

WHAT WICHE CAN DO TO HELP IN TOUGH TIMES

Plenary Session V

Moderators: Pat Callan, president, National Center for Public Policy and Higher Education; David Longanecker, president, WICHE

Using your keypad is easy...

...but don't push any buttons yet!



STRATEGIES
PUBLIC POLICY INNOVATIONS

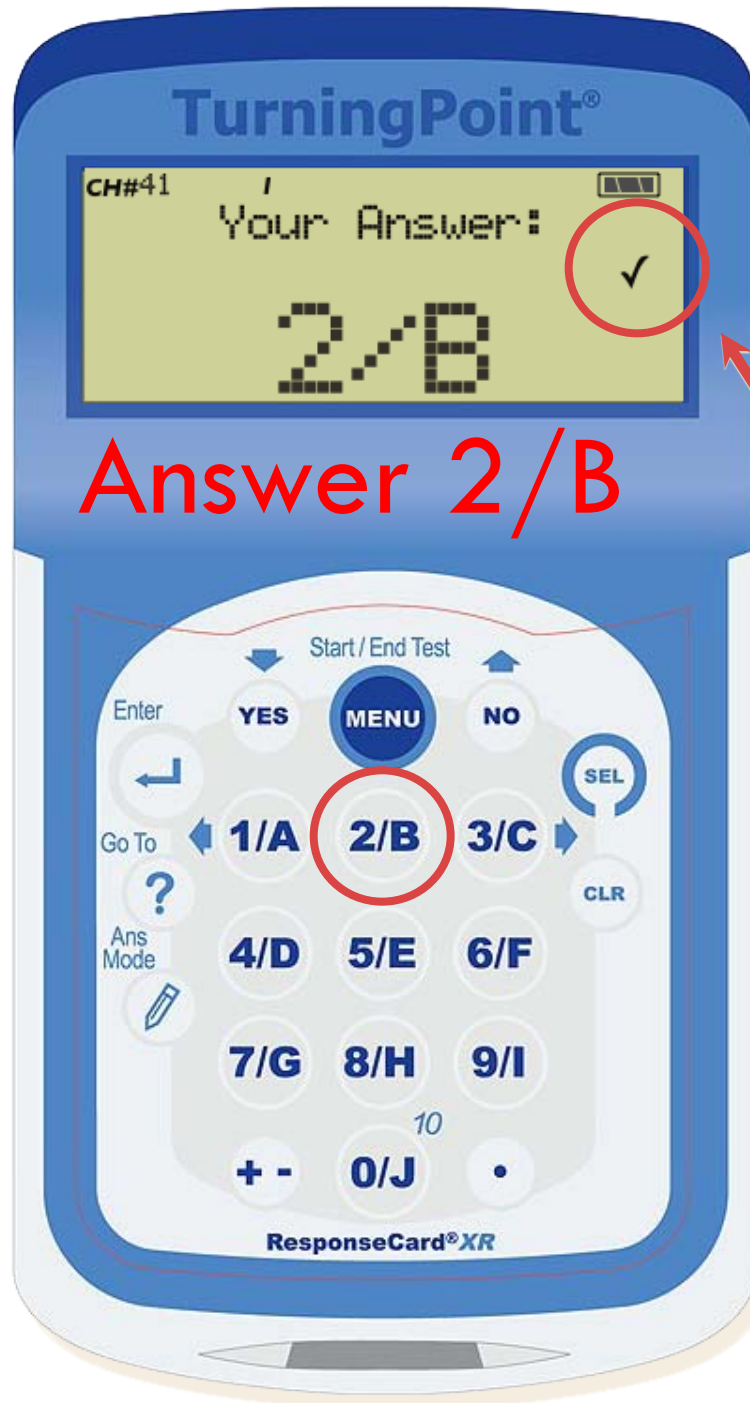


The Basics

- Keypad will turn on when you push a button
 - ▣ and then the screen will go blank after a few seconds
- If you are having trouble, first thing to do is let the screen go blank, and then try again to enter your answer
- If you still think something is not working, raise your hand and someone will come by to help

Let's say you press 2/B on your keypad:

Your answer will be displayed on the keypad.



