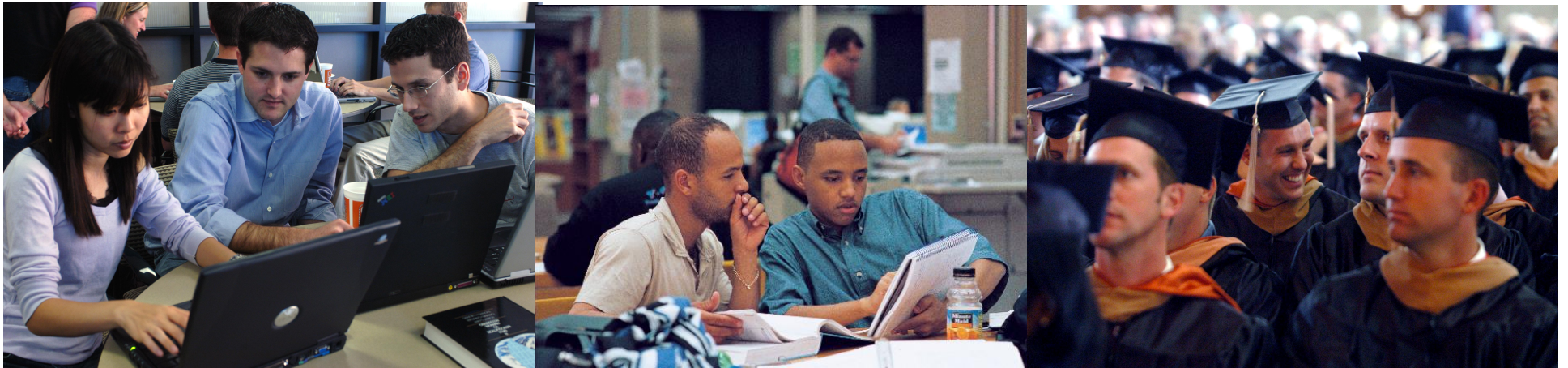


SOLUTIONS FOR OUR FUTURE.org



***America's colleges and universities
teach the people who solve the
problems and change the world.***



©American Council on Education

Key Project Goals

- **Improve public awareness of contributions of higher education**
- **Encourage public dialogue**
- **Strengthen support for public policy**
- **Enhance institutional capacity to meet public needs**

The Need: To Sustain Postsecondary Capacity to Serve Public Purposes

- **Opportunity for the individual**
- **Economic growth**
- **Increasing real wages**
- **Workforce needs**
- **Reducing international skills gaps**
- **Sustaining technological advancements**
- **Serving communities**



The National Challenge

- **Enhance access**
- **Control cost and improve affordability**
- **Need to increase – not just maintain - performance**
- **Long-term structural budget problems causing disinvestment**
- **Public policy gridlock at state and federal levels**

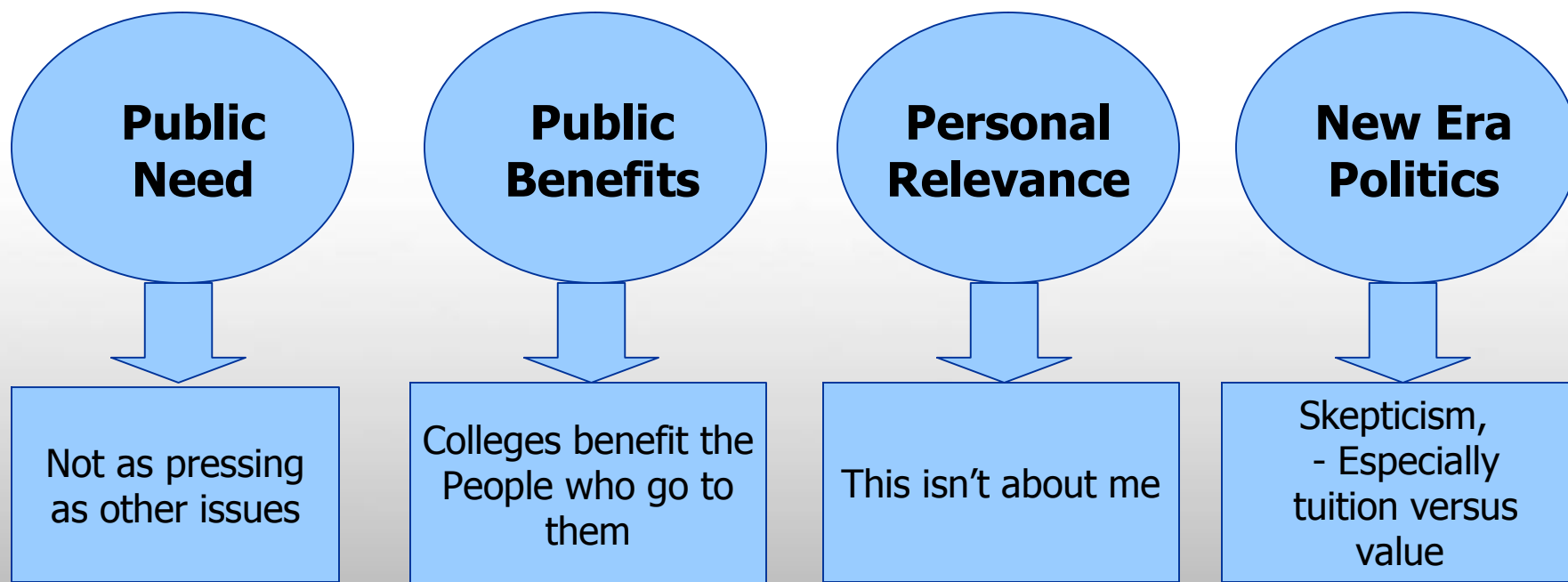


To justify public support, four conditions must be met...

