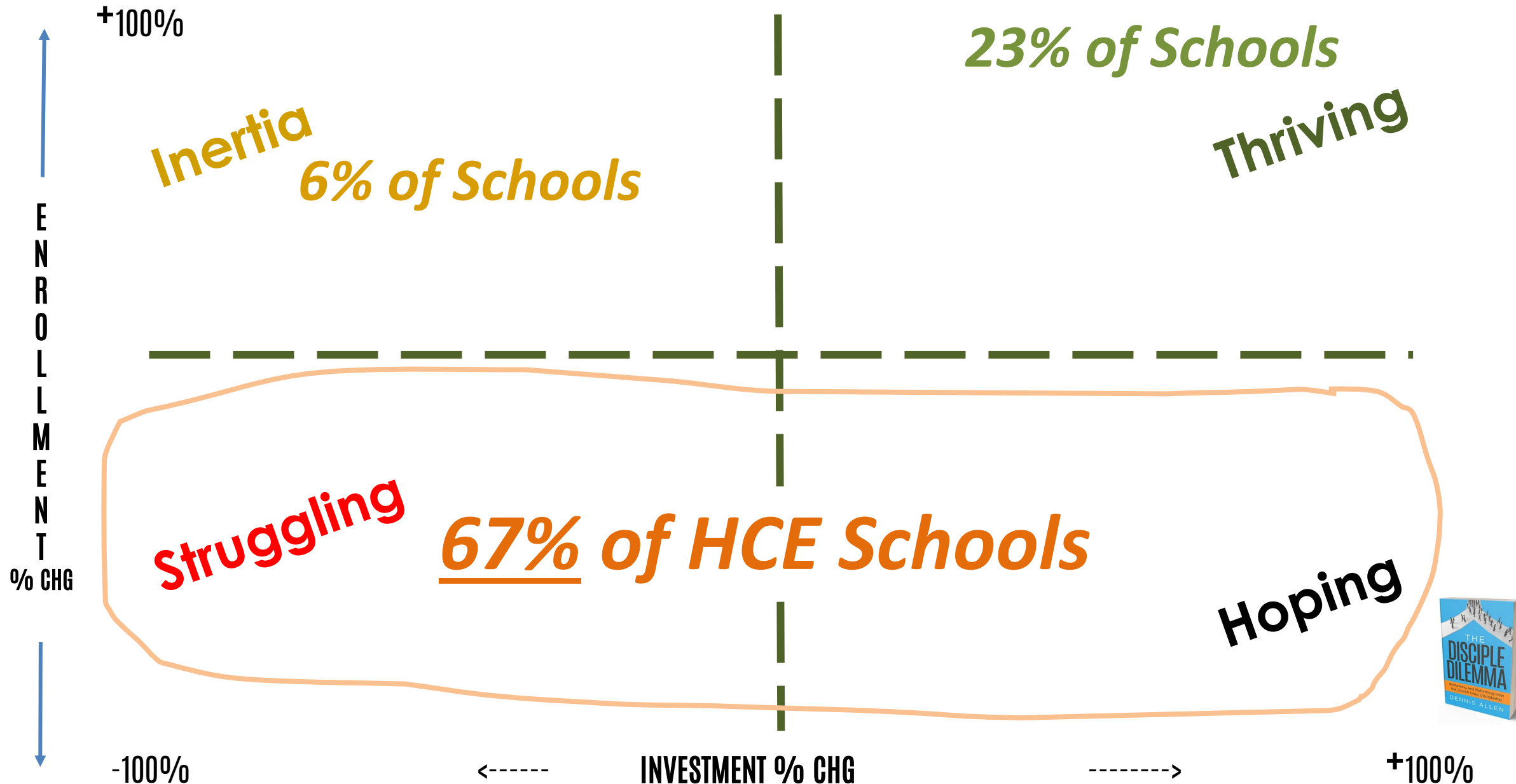
A LONG INFLUENCE SHADOW



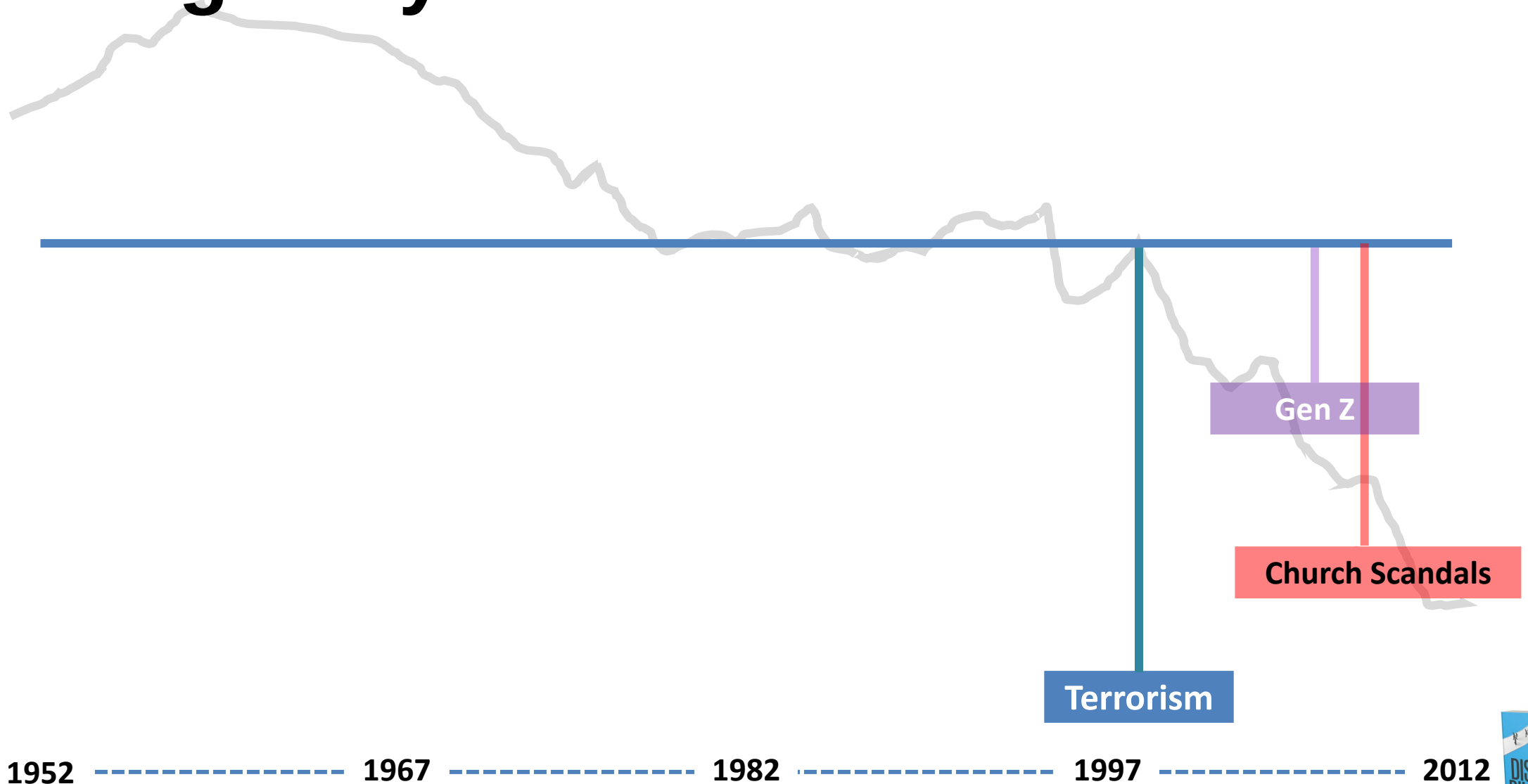
Higher Christian Education: 2015 to 2023



Higher Christian Education: 2015 to 2023



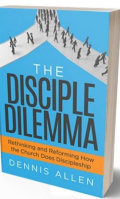
