



# Advocating for Public Purposes

A briefing and discussion about “100 Conversations”

Bruce Shepard

Western Washington University

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*Western*



## Practice Question

Western is located in?

1. Bellingham
2. Everett
3. Anacortes
4. Mount Vernon
5. Seattle
6. Bremerton



## Practice Question

The official Washington State motto is?

1. Go Dawgs!
2. Next year, Cougs!
3. Make that a double tall *frappuccino*
4. Whenever you think we've got problems, look south to California
5. *Al-ki*



The official Washington State motto is?

*"Al-ki"*

*Al-ki* is a Chinook concept often translated as "hope for the future."

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## Al-ki has several meanings:

- An attitude of forward-looking optimism
- A matter of strategy and tactics
- A commitment to public purposes



# **Tough Questions**

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## **Tough Questions**

Why should the State of Washington be in the business of public baccalaureate education?

*Western*



## **Tough Questions**

What are the expectations our State has for its six public baccalaureate institutions?

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## **Tough Questions**

What should Western's role be in this?

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## **Tough Questions**

What should be Western's two or three overarching goals and what should be the basic strategies for achieving them?

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## **Tough Questions**

- Why should the State of Washington be in the business of public baccalaureate education?
- What are the expectations our State has for its six public baccalaureate institutions?
- What should Western's role be in this?
- What should be Western's two or three overarching goals and what should be the basic strategies for achieving them?

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## Tough Questions

We had conversations with:

- Parents
- Alumni
- Elected leaders
- Employers
- Media
- Whatcom County
- K-12 education
- Communities of color
- Neighbors
- Beyond the state



## **Tough Questions**

How many of you participated in one of the conversations?

1. Yes – participated, hosted or led
2. No – have not had the opportunity

## Tough Questions One & Two

Why is the state in the business of providing baccalaureate education and what does it expect from universities?



	100 Conversations	Heard in Olympia
Student needs	Full human potential	Workforce development
Employer needs	Problem solving, flexibility, empathy	High-tech fields
Higher education priority	Part of the solution	Social needs
Accountability	For results	For means
Six universities must	Adaptive, entrepreneurial	Uniform requirements
Efficiency	Control costs	Control tuition
Access for growing populations	Four-year	Two-year





## **Price, Cost, Quality and Tuition**

Public baccalaureate education in Washington:

- State support well below national averages
- Tuition below national averages
- Financial aid well above average need-based
- Low access to baccalaureate education
- Universities leading the nation in efficiency
- Public universities recognized for quality



## **Price, Cost, Quality and Tuition**

With state support further declining, Washington's public universities should:

1. Maintain quality through higher tuition
2. Maintain quality through reduced capacity
3. Maintain capacity through lower quality
4. Maintain low tuition through lower quality



## **Access to Baccalaureate Education**

It is all about priorities.

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## Education Partnerships

Western:

- Partners with 2-year colleges
- Collaborates with Bellingham Technical College
- Shares services with Whatcom Community College
- Compass 2 Campus
- Northwest Higher Education Alliance

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## **Access to Baccalaureate Education**

Challenges identified in the “100 Conversations”

- Primarily admits traditional-age freshmen
- Transfer students cost more
- Retention challenge



## Access to Baccalaureate Education

Building stronger partnerships with the two-year institutions should become a **higher** priority for Western

1. Strongly Agree
2. Agree
3. Unsure
4. Disagree
5. Strongly Disagree





## **Access to Baccalaureate Education**

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## **Access to Baccalaureate Education**

The priority in Olympia has been clear:  
increase access at the 2-year college

During last 10 years, 4-year universities were cut \$300M;  
state funding increased \$100M for 2-year colleges



## **Access to Baccalaureate Education**

The priority in Olympia has been clear:  
increase access at the 2-year college

Washington is the only state where 2-year colleges  
get more overall state funding than universities

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## **Access to Baccalaureate Education**

The priority in Olympia has been clear:  
increase access at the 2-year college

Average 2-year college student now costs  
state same as a Western undergraduate

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## **Access to Baccalaureate Education**

The priority in Olympia has been clear:  
increase access at the 2-year college

Washington ranks 48<sup>th</sup> in nation in percentage  
of citizens able to get bachelor's degrees

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## **Access to Baccalaureate Education**

The priority in Olympia has been clear:  
increase access at the 2-year college

Those with bachelor's degrees have much higher  
much lower unemployment rates





## Access to Baccalaureate Education

Increasing capacity at our community and technical colleges should ***no longer*** have a higher priority than increasing access at our public baccalaureate universities

1. Strongly Agree
2. Agree
3. Unsure
4. Disagree
5. Strongly Disagree



## **Employer & Student Needs**

### Areas of improvement

- International
- Extend our campus
- Differently teach next generations
- Serve changing demographics
- Build on diversity

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## Employer & Student Needs



For those who have been out of college for 10 years or more:

Back when you were an undergraduate, was the job you now do and the way you now do it well known and well understood?