- **A clear need for all of society**
- **A benefit to all of society**
- **Personal relevance**
- **“New era politics” – efficient and publicly accountable**



Public Skepticism for Higher Education on All Four Dimensions



Solutions for Our Future
Expanding the Conversation...

FROM

An individual responsibility
For the privileged few
Not accountable
Politically correct
Expensive
Expendable

TO

A public investment
Benefits all of society
Accountable for performance
Balanced
Affordable
Necessary

Grounding the Message: Public Perceptions of Higher Education

- **Public opinion polling**
- **Winston Group & Peter Hart Research Associates**
- **January 15-17, 2006**
- **1,000 registered voters:
conservatives, liberals and
moderates**
- **Margin of error +/- 3.1%**



Grounding the Message: Public Perceptions of Higher Education

- **Strong positive view of importance**
- **Seen as critical to the country's future**
- **A high public policy priority**
- **BUT growing concern about value for cost, quality, accountability**
- **AND institutional values**



Top Issues

- **The Economy/Jobs** 44%
- **Defense/Terrorism** 32%
- **Education** 25%
- **Health Care/RX** 23%
- **Social Security/Retirement** 16%

(First & Second Choices)

Policy Priorities

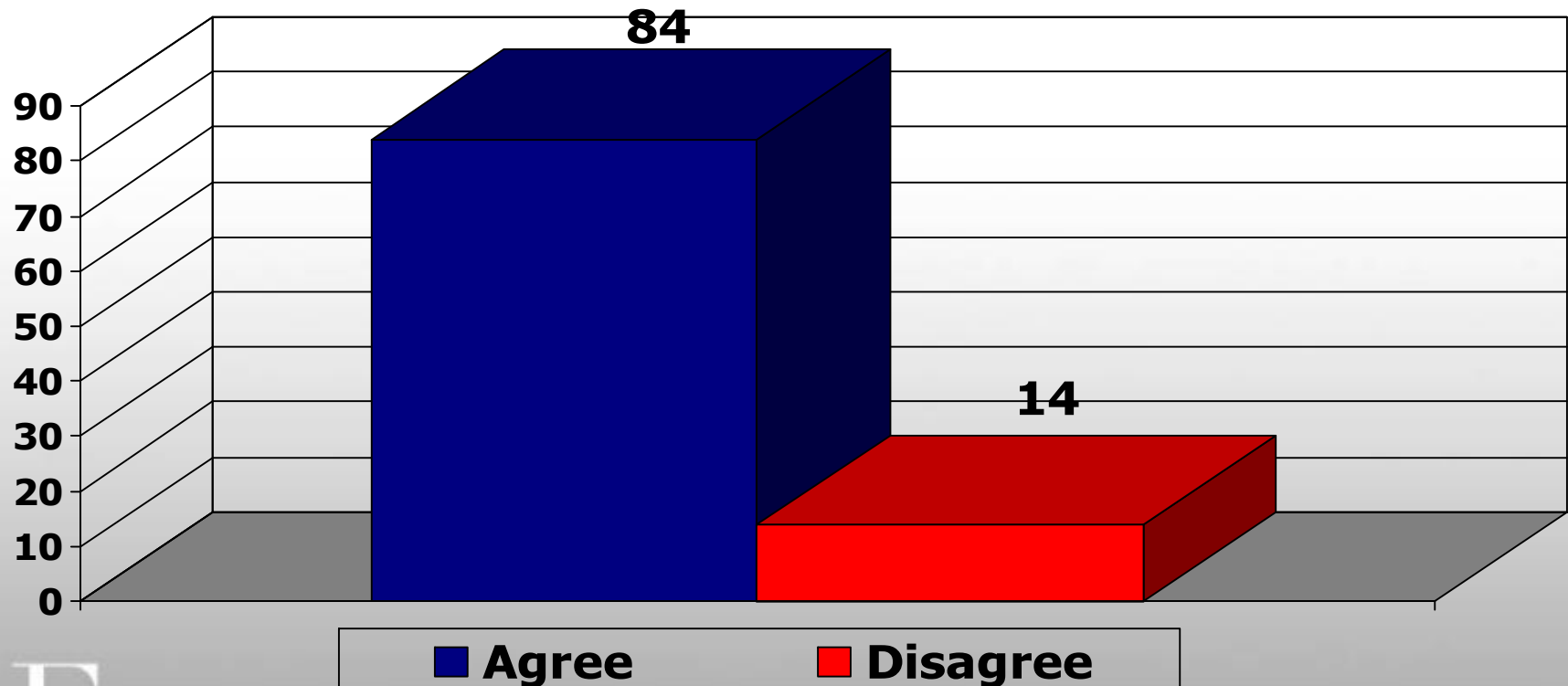
- Improving K-12 schools (8.45)
- Reducing the cost of health care (8.35)
- Increasing the quality of health care (8.30)
- Preserving social security (8.30)
- **Improving higher education (8.12)**
- Winning the war on terror (7.89)
- Strengthening national security (7.78)
- Reducing the deficit (7.73)
- Improving the environment (7.49)
- Not increasing taxes (7.01)
- Improving transportation infrastructure (6.49)