“Religiosity”



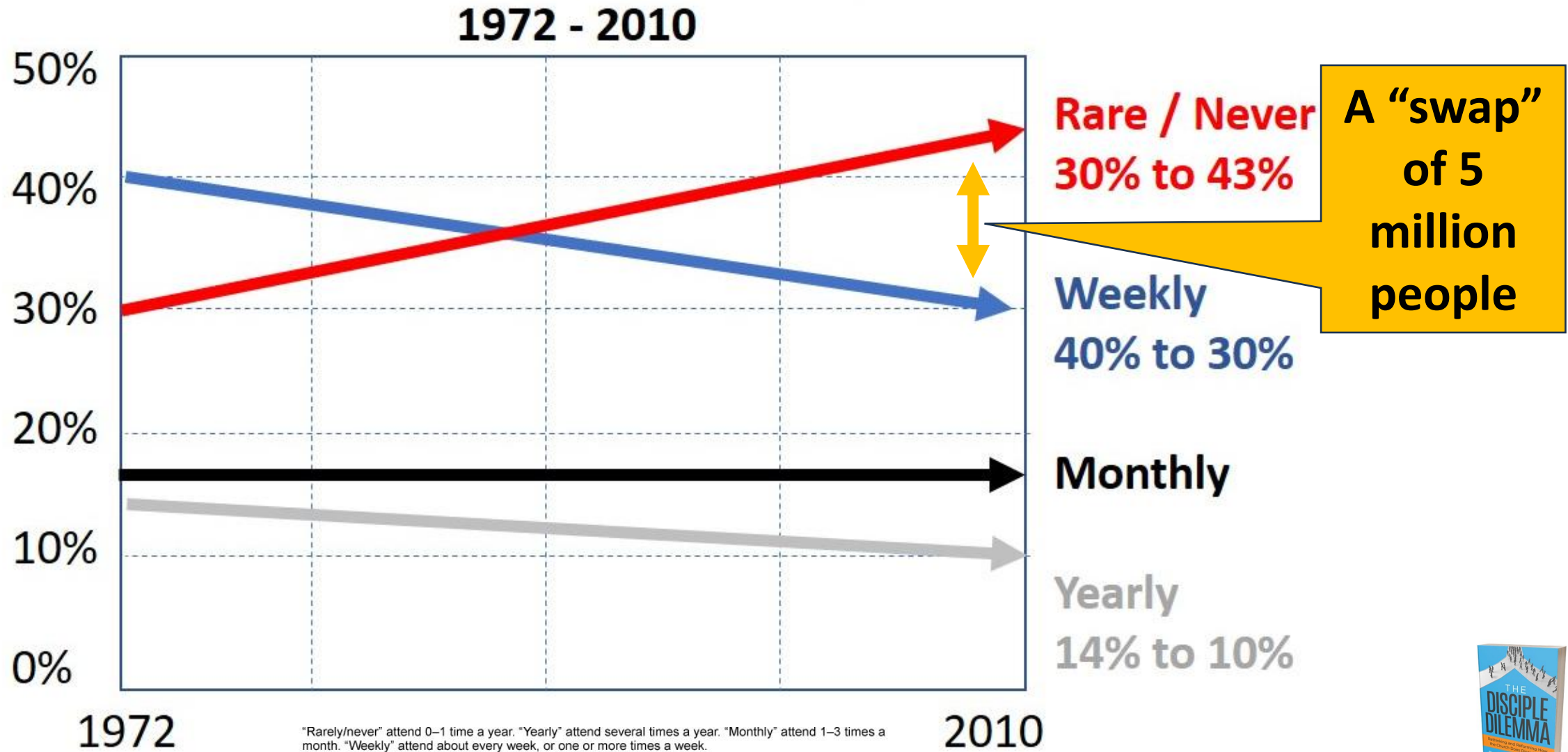
Graph by Corner of Church & State, a Religion News Service blog
Source: Aggregate Religiosity Index, J. Tobin Grant. *Sociological Forum*.

