Knowledge as a Foundation for Economic Recovery
The Critical Role of the Higher Education System

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National Conference of State Legislators
August 10, 2012
Outline

- What is the role of public higher education in supporting a state’s economic development agenda?

- Should education resources be targeted to programs and majors that lead to well paying jobs?

- How can we get the biggest economic bang for the buck from their funding of higher education?
## 4 Ways that Higher Education Contributes to Economic Development

| 1. Student Learning | • Produce local talent for existing or new companies  
|                     | • Develop skills essential to work and society |
| 2. Basic and Applied Research | • Produce new ideas for products and services  
|                              | • Improve how existing products and services are made |
| 3. Community Engagement | • Participate as a source of economic activity, employment & investment  
|                       | • Serve as a resource for expertise for industry |
| 4. World Class Talent | • Employ top–notch talent  
|                      | • Leverage key amenities that attract skilled workers to the state |
Higher Education Reform: Enhanced Results in Student Learning

Summary of Key Issues

- Access
- Affordability
- Quality
- Accountability
- Student Preparation
- Completion
- Engagement
- Shared Responsibility

Expected Outcomes

- More learners attaining “economically valued” credentials
- Ensure highest quality outcomes that teaches:
  - Complex intellectual, life, & civic skills
  - Intentional learning
  - Creativity, innovation
  - International skills
  - Career-specific technical knowledge and skills

Higher Education Reform: More “Relevant” Research

Summary of Key Issues

- Research agenda setting
- Competition for limited Federal research funding
- Rules that limit benefits from research outcomes
- Accessibility of faculty and staff to community
- Disposition of new or “state-of-the-art” knowledge

Expected Outcomes

- Industry partnerships
- Academic discoveries and assets applied to addressing commercial or social problems
- Technical expertise provided to public and private enterprises
- New business opportunities and ideas
Higher Education Reform: Effective Community Engagement

**Key Issues**

- Low academic prestige and value given to “community service” activities
- Lack of extra-academic experience
- Limited external influence on curriculum

**Expected Outcomes**

- Faculty/student efforts to address “community” problems
- Linkages between institutional programs and private advisors and/or users
- Strong linkages between curriculum/research to state economic and workforce development needs
Higher Education Reform: Concentrated Talent Attraction

Key Issues

- Faculty culture and rewards
- Loss of locally developed talent
- Insularity of some campus settings
-Disconnected industry and educational institution
- Town/gown development conflicts

Expected Outcomes

- Highly regarded faculty
- Highly positive in-migration rates
- Broad access to the benefits of institutional amenity assets
Key Principles in Selecting State Policy Options

1. Engage and use an outside perspective to guide teaching, research, and service and related institutional reforms

2. Recognize higher education as part of a larger continuum

3. Respond to changing skill mix required (among faculty & students) to respond to societal and industry shifts

4. Proactively monitor and support effective efforts to promote demand–drive higher education reforms

5. Establish ways to create economies of scale across entire higher education system, differentiating individual institutions/programs that have the clearest economic impacts
## Expected Higher Education Outcomes

| 1. Student Learning | • Student completions/post-graduate placement (i.e., higher educ. or career)  
|                     | • Enrollment in industry-due to industrial disciplines (e.g., STEM) |
| 2. Basic and Applied Research | • Value of research dollars attracted to the state  
|                                | • Economic value of applied research to industry co-investors |
| 3. Community Engagement | • Economic value of external activities by learners, teachers, researchers  
|                          | • Perception of higher education's responsiveness to state needs |
| 4. World Class Talent | • Value of outside income generated by faculty and students  
|                      | • Relative education and/or wages of workforce tapping higher education |

### Sample Metrics
Thank You!

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