Answer 2/B

The check mark indicates the answer was received properly.

Polling Open

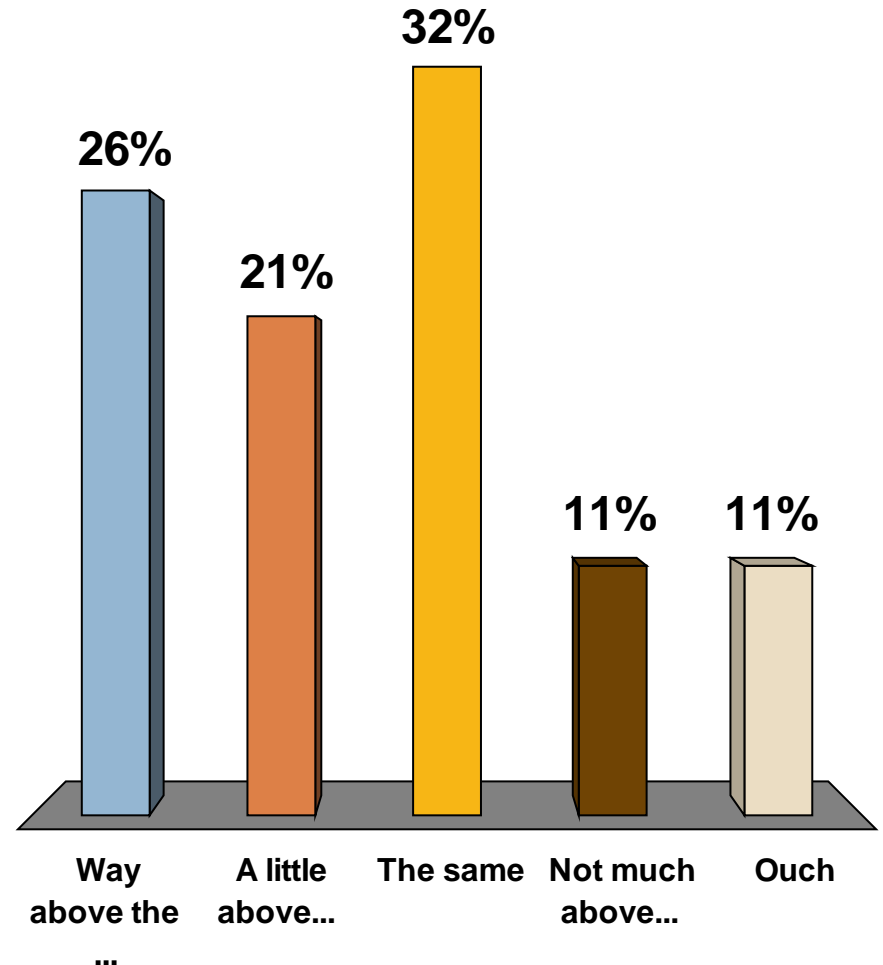
Changing
Your Answer



As long as Polling is Open, you can change your answer by pressing any other key.

PRACTICE: So, how much better is higher education in the West than in the rest?