Most Important Role for Colleges

Teach students how to think critically	26%
Prepare students to solve problems facing our country	21%
Prepare students for employment	18%
Prepare students to be responsible citizens	14%
Produce innovations that fuel economic development	8%
Conduct research that benefits society	7%
Serve the community	3%

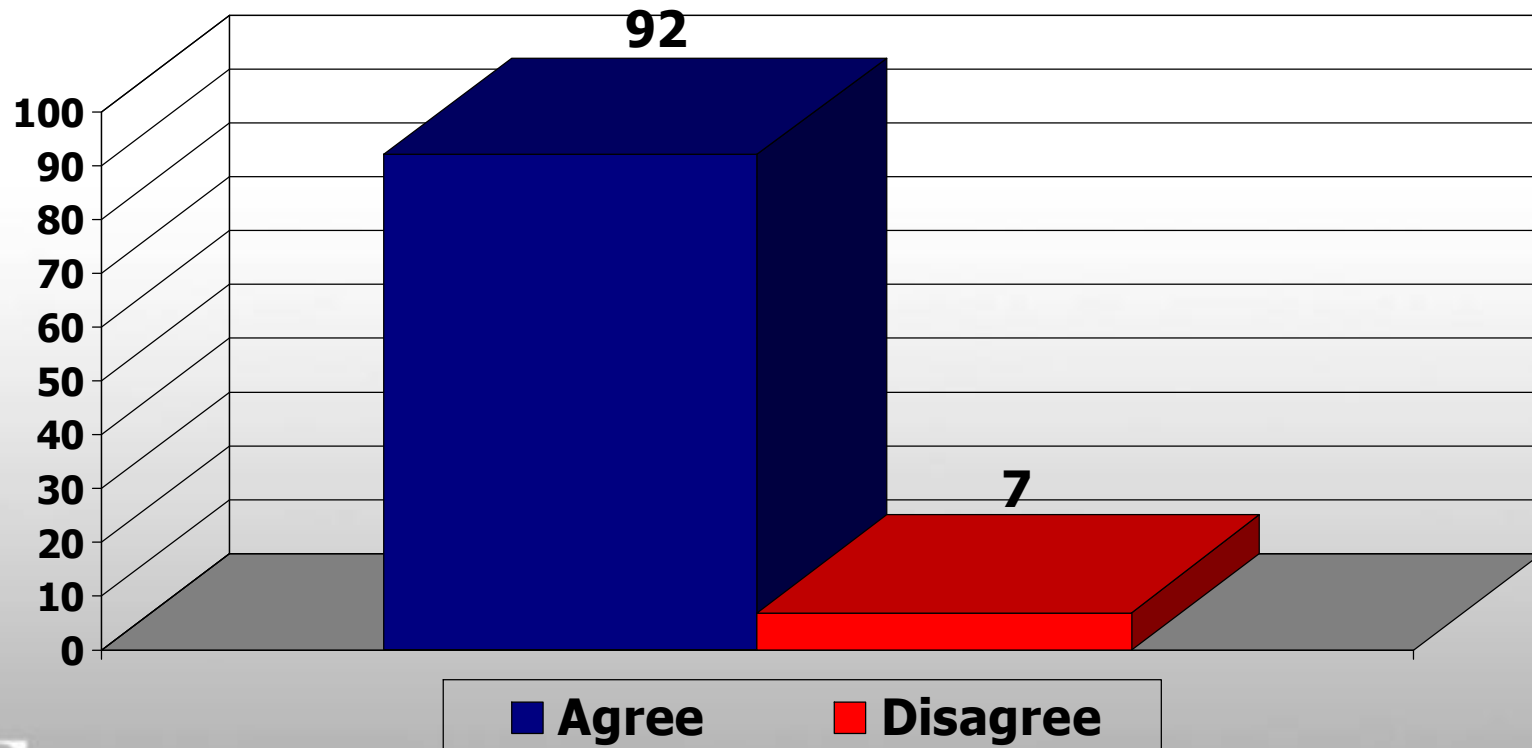
Investing in Higher Education

Investing in higher education today will be critical to solving many of the problems that face our nation in the coming years.