1. Well known and well understood back then
2. Was known but how we do it today was not known
3. Was only vaguely known and much has changed
4. Was not on my university's radar back then, period



## **Employer & Student Needs**

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## Preparing Students

The state needs public universities that ***make it a priority*** to prepare students for careers yet to come and challenges not yet known:

1. Strongly Agree
2. Agree
3. Unsure
4. Disagree
5. Strongly Disagree



# Preparing Students

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## **Tough Question Three**

**What does the state expect of Western?**

### Expectations for Western

- Prepare students for careers not yet known, challenges yet to emerge
- Prepare students in cutting edge areas
- Expand access to brighter futures for the state's richly diverse population
- Be transparent, accountable, document results
- Strategically protect quality: what you do, do well

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## **Tough Question Three**

**Which of these is the most important?**

Expectations for Western

1. Prepare students for careers not yet known, challenges yet to emerge
2. Prepare students in cutting edge areas
3. Expand access to brighter futures for the state's richly diverse population
4. Be transparent, accountable, document results
5. Strategically protect quality: what you do, do well



## **Tough Question Three**

**Which of these is the least important?**

Expectations for Western

1. Prepare students for careers not yet known, challenges yet to emerge
2. Prepare students in cutting edge areas
3. Expand access to brighter futures for the state's richly diverse population
4. Be transparent, accountable, document results
5. Strategically protect quality: what you do, do well



## **Tough Question Three**

**Western is currently doing the best at?**

### Expectations for Western

1. Prepare students for careers not yet known, challenges yet to emerge
2. Prepare students in cutting edge areas
3. Expand access to brighter futures for the state's richly diverse population
4. Be transparent, accountable, document results
5. Strategically protect quality: what you do, do well



## **Tough Question Three**

**Western is currently doing the least well at?**

### Expectations for Western

1. Prepare students for careers not yet known, challenges yet to emerge
2. Prepare students in cutting edge areas
3. Expand access to brighter futures for the state's richly diverse population
4. Be transparent, accountable, document results
5. Strategically protect quality: what you do, do well