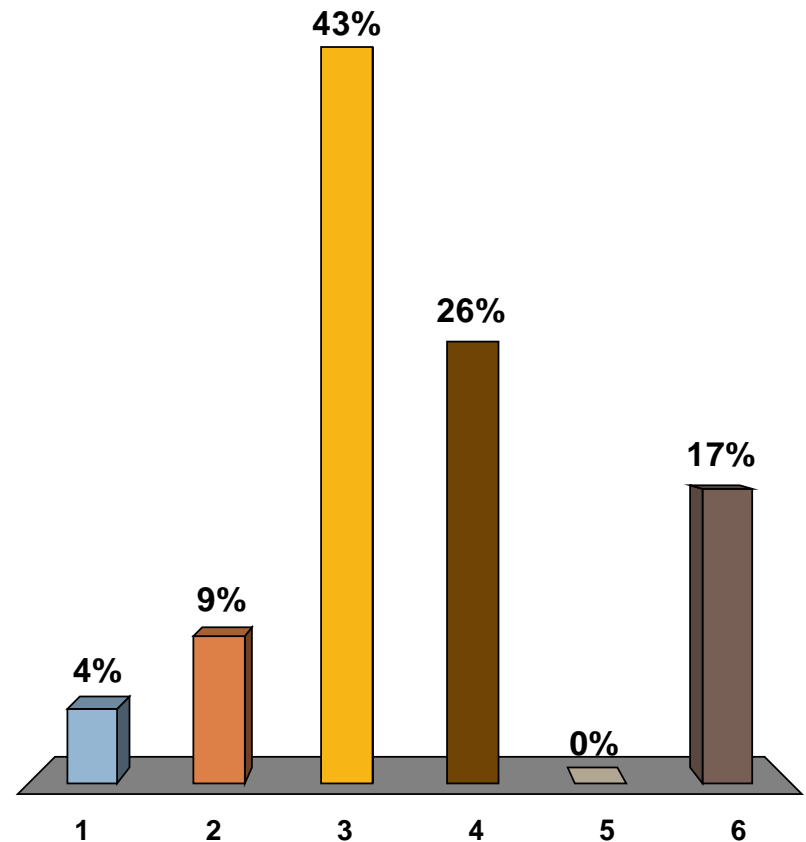
1. Way above the rest
2. A little above the rest
3. The same
4. Not much above the rest
5. Ouch



What states can and should do so as
not to waste this crisis

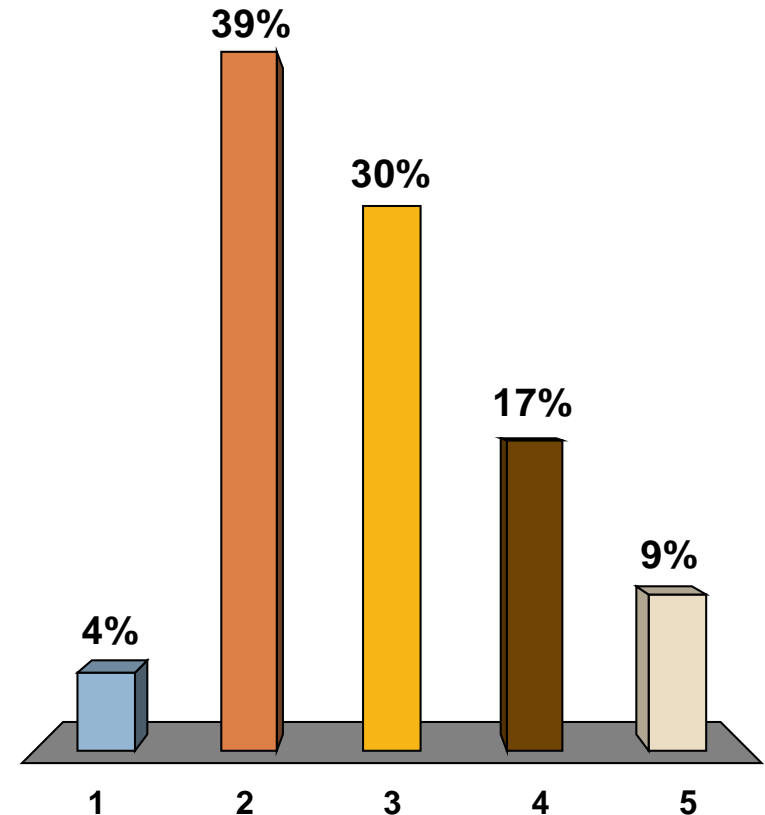
With regard to state funding and use of stimulus funding (Select One):

1. States should not rush to judgment, but rather should hunker down and stay the course; this is not the first downturn and we've recovered from all in the past.
2. States should do what most have been doing; pass the money through to the institutions and let them do what they will – they have to live with the consequences.
3. States should earmark all increases in funding or replacements of funding for explicit purposes dedicated to serving the States' interests, not the institutions'.
4. States should change their funding formulas to dedicate most or all resources to performance funding, based on performance to explicit state goals.
5. States should not accept the stimulus funds – it is simply a seduction from the Devil.
6. Are you kidding, none of the above.