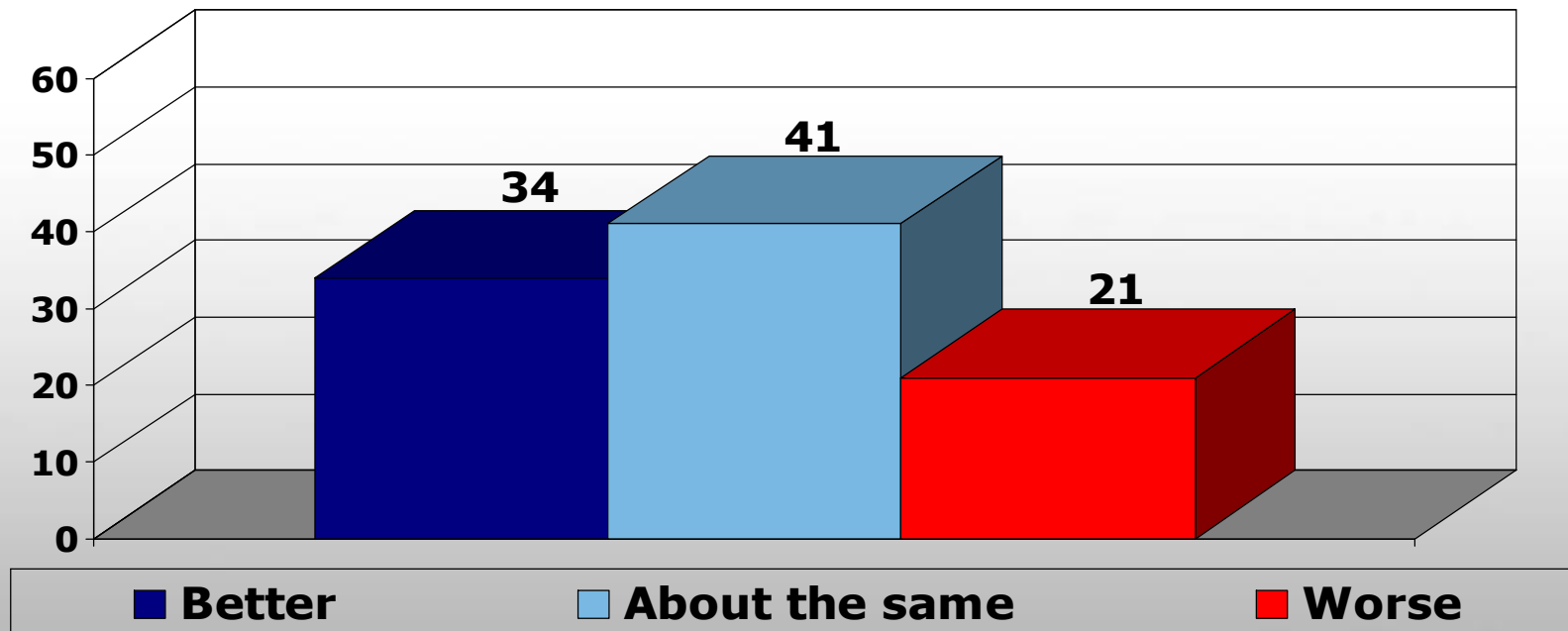
Actions Taken Today

Actions we take today on higher education policy will be critical to the US competitive leadership in the world 25 years from now.



Higher Education Today vs. 10 Years Ago

How would you rate our country's system of higher education today compared to where it was ten years ago?