[MEASURING AGGREGATE RELIGIOSITY IN THE UNITED STATES, 1952–2005: Sociological Spectrum: Vol 28, No 5 \(tandfonline.com\)](#)

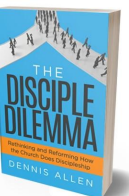
[The Great Decline: 60 years of religion in one graph \(religionnews.com\)](#)



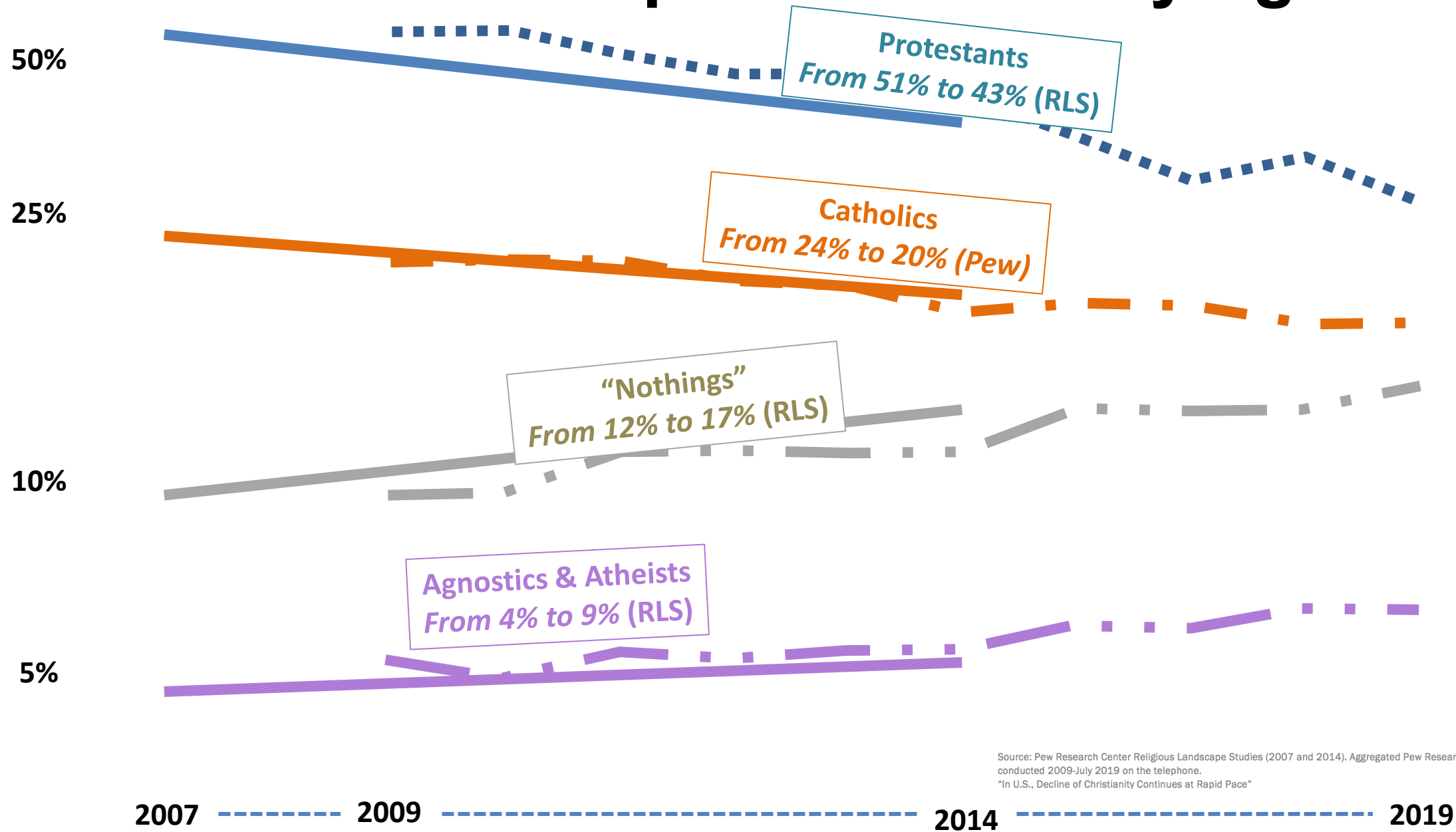
Declining Attendance



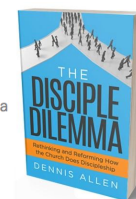
Source: General Social Survey, 2010.



