ARE WE LOSING FUTURE MARKET SHARE IN HIGHER EDUCATION?

or

Unserved Markets: The Impact of Competing Agendas, Organizational Leadership and Resource Allocations in Business Schools in the Year 2000.

Panel Chair: Debra A. Haley, Ph.D.
Fort Hays State University

Panel Participants:
Craig Kelley, Ph.D.
Sacramento State University

Micol Maughan, Ph.D.
Fort Hays State University

Dennis Vredenburg, Ph.D.
Southern Utah University

Corporate universities are continuing to proliferate as do weekend seminars, intensive short term workshops, consulting practices flourish and distance learning networks are no longer bound by geographic or conventional considerations. Has mainstream academe lost it's mission by remaining tradition bound in an age that demands flexibility and quick response time? Or have competing agendas, conflicts in organizational leadership and inappropriate resource allocations contributed, in a destructive pattern, to higher education's acquiescing perhaps some of the most profitable target markets to corporate America?

In the near future, universities can expect to hear even more cries of "accountability" from our legislative bodies. Standards of the past will no longer be accepted while competing agendas from faculty, administrators, and students vie for public favor and monetary resources.

What proactive strategies might be developed or implemented before our profession's future is compromised beyond repair? What steps can faculty take to insure a preeminent education for future generations?