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A new decade of opportunity emerges ahead for higher education...

**THE FUTURE OF HIGHER EDUCATION:
*Rhetoric, Reality, and the Risks of the Market***

“Frank Newman and colleagues have done it again...In this volume, he describes the profound changes the years ahead will bring to postsecondary education and the ways colleges and universities need to respond. This fresh and compelling volume is essential reading, a survival guide for all who work in higher education or care about its future.”

- Arthur Levine, president, Teachers College, Columbia University

A set of powerful forces is transforming the American system of higher education, including: increasing competition among traditional institutions, rapid expansion of new for-profit and virtual institutions, technology influences, globalization of colleges and universities and the shift toward streamlining of higher education as a market, rather than a regulated public sector.

A powerful look at the risks inherent in these trends, **THE FUTURE OF HIGHER EDUCATION: *Rhetoric, Reality, and the Risks of the Market*** (Jossey-Bass/A Wiley Imprint; October 2004; \$33.00; Cloth) written by Frank Newman, Lara Couturier and Jamie Scurry, reveals the findings of an extensive four-year investigation conducted by the Futures Project into these major influences impacting the system of higher education.

This important book seeks to accomplish the following:

- Make readily available an analysis of the impact of the most important forces of change.
- Suggest policies that are necessary to shape an intelligent and workable higher education market.
- Propose strategies that individual institutions, and higher education as a whole, should consider as they face changing environments.
- Call for a renewed focus on the public purposes of higher education that are endangered by the changes under way.

A wake up call to the leaders of colleges and universities, as well as policy makers, this book aims to convince academic, political, and civic leaders that American society has an enormous stake in preserving, clarifying, and enhancing the public purposes of higher education—it is not just a private good. The authors explain, “When a low-income student graduates from college; when a researcher solves a vexing mystery; or when a campus undertakes an open, thoughtful discussion of a complicated issue troubling

society, it is not just the graduate, the researcher, and the audience that benefit; it is society as a whole.”

The basic structure of higher education is changing, impacted by the rapid global, social and political revolutions of recent years. Yet the main force behind the transformation stems from a new level of competition and market-orientation among higher education institutions. For the past four years, the Futures Project has been examining this growing competition, as well as the increasing role of market forces. With **THE FUTURE OF HIGHER EDUCATION**, the authors reveal what they have found and what they propose for the future.

More than an expose of the radical changes in higher education, this book is a call to arms. As Newman tells us, “The structure and nature of higher education is important—more important than ever before. It is no time to stand on the sidelines waiting to see how things turn out.”

About the Authors:

The late Frank Newman was the director of the Futures Project: Policy for Higher Education in a Changing World and was a visiting professor at Brown University and Teachers College, Columbia University. He was president of the Education Commission of the States (ECS) for fourteen years and president of the University of Rhode Island from 1974 to 1983. **Lara Couturier** is the associate director and director of research for the Futures Project. **Jamie Scurry** is a research associate for the Futures Project.

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