

**Making the Intangibles Count: The Meaning of Value in Higher Education Today  
(ABSTRACT ONLY)**

By

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**Abstract**

Until recently, the higher-education system matured and expanded without significant disruption to its structure. In this system, institutional candidate-selection experiences, research and wealth measurements determined the organization's perceived value to a potential student. The system experienced change, and now, this value is being measured in cost and ranking classifications and other quantitative measures. Higher-education institutions must chase up the ranking ladder to remain viable. This paper explores the tangible and intangible value of higher education and the importance of changing the conversation so that the intangibles such as self-confidence, responsibility, critical thinking skills or social awareness, to only name a few, are included as part of the higher-education value discussion. The crucial component of defining value perception relies on consistently communicating with students what they need and receive for their instructional dollar and time dedicated. Long-term, institutions that continue to develop and evolve new ways to connect "meaning" to their value proposition should ultimately survive the competition for the students' dollars.