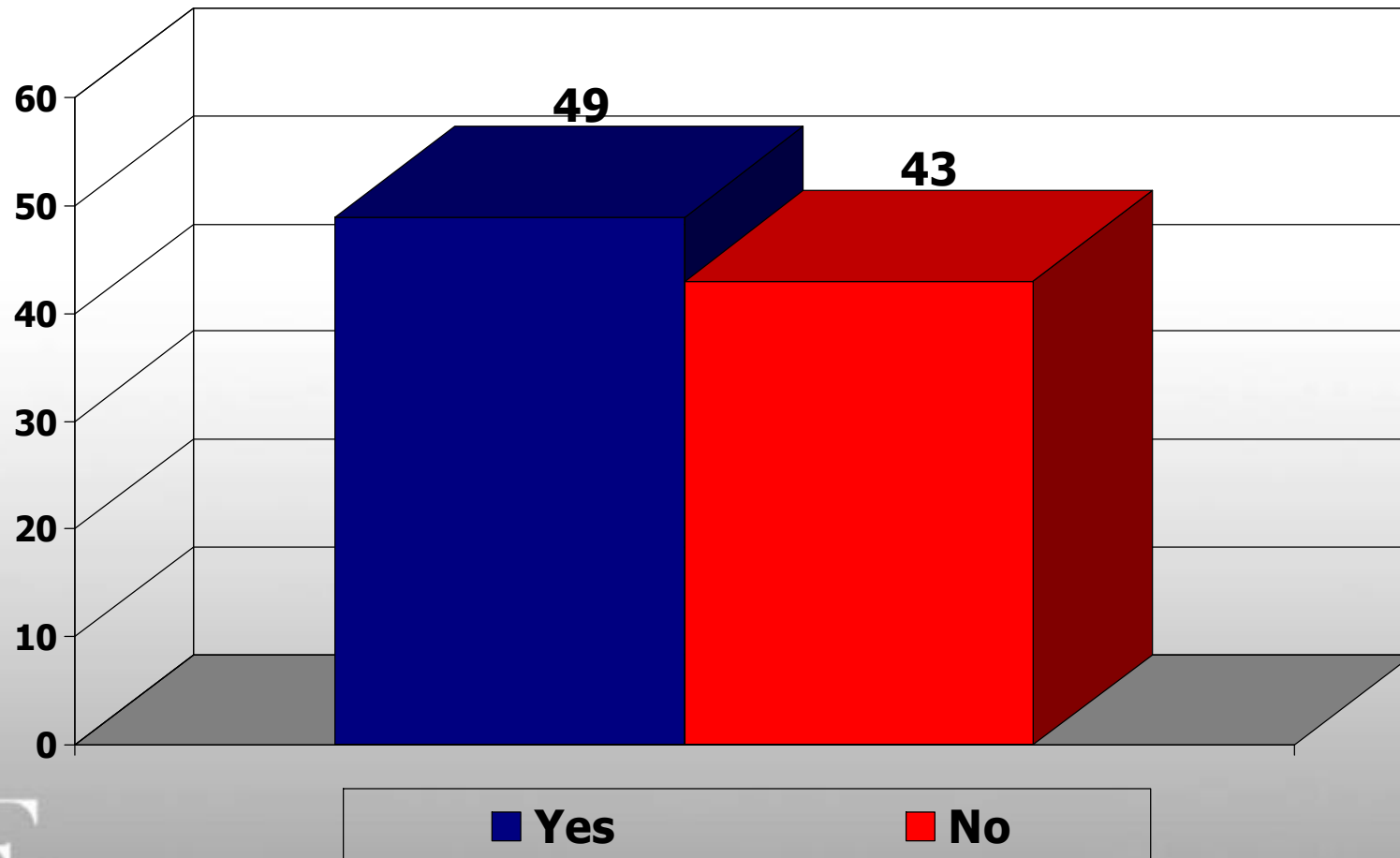


Why is Higher Education Worse?

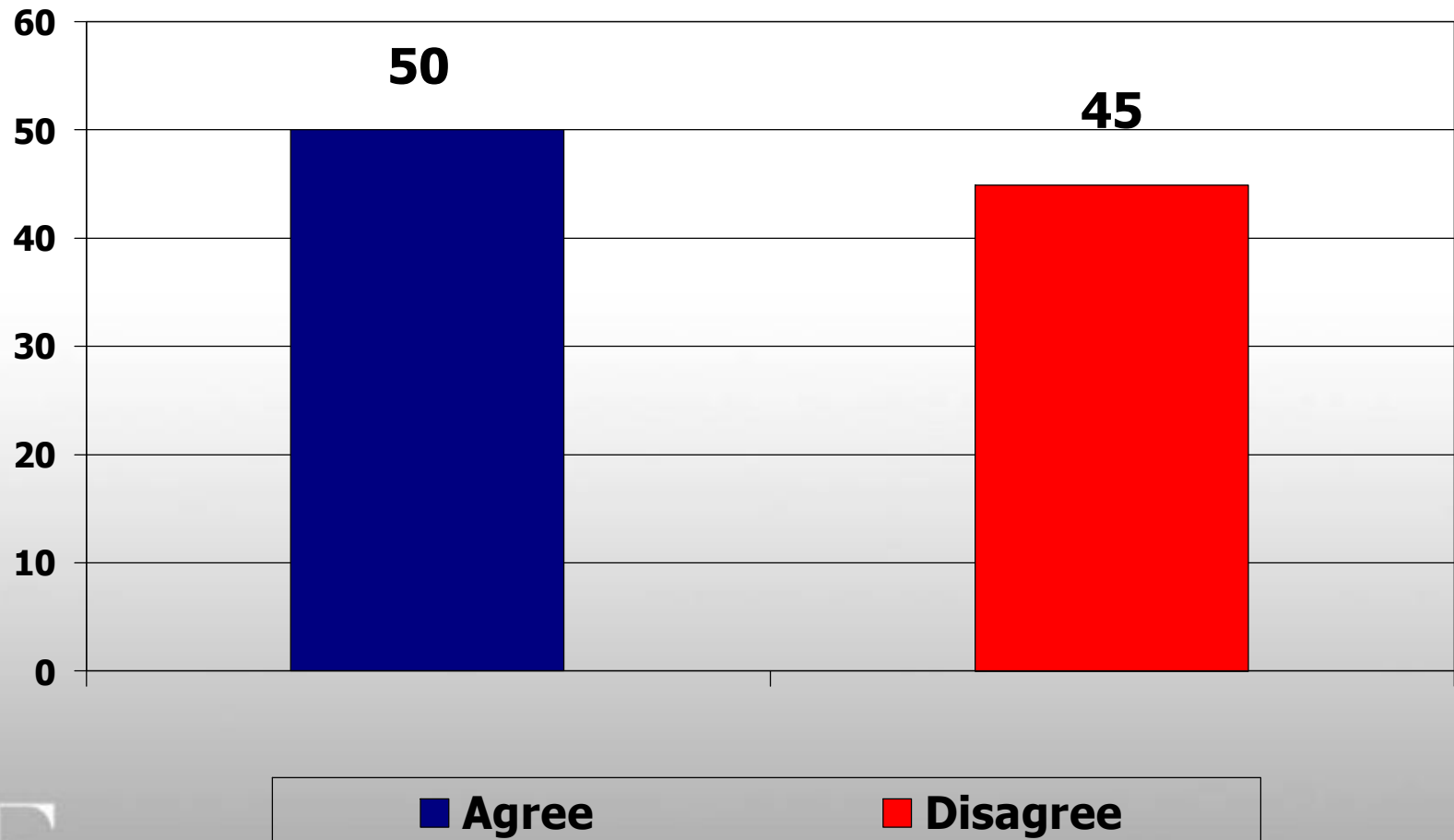
	1st Choice	1st & 2nd Choice
Lower quality	40%	48%
Funding cuts	17%	34%
Fewer students can afford it	19%	32%
Higher tuition	7%	26%

Share Your Values

Would you say that colleges and universities share the same values as you do?