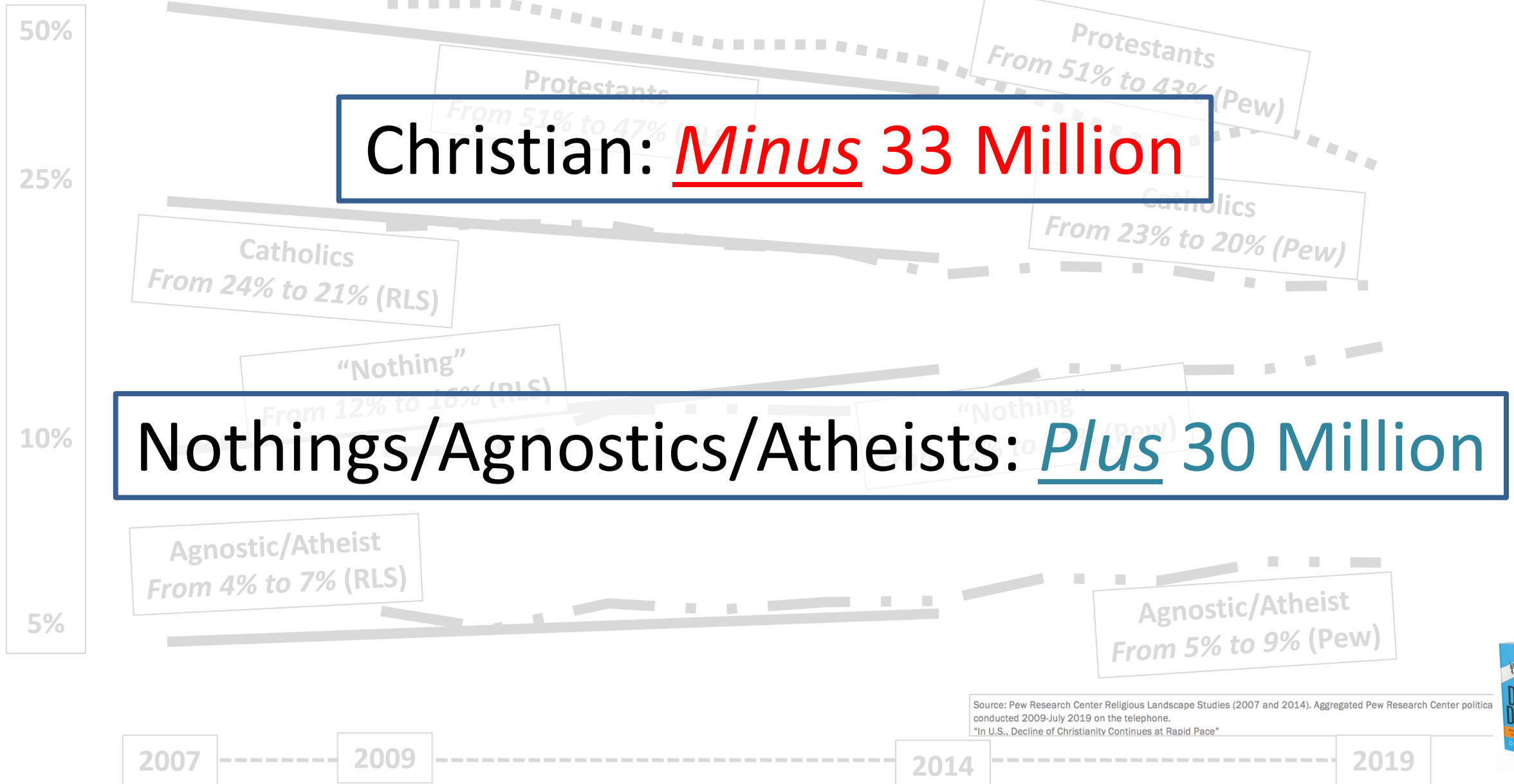
Percent US Population Identifying As...



Source: Pew Research Center Religious Landscape Studies (2007 and 2014). Aggregated Pew Research Center political and social attitudes survey conducted 2009-July 2019 on the telephone.
"In U.S., Decline of Christianity Continues at Rapid Pace"

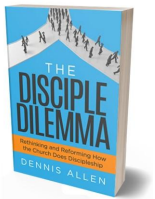


Percent US Population Identifying As...



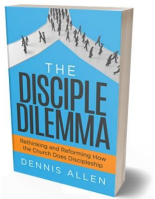
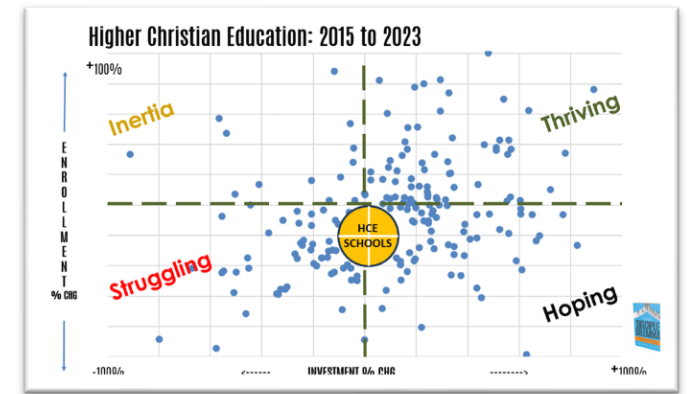
2023 College Closures: *75% are Christian*

Institution	Faith-Based
Alderson Broaddus University	Yes
Alliance University	Yes
American Univeristy of Puerto Rico	No
Multnomah University	Yes
The Art Institutes	No
Compass College of Film and Media	Yes
Medaille University	Yes
Presentation College	Yes
Hussian College	No
Cardinal Stritch University	Yes
Holy Names University	Yes
Iowa Wesleyan University	Yes
Finlandia University	Yes
Cazenovia College	Yes
ASA College	No
Chatfield College	Yes