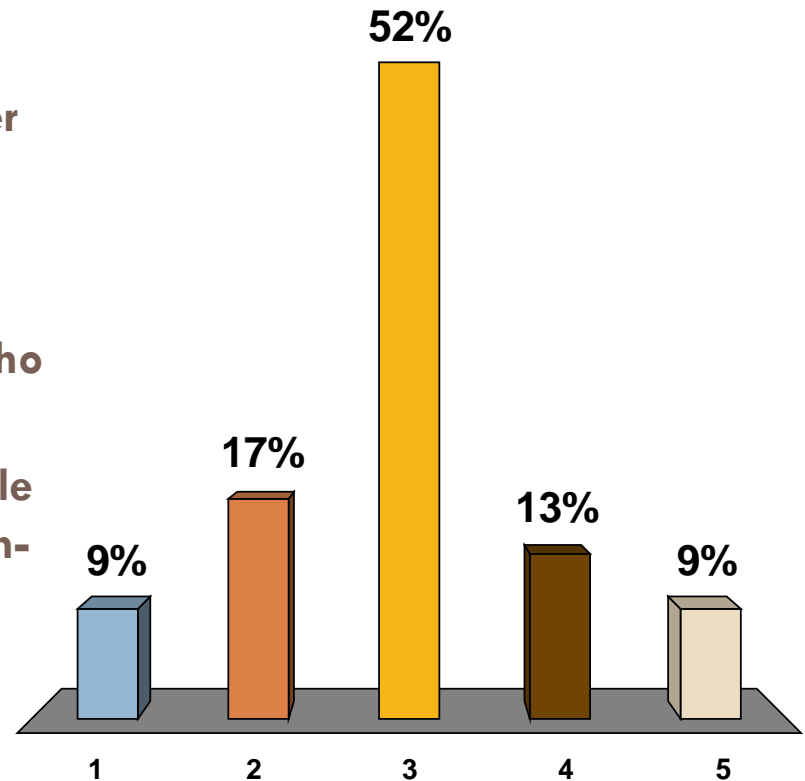
With regard to tuition policy (*Select One*):

1. States should hold tuition to current levels, regardless of the consequences on institutions. Times are tough, people can't afford to pay more, and institutions should suck it up.
2. States should use this crisis as an opportunity to "right price" their institutions, which might mean increasing tuitions substantially for some institutions and holding them at current levels for others, even within the same state.
3. States should grant tuition flexibility to the institutions. They face real market forces that will require that they make reasoned economic decisions.
4. States should use this crisis as an opportunity to establish tuition policy that ties tuition to students' and their families' ability to pay.
5. Are you kidding, none of the above.



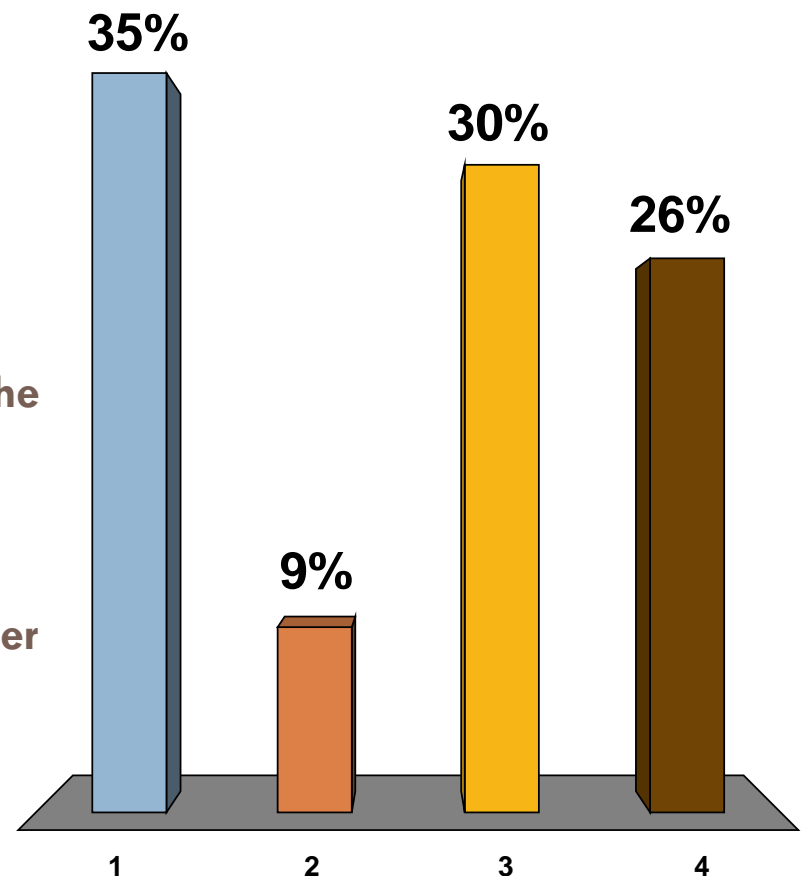
With regard to financial aid policy (*Select One*):