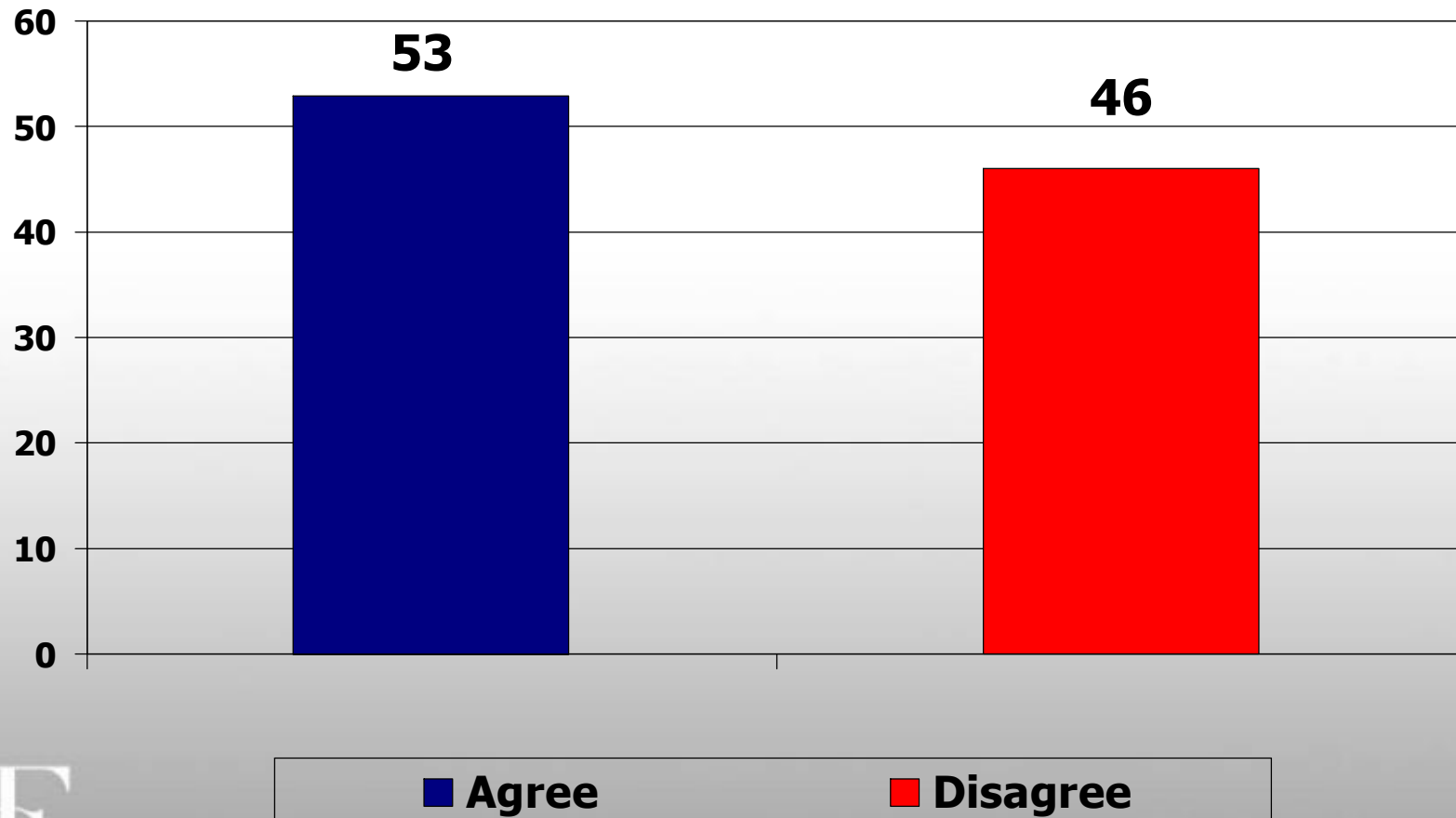


Are Students Getting Their Money's Worth?