# Tough Question Four

Goals & Strategies for Western



Western

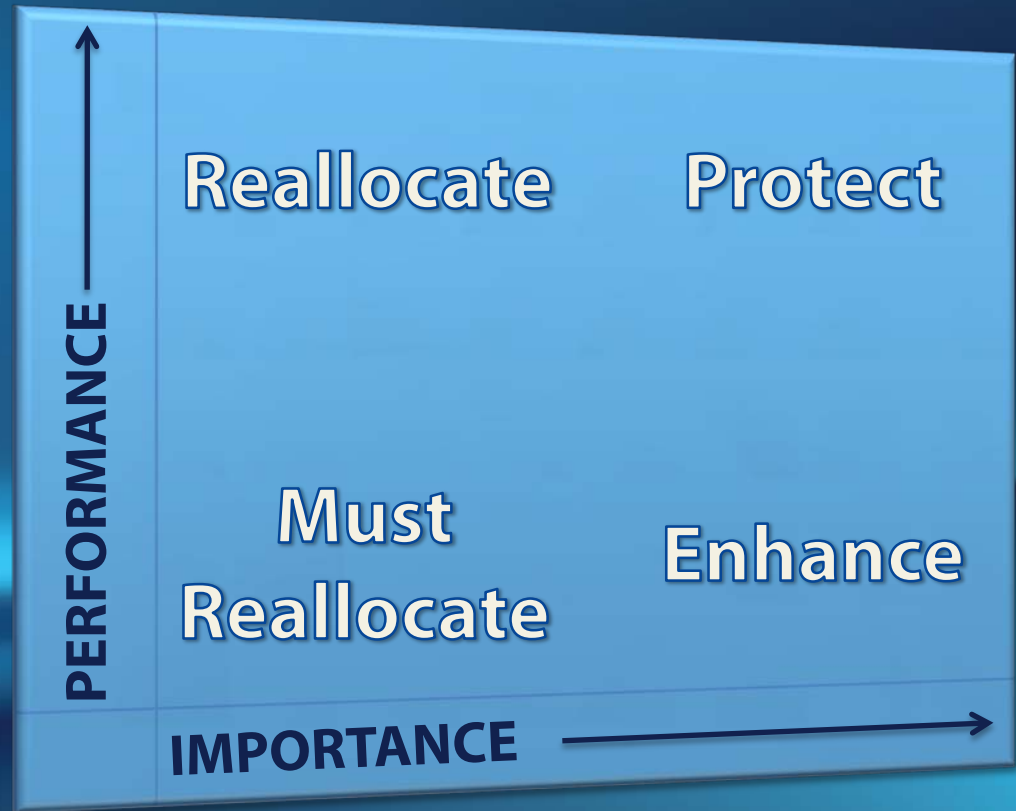


## Tough Question Four

Goals & Strategies for Western



Prepare students for careers not yet known, challenges yet to emerge



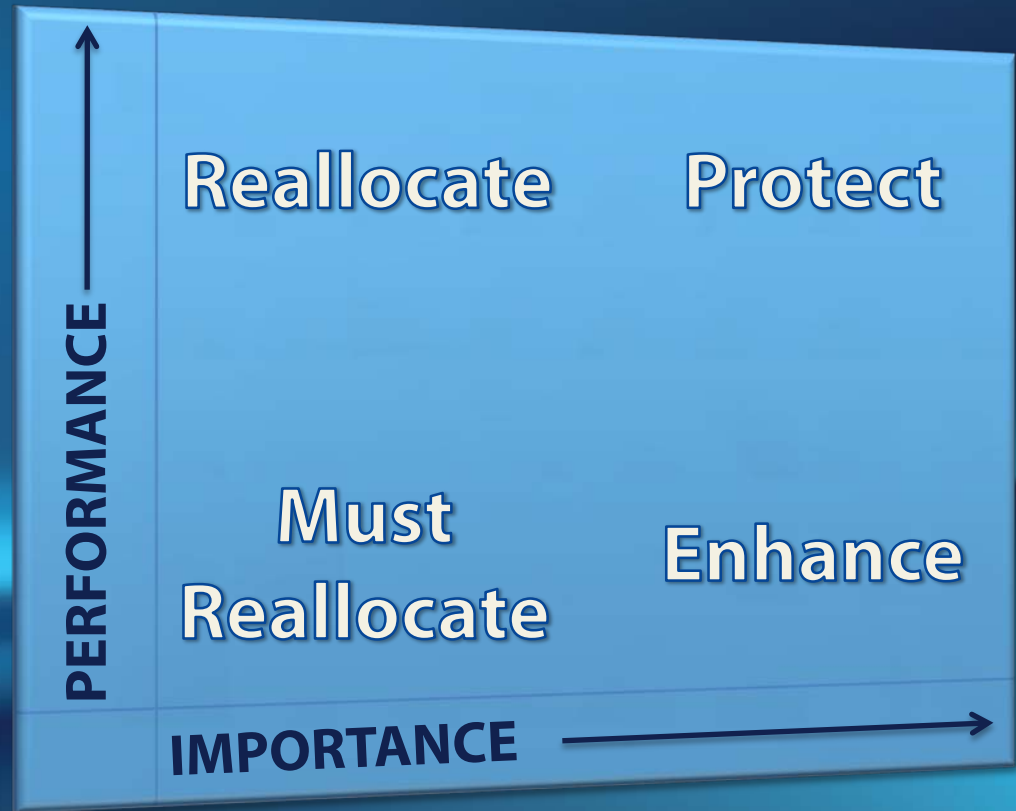
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## Tough Question Four