1. States should focus on merit-based aid rather than need-based aid, so as to protect the quality of the institutions.
2. States should focus on need-based aid rather than merit-based aid, so as to protect financial access.
3. States should offset tuition increases with need-based financial aid, to protect those who face financial need.
4. States should hold the institutions responsible for assuring that there is adequate institution-based aid to assure access.
5. Are you kidding, none of the above.



With regard to the regulation of higher education (*Select One*):

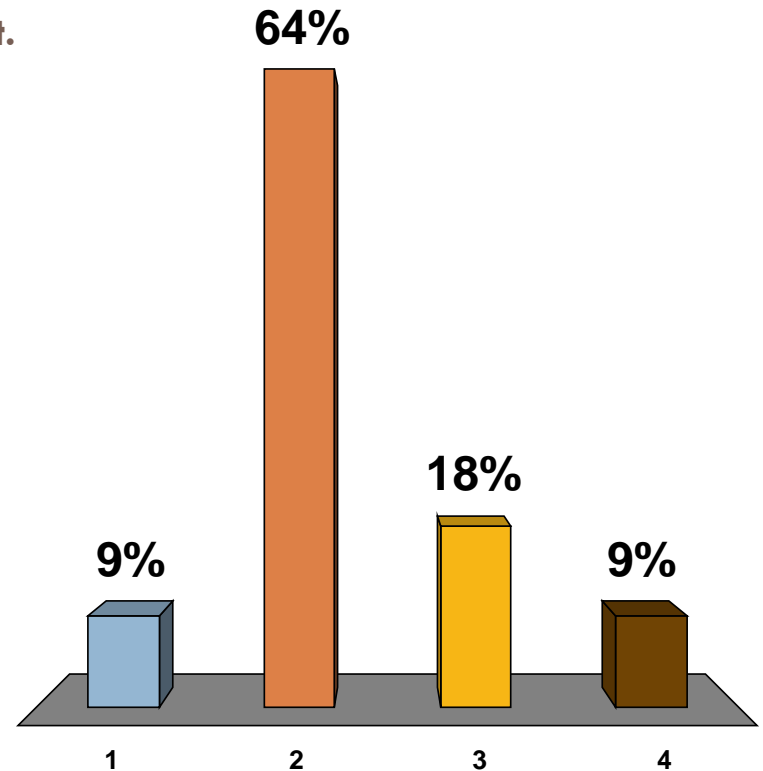
1. States should free up institutions from most state regulatory practices, thus reducing the unnecessary costs of excessive “regulator burden,” and simply hold institutions accountable financially for producing outcomes desired by the State.
2. States should increase the regulation of tuition and institution financial aid to assure that institutions act in a fashion desired by the State.
3. States should not overreact to the current situation, but rather should essentially stay the course with respect to regulation of higher education; this too shall pass.
4. Are you kidding, none of the above.