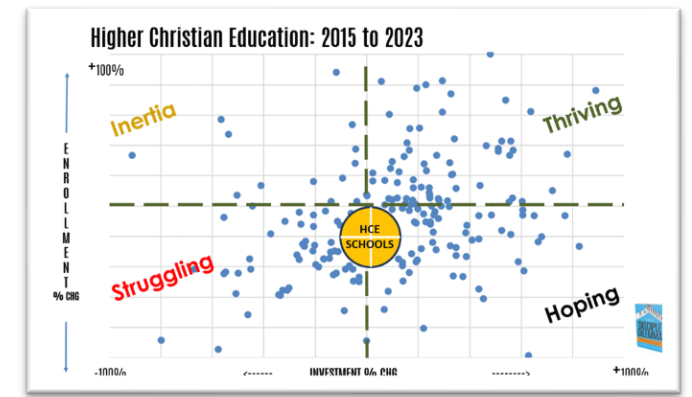


CHRISTIAN ED'S ISSUES

- Societal Forces
- Enrollment Demographics
- Liquidity and Cash Flow Trends
- Secular Institution Perks
- Compromised Supply Chain: Underdisciplined Freshmen

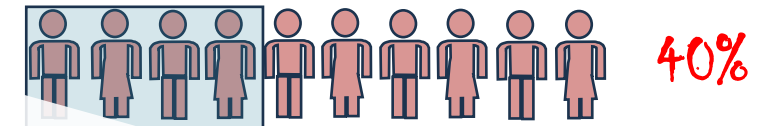


WHAT YOUR SUPPLIER IS SHIPPING YOU



Is something Amis?

“Nones” & “Dones”



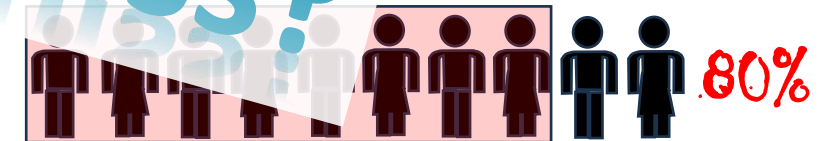
Jesus... Among Others



“Acedia”



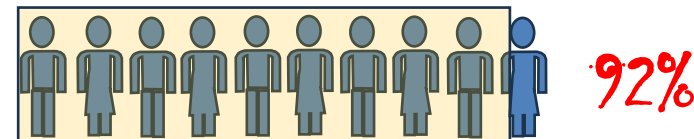
“Illiteracy”



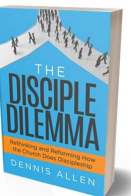
“Un-Able/Unwilling”

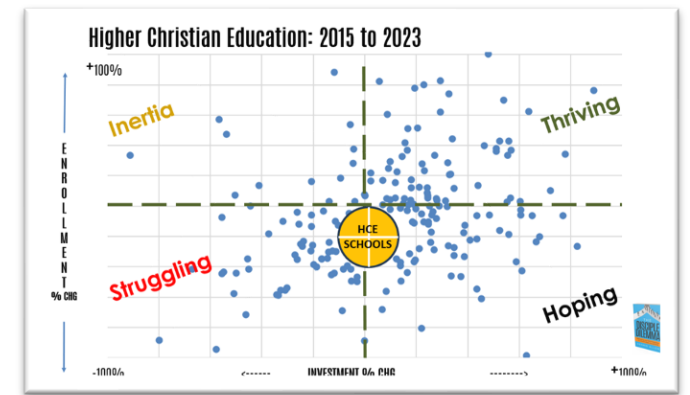


“Stay Out of My Life”

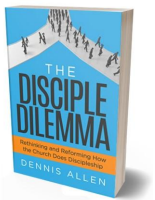


Mute & Anxious

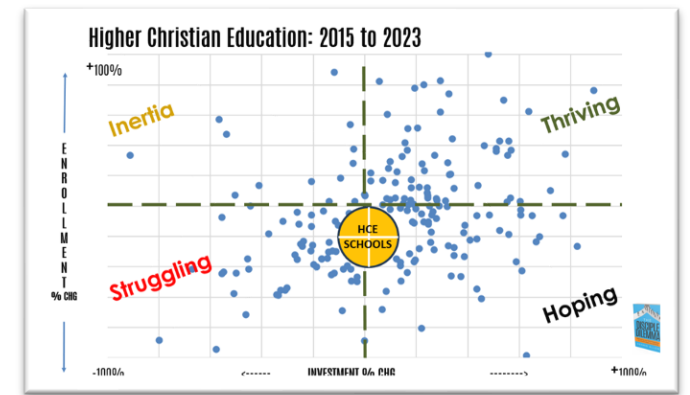




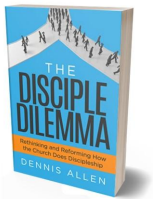
Do your students have a foundation to support the scaffold of higher education you've constructed?



