

**Syllabus for PbAf 572/EDLPS 591 – Winter 2010**  
**Higher Education and Public Policy**  
**Professor William Zumeta**

**Required Texts**

Altbach, P. G., Berdahl, R. O., & Gumpert, P. J. (2005). *American higher education in the twenty-first century: Social, political, and economic challenges*. Baltimore: Johns Hopkins University Press.

Cook, C. E. (1998). *Lobbying for higher education: How colleges and universities influence federal policy*. Nashville: Vanderbilt University Press.

**Recommended Text**

Bardach, E. (2009). *A practical guide for policy analysis: The eightfold path to more effective problem solving*. Third edition. Washington, D.C.: CQ Press.

**Books on Reserve in Odegaard**

Altbach et al (2005). *Op. cit.*

Bardach, E. (2009). *Op. cit.*

Burke, Joseph C. & Associates (2005). *Achieving accountability in higher education*. San Francisco: Jossey-Bass

Cook, C. E. (1998). *Op. cit.*

St. John, E. P., and E. H. Asker (2003). *Refinancing the college dream: Access, equal opportunity, and justice for taxpayers*. Baltimore: Johns Hopkins University Press.

**Course Website**

Other assigned readings are on the course website unless otherwise indicated. The address is: <https://catalysttools.washington.edu/workspace/bnc22/10147/>

## **Week One- Jan. 7**

### **Topics**

Course admin and introductions, course objectives and overview, assignments, etc.  
Overview of public policy processes and special features of higher education  
Overview of major issues in public policy affecting higher education

### **Readings**

Berdahl et al. Introduction. (in Altbach et al text)  
Zusman. Challenges facing higher education in the 21<sup>st</sup> century. (ch. 5 in Altbach)  
Zumeta, W., Breneman, D., Callan, P., and Finney, J. (2010). Financing higher education in an era of global challenge. Draft chapter 1 in a forthcoming book of the same title.

### **Recommended**

Bardach, Introduction and Part One. (Recommended text for those not previously exposed to public policy analysis)  
Gill, J. I. and L. Saunders (1992). Conducting policy analysis in higher education. In their *Developing Effective Policy Analysis in Higher Education*. San Francisco: Jossey-Bass.

## **Week Two- Jan. 14**

### **Topics**

Overview of federal higher education policy and its evolution; influences on federal policy  
Federal R&D policies affecting higher education

### **Readings**

Cook (text), chs. 1, 2 (pp. 19-25 only), 5, 7, 8, 9. These chapters need not be read word for word but for a good sense of who lobbies for higher education at the federal level, how they do it, and with what results.  
Gladioux, L. et al. The federal government and higher education. (ch 6 in Altbach)  
Dill, D. D. Federal policies and the academic research enterprise in the United States. In Dill and van Vught, F. (Eds.) (2010). National innovation and the academic research enterprise. Baltimore: Johns Hopkins University Press, pp. 387-437.  
Zumeta, W. and Raveling, J. (2002-03). Attracting the best and the brightest. *Issues in Science and Technology*, 19(2), 36-40.  
Monastersky, R. (2007, November). Researchers dispute notion that America lacks scientists and engineers. *The Chronicle of Higher Education*, 54(12), A14-A15.  
Greenberg, D. S. (2006, September 8). So many labs, so little money. *The Chronicle Review*. (handout)

### **Recommended**

Trow, M. A. (1993). Federalism in American higher education. In A. Levine (ed.). *Higher learning in America, 1980-2000*, pp. 39-66. Baltimore: Johns Hopkins University Press.  
Gumport, P. Graduate education and research. (ch. 15 in Altbach, esp. pp. 441-461).  
Cook, Remaining chapters in *Lobbying for higher education*.

## **Week Three- Jan. 21**

### **Topic**

Accreditation and accountability policies at the federal level

### **Readings**

Spellings Commission. (2006). *A Test of Leadership: Charting the Future of U.S. Higher Education*. Washington, DC: U.S. Department of Education.

Fryshman, Bernard. (2007). Outcomes assessment: No gain, all pain. *Inside Higher Ed*. November 13, 2007.

Eaton, Judith. (2007, September/October). Institutions, accreditors, and the federal government - Redefining their 'appropriate relationship.' *Change* 39(5), 16-23.

