

A Change in Opinion

A report in the February 17, 2010 Chronicle of Higher Education reports a troubling change in public opinion directed at colleges and universities. According to [Public Opinion of Higher Education Continues Downward Slide](#) by Eric Kelderman:

“The proportion of people who think colleges are more concerned with their financial well-being than with giving students a quality education continues to grow, according to an annual survey of the public's view of higher education.”

Nor is Mr. Kelderman speaking of a small decline in the esteem in which colleges and universities are held.

“A nationwide poll conducted in December found that 60 percent of respondents believed colleges are "like most businesses and mainly care about the bottom line," compared with 32 percent who said colleges are mostly interested in "making sure students have a good educational experience." In 2007, 52 percent of people polled said colleges were more concerned about being in the black, with 43 percent saying education was the biggest concern of institutions.”

Why the change? Many of the reasons that apply to this University have been discussed on this webpage. For example, does [President Saunders' airplane](#) add to the quality of education? Does more than [\\$400,000.00](#) to spiffy up the [presidential mansion](#) add to the quality of education? Do [legal fees](#) incurred in silencing faculty who dare speak out about the (mis)use of resource add to the quality of education? The truth is, until college

administrators put our students and their education first, this decline in public opinion is likely to continue.

Dr. Saunders what are you willing to sacrifice to improve the quality of education and reduce the costs to our students?

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