PRESERVING THE COMPREHENSIVE UNIVERSITY: “THE HUMANITIES IN LOUISIANA’S SMALL-TO-MEDIUM Sized COLLEGES AND UNIVERSITIES”
BERNARD GALLAGHER, LOUISIANA STATE UNIVERSITY OF ALEXANDRIA
Traditional Models
Humanities

- Communication Studies
- English
- Foreign Language
- History
- Philosophy
- Religious Studies
Traditional View: Stock Answers*

- To Learn
- To Discover Yourself
- To Grow
  - Culturally,
  - Intellectually
  - Imaginatively

A Perfect Storm

Hurricane Jindal
Plummeting Oil Prices
One Dimensional Economy
Boom And Bust Cycle
TOPS
Legislature That Does Not Value Education

Train Students For Jobs That Already Exist In The State
Lowest Rated K-12 System in the US  (WalletHub Will Sentell  Advocate 1 August 2016)
Longtime Trend  (Ohman “The Function of English at the Present Time”)
Workforce Training
STEM/STEMA
American Pragmatism
Backlash to the Sixties
Local External Pressures

- **Education**
  - Bachelor’s Degree or higher
    - 20% Alexandria
    - 18% Rapides
    - 22% State

- **Income**
  - Median Alexandria: 35K
  - Median Rapides: 41K
  - Median Louisiana: 45K

- **Stagnant Population Growth**
  - .6% in Alexandria
  - .4% in Rapides
  - 3% in State
Internal Institutional Pressures

- Erosion of Faculty Governance by External Pressures
  - Workforce Development
  - Grad Act
  - STEM

- Loss of Institutional Autonomy
  - LSU Chancellor Overrides LSUA Chancellor in The Matter of Raises
  - LSU Board of Supervisors Emphasis on Education as Business
  - Board of Regents Arbitrary Assignments of Grad Rates Without Consideration for the Size of the Institution
Faculty Survey Fall of 2015 (49/80)

- 34 of 49 agree or strongly agree there is inadequate department staffing
- 36 of 49 agree or strongly agree that there is an inadequate cost benefits package
- 40 of 49 agree or strongly agree that they have considered leaving
- 33 of 49 agree or strongly agree that salaries do compare favorably with those at other institutions
- 46 of 49 agree or strongly agree that a lack of opportunity for income growth exists
- 47 of 49 agree or strongly agree that salaries are inadequate
  - Inversion (Mean Salary for an Assistant Professor is higher than that for an Associate Professor)
  - 10,000 less (Mean Salary for a Full Professor compared to that of a Full Professor at NSU)
  - No Raises in 10 Years
The Operational Solution: The Invention of The Education Industry
Universities Are Being Redefined

- Limited State Funding
- Increasing Reliance on Tuition
  - Specific of LSUA
    - (CENLA Poverty 22% in Alexandria
    - —33% Caddo—
    - %51 Home Ownership in Alexandria)
- Corporatized
- Privatized
“Thirty years from now the big university campuses will be relics. Universities won’t survive. It is as large a change as when we first got the printed book.”

– Peter Drucker

“If you believe that an institution that has survived for a millennium cannot disappear in just a few decades, just ask yourself what has happened to the family farm.”

– William Wulf

“I wonder at times if we are not like the dinosaurs, looking up at the sky at the approaching comet and wondering whether it has an implication for our future.”

– Frank Rhodes
A Venture Capitalist’s Assessment of Education

- Large (approximately the same size as health care)
- Disgruntled Users
- Lower Utilization of Technology
- Highest Strategic Importance
- Complacent Managements after Years of Monopoly

Nagoya PPT University of Michigan
The New Business Model

- $300 billion ($3 trillion globally)
- 30 million students
- 200,000 faculty “facilitators”
- 50,000 faculty “content providers”
- 1,000 faculty “celebrity stars”

Nagoya PPT University of Michigan
Competition

- AAU-Class Research Universities 60
- Research Universities 115
- Doctoral Universities 111
- Comprehensive Universities 529
- Baccalaureate Colleges 637
- Two Year Colleges 1,471

Total 3,595

Nagoya PPT University of Michigan
For-Profit Universities

- For Profit Universities 650
- Corporate Universities 1,600*
- Cyber Universities 1000

Total 3,250

* A corporate university is any educational entity that is a strategic tool designed to assist its parent organization in achieving its goals by conducting activities that foster individual and organizational learning and knowledge.

Nagoya PPT University of Michigan
Money And Students

- 65% of high school graduates attend college
  - (although only 50% of these will receive degrees)
- 15 million students enrolled in 3,595 colleges and universities
  - (520,000 international students)
- 80% of students enrolled in “public” universities
- $200 billion/year spent on U.S. higher education
  - $50 billion/y in federal student financial aid
  - $20 billion/y in federal research grants
  - $60 billion/y in state (regional) appropriations
- $70 billion/y in tuition, gifts, business activities, etc.

Nagoya PPT University of Michigan
“Changing societal needs, economic realities, and rapidly evolving technology are creating powerful market forces in the higher education enterprise. The traditional monopolies of the university, sustained in the past by geography and certification, are breaking apart.”*
The Unsuccessful Reframing The Humanities:

They Really Are Practical And
They Really Don’t Have To Do
With Maslow And Self-Actualization
Humanities are being defined in mostly practical terms

- Necessary Practical Skills
  - Job
  - Global business (important edge)

- Traditional (Unnecessary)
  - Personal Satisfaction
  - Fulfillment*

University of Northern Iowa [http://www.uni.edu/reineke/whystudyla.htm](http://www.uni.edu/reineke/whystudyla.htm)
Evangel University Explains the Values of the Humanities

- They Are Really Practical *
  - Grammar
  - Communicate Properly
  - Time Management
  - Cultural Appreciation
  - Unique Perspective

Evangel University: [http://www.evangel.edu/about/about-evangel/](http://www.evangel.edu/about/about-evangel/) Springfield, MO 2,300 plus student
Business Insider Explains The Advantages Associated with Majoring in the Humanities.

- Learn to Think and Write
- Unemployment Is Only at 9%
- Do Things That Machines Can’t Do in a Service Economy
- Explain And Sell Ideas
- Actually Deal With People
- Emotional Intelligence
- Data And Skills (learned independently)
- Stand Out In The Crowd (STEM Glut)
Get Ahead Of The Curve
You Can’t Get It Better and Cheaper Online
Some CEOs Have Actually Studied the Humanities
People Will Be Jealous of How Well-Read You Are
Only True If Student Loans And Starting Salaries Are Not Issues*

“Imagine a factory worker whose productivity is low due to the boring, repetitive nature of his job. Selective autism might be a means by which said worker could be made to focus intently on the task with an obsession of what would make him as productive as—but cheaper than—a robot” (Koontz 184).
From the Althusserian perspective, however, those students are deluding themselves because the real reason they went to college is . . . to reproduce the managerial economy” (Parker, Robert Dale. “Marxism.” How to Interpret Literature: Critical Theory for Literary and Cultural Studies. Oxford University Press: New York). 3rd edition. 2015. 231-232.Print
We cannot win or preserve a space for the humanities if we do not fundamentally change the current and developing narrative about higher education—workforce, STEM(A), etc.
We need to frame discussions of humanities in terms of “value propositions” -- that is some perceived and measurable worth that can be associated with the humanities.
Heraclitian Fire: Change is Constant Even in the University