WHAT MATTERS NOW: College Access and Success in the Age of Obama

In Sync: Linking State Higher Education Imperatives to the New Federal Agenda

Rod Chu: A State Policy Perspective

January 14, 2010
The World is Flat

Implications for Higher Education Planners and Leaders

SCUP North Central Region
October 28, 2009

Paul E. Lingenfelter, President
State Higher Education Executive Officers
College Costs

Data and public perception:

- U.S. spending on Higher Education is over $22,000 / FTE – twice the OECD average
- Public 4-year tuition and fees rose 51% faster than inflation (CPI) from 1995 to 2005
Difference in College Attainment Between Young and Older Adults – U.S. and OECD Countries, 2004

Associate Degree and Higher

Source: NCHEMS using Organisation of Economic Cooperation and Development (OECD).
“We provide the finest hand-crafted education that money can buy!”

Frank Rhodes
President
Cornell University
Total FTE enrollment and total educational revenue per FTE – Public Sector

“We have found it is easier to change the course of history than it is to change a history course”

Steve Portch
Chancellor Emeritus
University of Georgia
Economic decline

Inadequate funding for higher education

Inadequate graduates for economic growth

Vicious Cycle
"Insanity: Doing the same thing over and over again and expecting a different result."

Albert Einstein
What should we do?

- Accept responsibility for productivity gains
- Show commitment and capacity for increasing attainment
- Show where more money adds value
1. From “access” to “completion”

- Higher Ed economics:
  - Costs = f(enrollments)
  - Payoffs = f(graduates)
- From “gatekeepers” to “facilitators”
- Must uphold standards and achievement
2. From “seat time” to “competencies”

- 21st century knowledge, skills, dispositions
- From “teaching” to “learning”
- Adding value: Educating graduates to be more successful
3. From “just-in-case” to “just-in-time” to “just-for-you”

- Continuous education
- From “one-size-fits-all” to “mass customization” of education
Roadblock ahead

- Need new models of compensation
  - From Pay = f(seat time)
  - to Pay = f(value added)
“To produce graduates who succeed in this world and conduct research that is relevant to our time, we have altered the design and aspirations of higher education.”

Michael M. Crow
President
Arizona State University
Liz Coleman's call to reinvent liberal arts education
“Being overwhelmed is the first step if you are serious about trying to get at things that really matter, on a scale that makes a difference.

So what do you do when you feel overwhelmed? Well, you have two things.

You have a mind. And you have other people. Start with those, and change the world.”

**Liz Coleman**  
*President*  
*Bennington College*
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