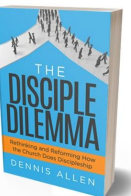
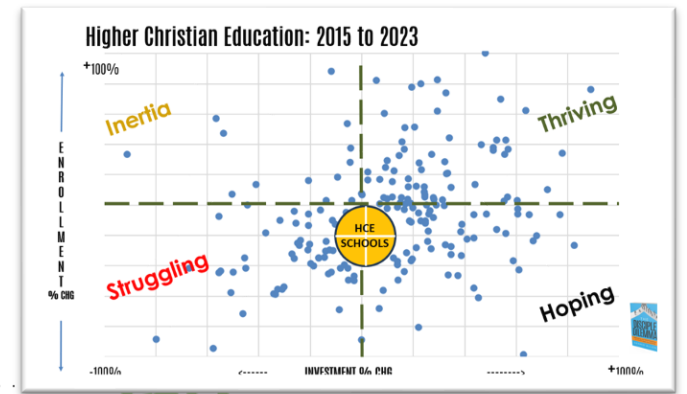
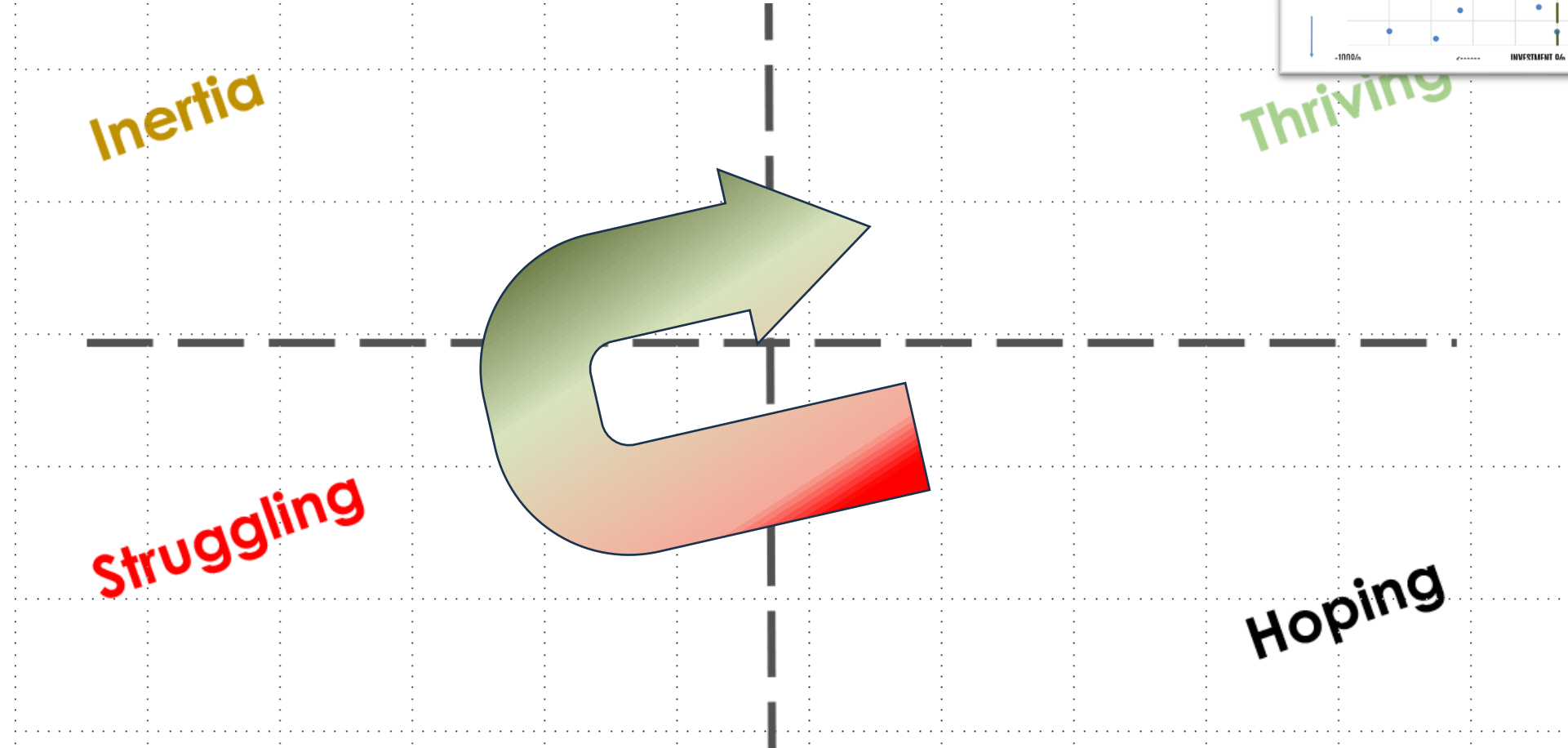
THE USUAL STUFF



“Doing the same thing over and over, but expecting different results”



TIME TO TALK ABOUT A TURNAROUND

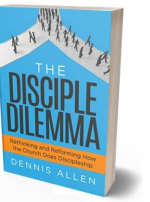


TURNAROUND = CHANGE

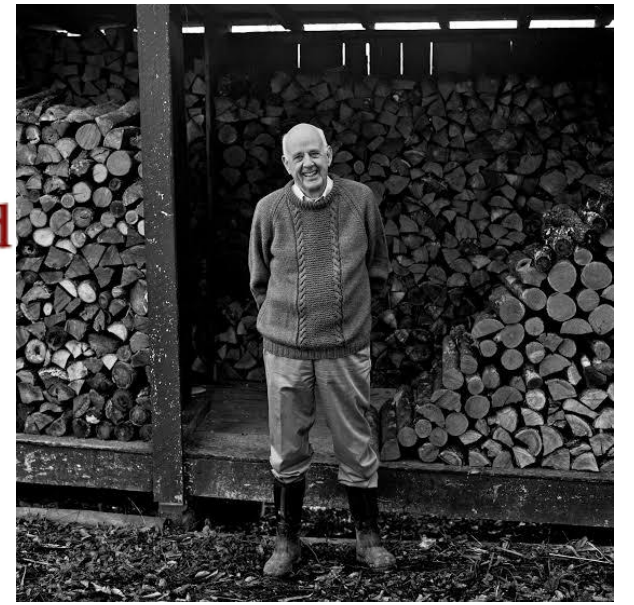


- Trends & Issues Demand “Different”

- That Missing Thing: Get It Back!



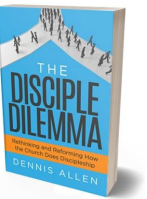
Christ Follower, Farmer & Professor Wendell Berry



“...the thing made by education now is not a fully developed human being; it is a specialist, a careerist, a graduate.”

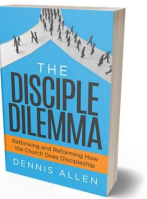
The Loss of the University

“...go, make disciples...”