Miller, Margaret A. (2008, July/August). The Voluntary System of Accountability: An interview with George Mehaffy and David Shulenberg. *Change* 40(4), 8-13.

### **Recommended**

Schray, V. Improving quality in higher education: Recommendations for improving accreditation. *A National Dialogue: The Secretary of Education's Commission on the Future of Higher Education*. <http://www.ed.gov/about/bdscomm/list/hiedfuture/reports/schray2.pdf>

Harclerod F., and J. Eaton. The hidden hand: External constituencies and their impact. (Altbach, ch. 9 esp. pp. 262-270)

Zumeta, W. "Accountability and the private sector." In J. Burke & associates (Ed.). (2005). *Achieving accountability in higher education*. San Francisco: Jossey-Bass, pp. 25-54.

## **Week Four- Jan. 28**

### **Topics**

Federal student aid policies and impacts

### **Readings**

Mortenson, T. (2009, November). Family income and higher education opportunity 1970 to 2008." In *Postsecondary Education Opportunity* 209, 1-16.

Mortenson, T. (2007, November). Duh. In *Postsecondary Education Opportunity*. 185, 1-3.

College Board, Rethinking Student Aid Study Group, *Fulfilling the Commitment: Recommendations for Reforming Federal Student Aid*. September 2008.

Callan, Patrick M. et al (2010, draft). Reconceptualizing national policies (tentative title). In Zumeta, Callan, et al, *Financing Higher Education in an Era of Global Challenge, op. cit.*

### **Recommended**

St. John, E. P. Chapter 5: The 1970's: Equalizing educational opportunity. In St. John, E. P. and Asker, E.H. (2003). *Refinancing the College Dream: access, equal opportunity, and justice for taxpayers*. Baltimore, Johns Hopkins University Press. [Book is on reserve at Odegaard]

St. John, Chapter 6: The 1980's: Middle class assistance and Chapter 7: The 1990's: Justice for taxpayers?" Conclusions (pp. 124-127 and 149-151). In John, E. P. and E. H. Asker (2003). *Ibid.* [Reserve]

**Guest: Patrick Callan, President, National Center for Public Policy and Higher Education**

## **Week Five- Feb. 4**

### **Topics**

States and higher education policy: the state role, variety in structures, policy goals and means

### **Readings**

Schmidtlein, F., & R. Berdahl. Autonomy and accountability: Who controls academe? (ch 3 in Altbach)

McGuinness, A. The states and higher education. (ch 7 in Altbach)

Richardson, R. et al (1999). The states and higher education governance. In *Designing state higher education systems for a new century*. American Council on Education/Oryx Press series on higher education. Phoenix, Ariz: Oryx Press.

National Center for Public Policy and Higher Education (2005, July). The need for state policy leadership. Special supplement to *National CrossTalk*.

AASCU State Relations and Policy Analysis Team (2010, January). Top 10 higher education state policy issues for 2010.

**Guest- Randy Hodgins (Evans MPA), UW Vice President for External Affairs**

## **Week Six- Feb. 11**

### **Topic**

Trends and dilemmas in the finance of higher education: the role of the states

### **Readings**

Johnstone, D. B. Financing higher education: Who should pay? (ch 13 in Altbach)

Archibald, R. B., and Feldman, D. H. (2008, May/June). Why do higher-education costs rise more rapidly than prices in general? *Change* 40(3), 25-31.

Zumeta, W. (2010, **in press**). The 'Great Recession': Implications for higher education. In, *The NEA 2010 almanac of higher education*. Washington, D.C.: National Education Association.

### **Recommended**

Zumeta, W. (2006). Public higher education in Washington state: Aspirations are misaligned with fiscal structure and politics. In *What's happening to public higher education?* R. Ehrenberg (ed), pp. 275-302. American Council on Education/Praeger series on higher education. Westport, CT: Praeger Publishers.