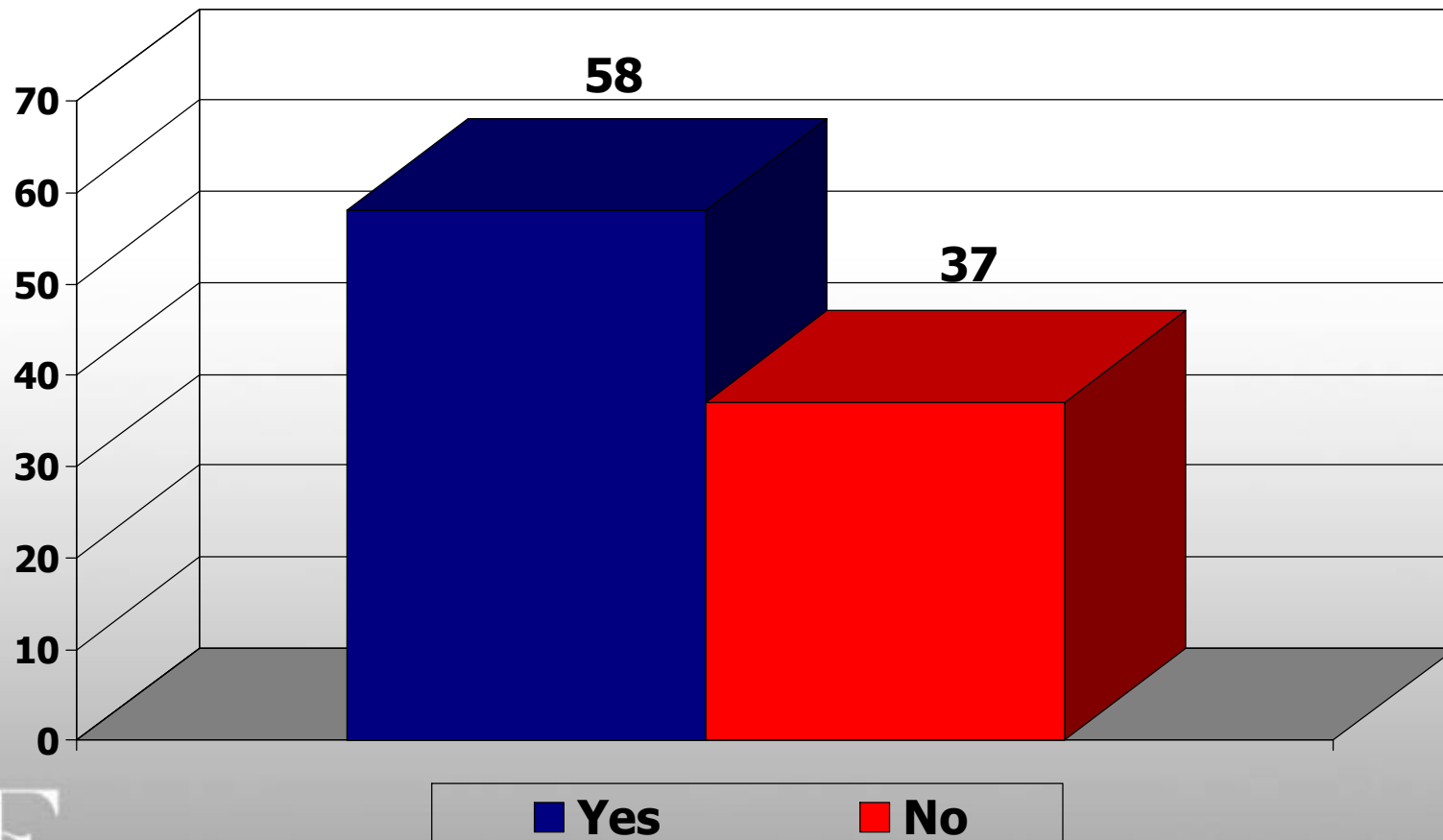
Are Students Getting Their Money's Worth?