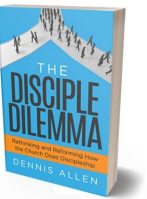


That 1 Key Thing is...

MISSION

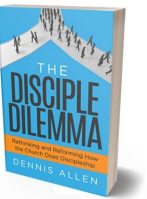


Western Christian culture
has lost its WHY!



WHY!

DWMDWMD



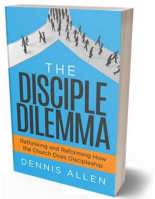
**Rabid
Learners**

#1: MISSION

**Motivated
Investors**

**Unique
Market
Advantage**

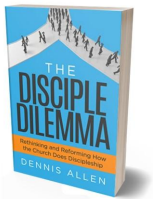
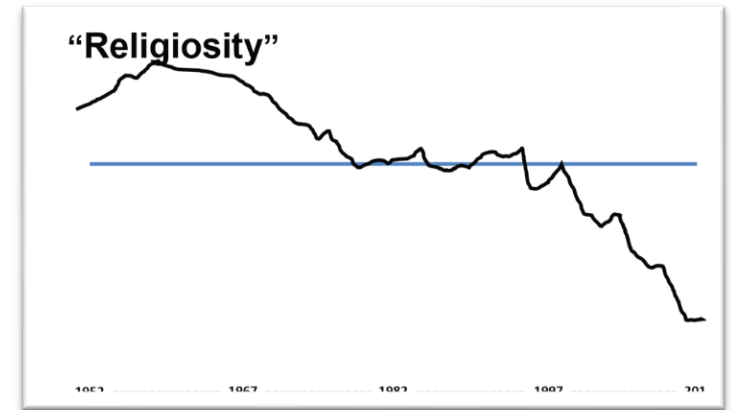
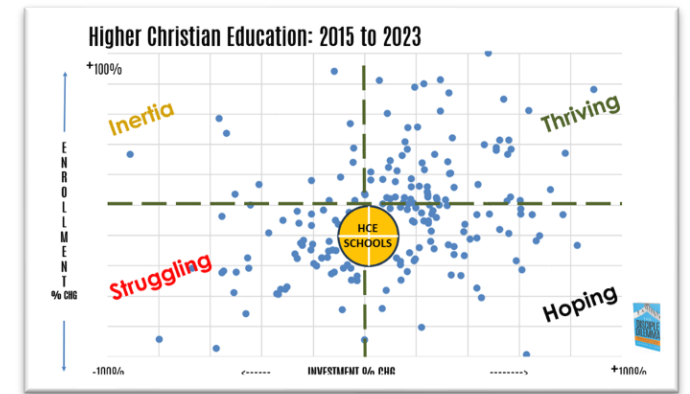
#2: ACADEMICS



THREE STRATEGIC THREATS

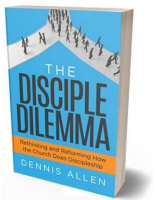
- The Cliff
- Religiosity
- Perks of the Secular Schools

Larger Endowment Pools - Government Funding - STEM - Prosperism



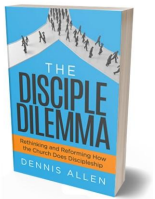
HUMAN LONGING

- **IDENTITY:** Who am I?
- **MEANING:** Why am I here?
- **PURPOSE:** How can I be significant?
- **BELONGING:** I want acceptance in a Community

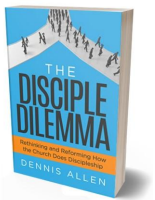


HUMAN LONGING = DISCIPLE MAKING

- IDENTITY: Doulos
- MEANING: “Go & Make”
- PURPOSE: Your *Vocatio*
- BELONGING: *With people that will change the world*



Got The Right Stuff?

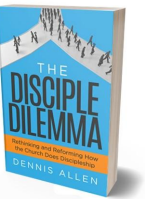


Justin Brierly



“My hunch is that a [Christian] meaning crisis has been brewing in the West for a long time.”

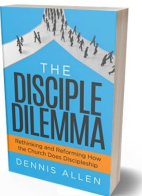
The Guardian



THE USUAL STUFF PLAYBOOK

THEIR
STRENGTHS

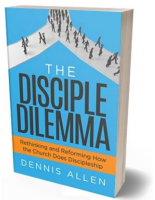
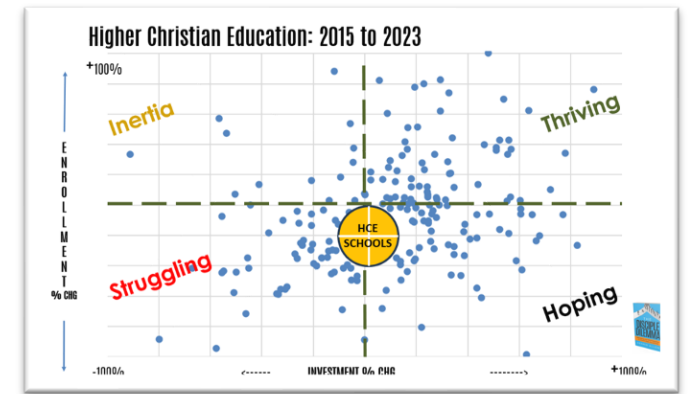
Our
Weaknesses



THE USUAL STUFF

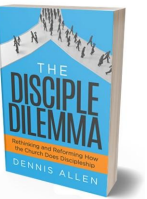
- Teach students out of these challenges?
- Recruit more - despite demographics?
- Max out (or discount less) tuition?
- #metoo on secular institutional tactics?
- Hope that churches, investors and Grant support holds up?

