

Observations about Economic Hard Times, Part II.

The second article in the series is “Reward Colleges Not for Rankings but for Social Responsibility” by Gary Rhodes from *The Chronicle of Higher Education*. It takes hard economic times to motivate administrators to reassess their behavior. Some administrators remain oblivious and can be identified by their frivolous expenditures on airplanes, unnecessary and expensive litigation over a frivolous event like an “Eagle Walk,” and other practices of mismanagement. Rhodes makes the point: “Although aspiration is good, we are at the point at which the frenzied chasing of status is counterproductive for institutions, the system, and the society we serve.” He goes on to say that “Our system is out of sync with societal needs. And our mechanisms of public finance promote the pattern of ambition and institutional misinvestment.” I might add “and misadventures” to the end of the last sentence.

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