Parents of Students

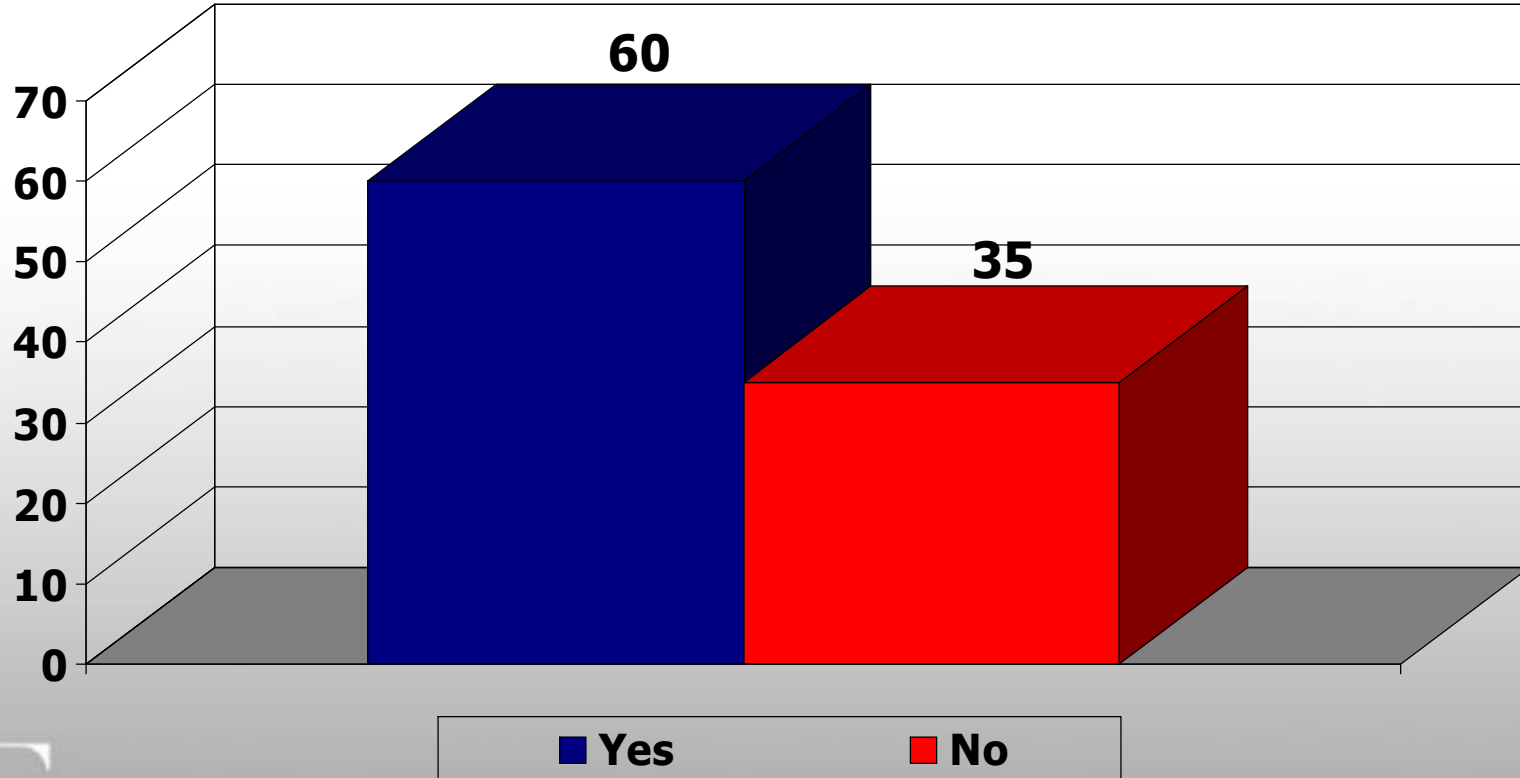


Creating the Workforce for Future

Do you think colleges and universities are presently creating the workforce in this country we need to succeed?



Is Higher Education Prepared for the Future?



The Solutions Campaign

- **Launched March 16, 2006**
- **National TV and print ad campaign**
- **Web & electronic communications strategy**
- **Grassroots activities – state level campaigns and campus level extension of message**

The Solutions Campaign

- **National TV and print campaign**
 - **Three Public Service Messages:**
“First Responders,” “Medical Advancements,” and “Technology & Innovation”
 - **Fox:** “American Idol,” “The OC,” “House” and “24”
 - **CBS & ESPN:** NCAA Spring Championships – March Madness
 - **Wall Street Journal**

OTHER INDUSTRIALIZED NATIONS ARE EATING OUR
LUNCH,
NOT TO MENTION OUR BREAKFAST AND DINNER.



While other countries are increasing their public investments in higher education, our public investment is stagnating, and in some cases declining.

And the result is far worse than you thought: America's best minds are working in college and businesses.

As a country, we are concerned about losing jobs overseas. But what would be worse is losing innovation, ideas, and technology market share overseas. By almost all indicators, America is losing market share in the international

race for economic growth and talent. Not because our colleges and universities are failing us, but because we aren't making the same investments as other countries.

America's colleges and universities must prepare the people who solve the problems and teach the people who change the world.

So if we as a nation want to compete, we should invest in the one thing that can't be sold or stolen — higher education.

9th



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For all the different ways you can help, visit solutionsforourfuture.org

Key Project Activities

- **Web & electronic communications strategy**
 - www.solutionsforourfuture.org
 - **Biweekly e-newsletter**

SOLUTIONS FOR OUR FUTURE.org

Campus Communities + Students & Parents + Community Leaders + Concerned Citizens

SOLUTIONS FOR OUR FUTURE.org Sign up for e-News go

HOME ABOUT US RESOURCES NEWS

register / login

Solutions for...

- + Society
- + The economy
- + Better lives

Why a National Higher Education Campaign?

- + Workforce demands
- + Global competition
- + Enrollment changes

The Challenge Ahead

- + Funding cuts
- + Rising college prices
- + Student achievement

Do You Know?

Nationwide, for every 100 ninth graders, how many graduate with an associate's or a bachelor's degree?

29

34

48

18

Search go



America's colleges and universities teach the people who solve the problems and change the world.



Investing in America's Future: The Case for Higher Education
Steve Gunderson, The Greystone Group

Americans have been known for their optimism. Throughout history, citizens have envisioned the impossible and worked to make their dreams a reality. The 20th century witnessed many unique times when the nation's elected leaders engaged public resources to do "the impossible." Through these efforts, we built a great society at home and the world's most powerful nation in global affairs.

The generations of the 20th century used the public sector to invest in the nation's future. When we consider the value of those investments in today's dollars, we recognize that **America's future remains limited only by its vision** and its willingness to nurture the brain power and the public-private partnerships necessary to transform our visions into reality.

News & Events

- o The *Solutions* campaign will be previewed in February at the ACE annual meeting for the higher education community, and will be publicly launched in mid-March. Check back for announcements and press events.

+ more (PDF 316KB)

Key Project Activities

- **Grassroots activities – state level campaigns and campus level extension of message**
 - **Members only section of website**
 - **Toolkit**

Second Phase

- **Continue national activities**
- **Expand outreach to states and campuses**
- **Additional public opinion polling: globalization; workforce**
- **Access Campaign (Ad Council)**

Metrics of Success

- **Increase in importance of issue with influential opinion leaders**
- **Change in language (editorial pages, speeches, talk shows) about public purposes and social investment**
- **Successful engagement of public discussion (op ed pieces; radio talk shows; TV spots)**
- **Improved statewide collaborative capacity within higher education**
- **Improved public policy climate for higher education**

How You Can Help

- **Urge your president to sign up and designate a campus contact**
- **Incorporate the language into communications**
- **Ask for our help**
- **Help us keep the message fresh**



= SOLUTIONS FOR OUR FUTURE.org

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