Do you believe these kinds of “things” will make HCE flourish?

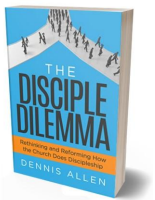
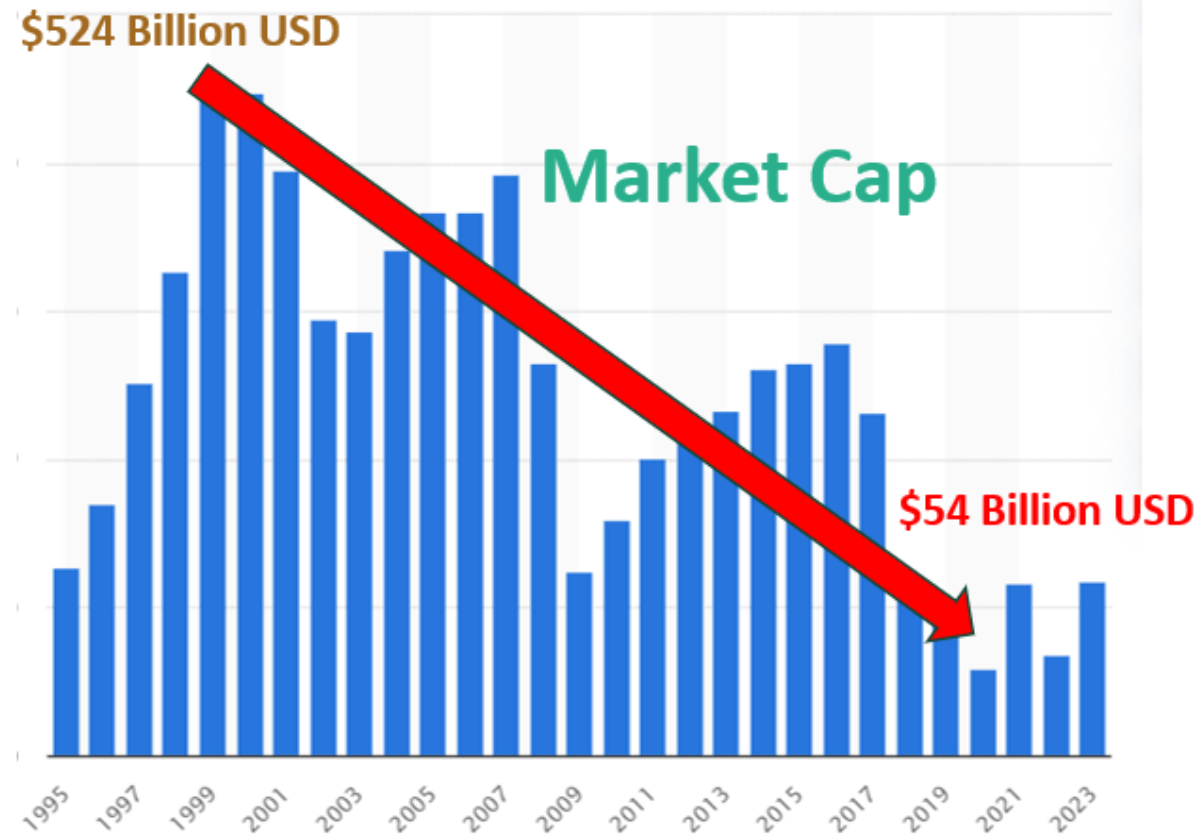


THE RIGHT STUFF:

DWMDWMD



USUAL STUFF MISSIONS

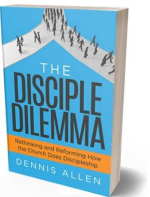


USUAL STUFF MISSIONS

 **BlackBerry**

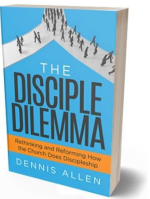


COMPAQ



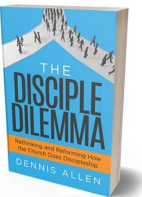
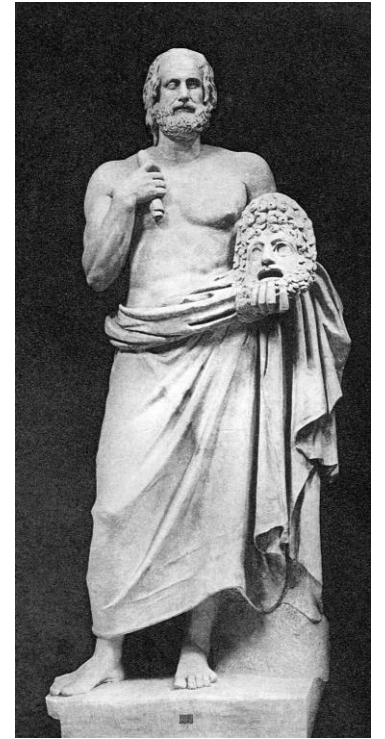
WHAT'S IN *YOUR* WALLET?

- That Mission Statement
- How we actually operate
- The WHY



PLUTARCH

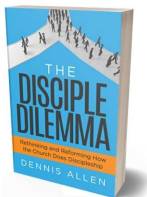
*“Minds are not vessels to be
filled, but
fires to be kindled”*



THE RIGHT STUFF

OUR
WHY

Their
Weakness



“KINGDOM IMPACT”

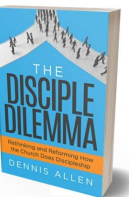


WHY *Do You Exist?*

WHY *Does Your Institution Exist?*

Meaning, Purpose, Identity, Belonging:
To Make Disciples Who Make Disciples

AND REMEMBER....





“IT IS YOUR DESTINY!”