## **Week Seven- Feb. 18**

### **Topic**

State higher education policy goals, performance, and accountability

### **Readings**

National Center for Public Policy and Higher Education and Public Agenda (2010, forthcoming). *Squeeze play 2010: Continued public anxiety on cost, harsher judgments on how colleges are run*. San Jose, CA: Author. Draft. **[Not available until a few days before class.]**

- National Center for Public Policy and Higher Education. (2008). *Measuring up: The national report card on higher education*. San Jose, CA: Author.
- Higher Education Coordinating Board (2009). *The system design plan: A statewide plan for moving the blue arrow*. Olympia, WA: Author.
- Richardson, R., and Martinez, M. (2009). New ways of thinking about policy and performance. Concluding chapter in their, *Policy and Performance in American Higher Education*. Baltimore: Johns Hopkins University Press, pp. 223-242.
- Zumeta, W. and Kinne, A. (2010, forthcoming). Accountability policies in higher education: Directions old and new. In D. Heller (Ed.). *The States and Public Higher Education: Affordability, Access, and Accountability, 2<sup>nd</sup> edition*. Baltimore: Johns Hopkins Univ. Press. Draft.

### **Recommended**

- Washington Learns. (2006). *Washington Learns: World-class, learner-focused, seamless education*. Olympia, WA: Washington Learns.  
 Try to get a sense of the thrust of the report, which seeks to integrate policies for education across the pre-k, k-12, and postsecondary sectors. Particularly relevant for higher education policy are page 9 (goals 5-10), and parts of pages 12-17, and 34-47.
- Higher Education Coordinating Board (2007, December). *Strategic master plan for higher education*. pp. 1-20, & 27-28.
- Zumeta, W. (2007, Winter). The new accountability: The potential of performance compacts in higher education. *National CrossTalk*, 12-13.
- Burke, J.C., (2005). The many faces of accountability. In Burke and Associates (eds.). *Achieving accountability in higher education*, pp. 1-24. San Francisco: Jossey-Bass. (Book is on reserve at Odegaard.)
- Zumeta, W. (2009, December). Review of, Richardson and Martinez (2009), *op. cit.*, *TCR Reviews*

**Guest- Ann Daley, Executive Director, Washington Higher Education Coordinating Board**

### **Week Eight- Feb. 25**

#### **Topic**

State higher education policy goals: Improving student preparation via better K-12-higher education linkages

#### **Readings**

- National Center for Public Policy and Higher Education (2009). *States, schools, and colleges: Policies to improve student readiness for college and strengthen coordination between schools and colleges*. National Center Report #09-2. San Jose, CA: Author. Read pp. 1-54 and 83-108.
- Washington Learns. (2006). *Op. cit.* (see Week 7). The whole *WL* report is animated by a “P-20” perspective, but particularly relevant for this week's topic are pages 26-28 and Strategy 1 on page 38.

**Note: Draft papers must be turned in by this date if you want instructor feedback before finalizing.**

## **Week Nine- March 4**

### **Topic**

State higher education policy goals: Tighter higher education connections to economic development in both education and research

### **Readings**

National Education Association (2003). *Challenges and opportunities: State legislative views on higher education, results of the 2003 higher education issues survey*. Pp. iii-ix & 9-13.

Washington Higher Education Coordinating Board (2007, December). *Strategic master plan for higher education*, pp. 21-26.

Vandal, B. (2009). *Revving the Education Engine: Effectively Aligning Education, Workforce and Economic Development Policy*. Denver: Education Commission of the States.

Geiger, R. and C. Sa (2005). Beyond technology transfer: U.S. state policies to harness university research for economic development. *Minerva* 43, 1-21.

Blumenstyk, G., (2007, December 4). Universities' revenue from licensing inventions increases. *Chronicle of Higher Education: Today's News*. (Handout)

### **Recommended**

Slaughter, S. and G. Rhoades. Markets in higher education. (ch 17 in Altbach, only pp. 495 bottom to 512 are relevant for this week's topic)

Washington Higher Education Coordinating Board, et al. (2009, March). *A skilled and educated workforce: An assessment of the number and type of higher education and training credentials required to meet employer demand*.

Zumeta, W., (2010). California. In Dill and van Vught, *op. cit.*, pp. 479-526. **Note:** This is part of the same pdf as the Dill chapter assigned in Week 2.

**Guest- TBA**

## **Week Ten- March 11**

### **Topics**

Student presentations on their policy research

Course wrap up and evaluation

**Monday, March 15- Final papers due by 12 Noon to instructor's mailbox in Parrington 208.** Earlier submission is encouraged of course.