Goals & Strategies for Western



Prepare students in cutting edge areas



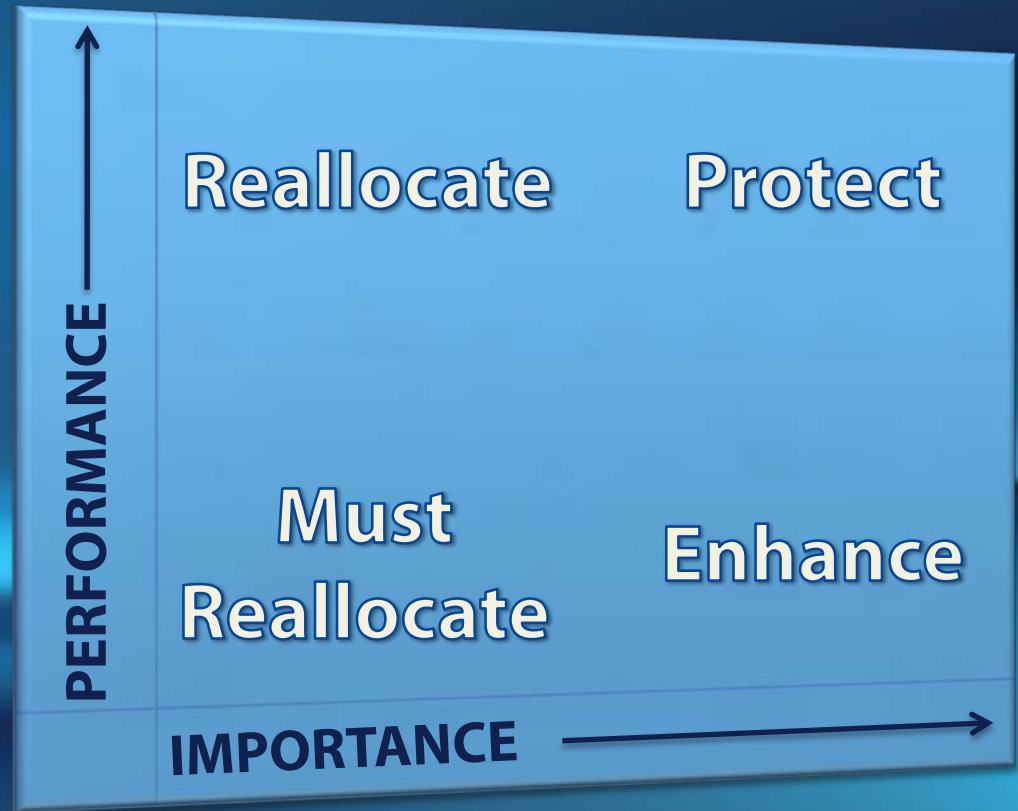
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## Tough Question Four

Goals & Strategies for Western



Expand access to brighter futures for the state's richly diverse population



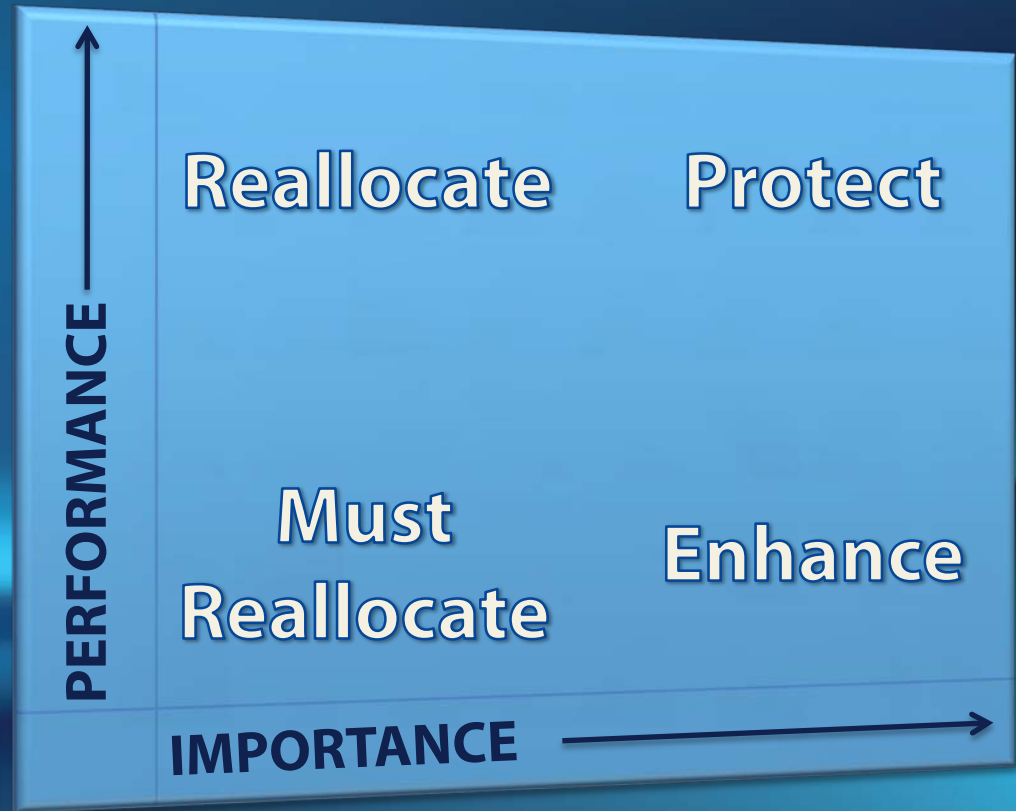
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## Tough Question Four