What institutions can and should do
so as not to waste this crisis

With regard to the use of stimulus funding (*Select One*):

1. Institutions should not rush to judgment, but rather should hunker down, stay the course and essentially spread the pain; this is not the first downturn and we've recovered from all in the past.
2. Institutions should not use the stimulus funding to replace loses in standard operating funds, but should use these funds to prepare for a leaner future that will require new ways of doing business to increase productivity.
3. Institutions should focus on garnering financial resources from other than the usual suspects (the state or students), such as seeking more research funding, corporate and alumni giving, and dedicated funds, rather than focusing on reducing expenditures and eroding quality and access.
4. Are you kidding, none of the above.



With regard to the distribution of institutional resources (**Select One**):

- 1. Institutions should stay the course. What they do is important and can't be sacrificed, simply because we face a temporary downturn.**
- 2. Institutions should use this crisis as an opportunity to move to the Revenue Based Funding model pioneered at the University of Southern California as a strategy to reinforce effective budgeting in times of constrained resources.**
- 3. Institutions should look to their governing board for direction on how to respond to this crisis.**
- 4. Governing Boards should look to their institutional leaders for direction on how to respond to this crisis.**
- 5. Are you kidding, none of the above.**



With regard to the institution's business plan (**Select One**):

- 1. American higher education is as good as it gets, institutions should always look for ways to make improvements but this current crisis should not be used to depart from a business plan that already is the best in business.**
- 2. Institutions can't continue business as usual in the future and expect to maintain both quality and broad accessibility, so they must find a new way of doing business or risk having other institutions, including for profit institutions, eat their lunch.**
- 3. Institutions should get RADICAL. It is clear that 'same old, same old' isn't working today, let alone for tomorrow, so institutions should tighten down their missions, complete in more defined spaces, jettison those current activities that don't fit their strongest points, and become comfortable in their new skin.**
- 4. Are you kidding, none of the above.**

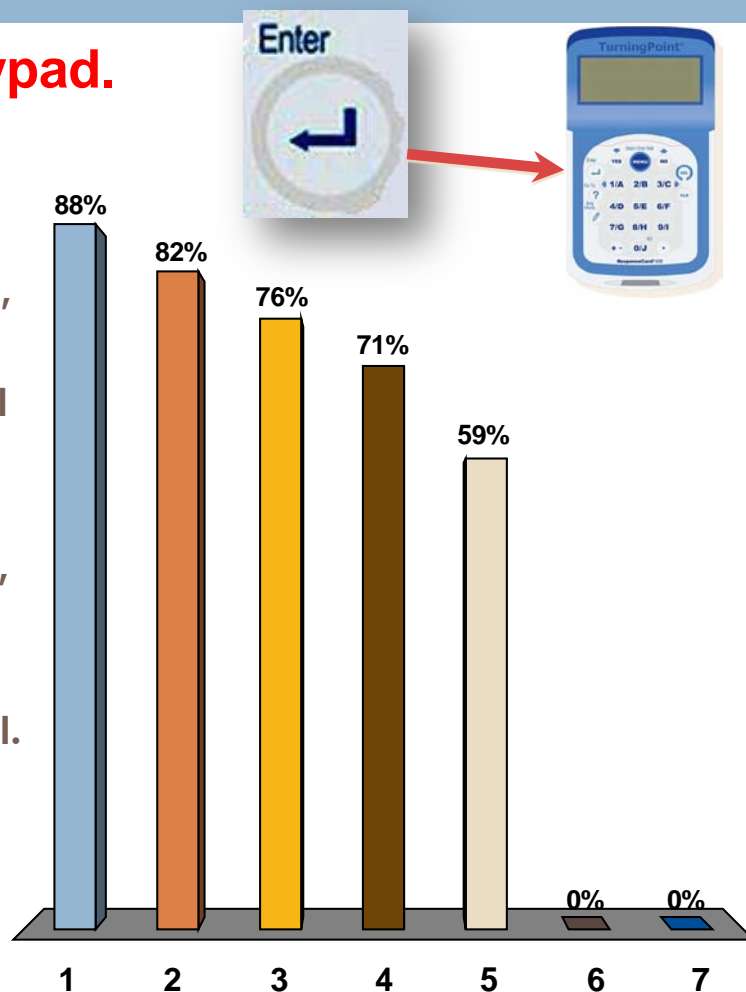


What can WICHE do to assist states
and institutions

With respect to broadly sharing WICHE’s knowledge, accumulated from commissioners, staff, and experts around the country
(Select All That Are Appropriate):

Select choices, then push “Enter” on keypad.