Goals & Strategies for Western



Be transparent,  
accountable,  
document results



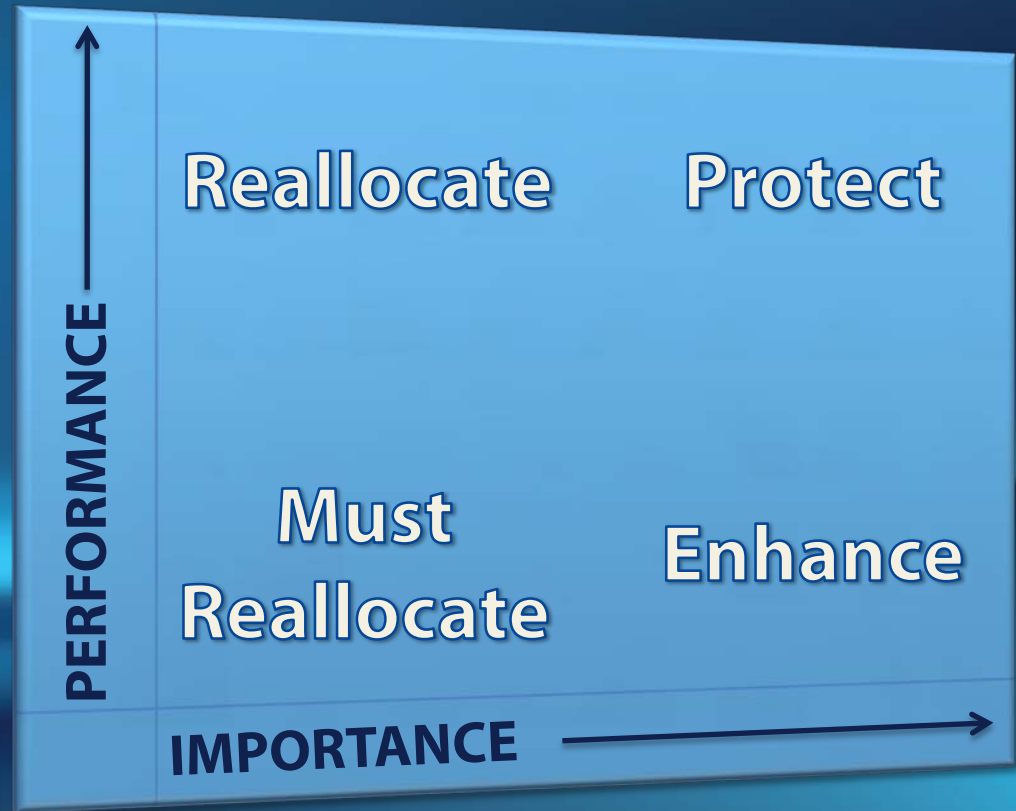
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## Tough Question Four

Goals & Strategies for Western



Strategically protect  
quality: what you do,  
do well



Western



## **Tough Question Four**

Goals & Strategies for Western

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## **Key Strategies from “100 Conversations”**

- Think Big
- What we aspire to be
- Branding & Marketing
- Broaden advocacy
- Keep conversations going



*Al-ki*

Hope for the future

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## **More Conversation**

Please select from the available choices

1. Strongly Agree
2. Agree
3. Unsure
4. Disagree
5. Strongly Disagree



## **More Conversation**

Please select from the available choices

1. Yes
2. Unsure
3. No