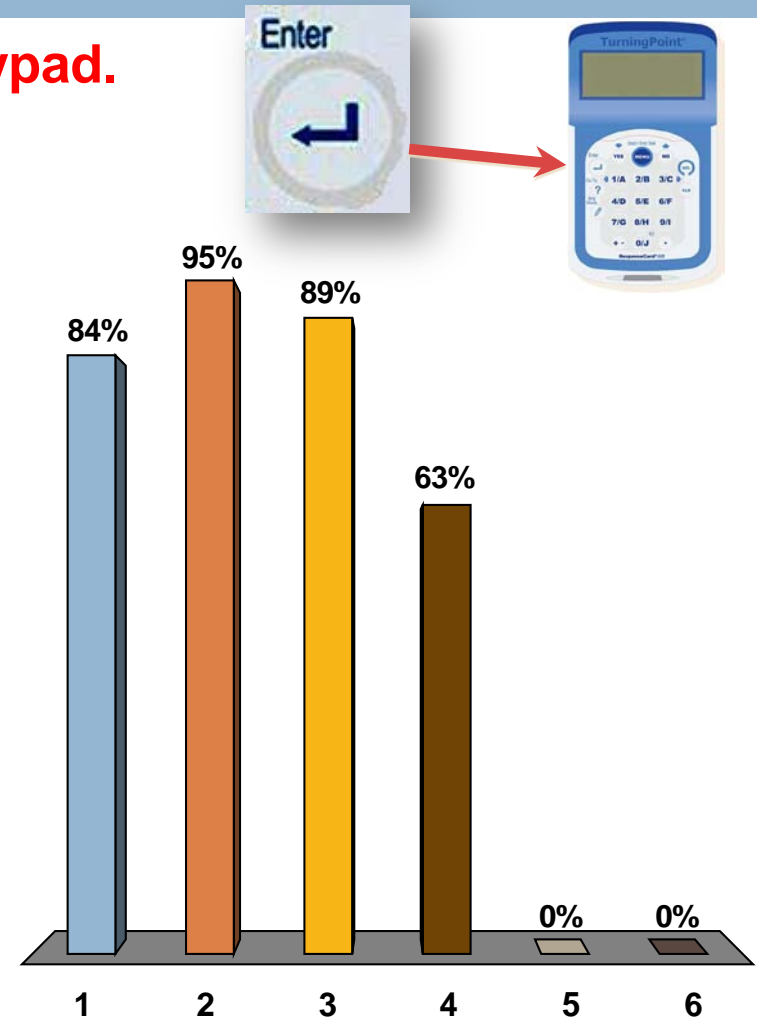
1. WICHE should broadly distribute its knowledge to State Higher Education Leaders.
2. WICHE should broadly distribute its knowledge to State Government Leaders – Governors, Legislatures, and their staff.
3. WICHE should broadly distribute its knowledge to all Higher Education Institutional Leaders.
4. WICHE should broadly distribute its knowledge through various media outlets – WICHE publications, editorials, and news articles.
5. WICHE should seek funding to convene these folks, rather than provide them with disseminated material.
6. WICHE should stay out of this arena – it has no unique knowledge to share.
7. Are you kidding, none of the above.



With respect to sharing WICHE's knowledge (*Select All That Are Appropriate*):

Select choices, then push “Enter” on keypad.

1. WICHE should reach out to SHEEOs to offer assistance.
2. WICHE should reach out to state government leaders.
3. WICHE should reach out to Institutional Leaders.
4. WICHE should target uniquely high value media opportunities.
5. WICHE should stay out of this arena – we have no unique knowledge to share.
6. Are you kidding, none of the above.





Thank you!