Monday, May 22, 2006

1.30 - 2.45 pm
Rembrandt Room

**Higher Education and the Public Good: ACE’s Solutions Project**

In March, the American Council on Education (ACE) began a campaign entitled “Solutions for Our Future” (www.solutionsforourfuture.org). Its goal is to create a national public dialogue about how higher education helps to provide solutions to a variety of problems the U.S. faces, such as workforce needs, global competition, changes in both the demand for and supply of higher education, and the question of how to provide “the good life” to a broader array of Americans. The campaign attempts to engage us in a discussion about how higher education has helped solve such problems for the U.S. in the past, how it can do so in the future, and how some current trends, if continued, will impede its ability to be part of the solution.

More than 400 institutions of higher education have officially joined the “Solutions” campaign, providing grassroots support in communities throughout the country. To prepare for the campaign and research the perceptions of Americans about the performance of higher education and its role for the future, ACE secured the services of GSD&M, an advertising and marketing firm. The campaign has included complementary ads in the *Wall Street Journal* and public service announcements broadcast during 2006 March Madness NCAA basketball tournament games and on various Fox television shows.

The American Council on Education has provided leadership and a unified voice on key higher education issues since 1918. Through advocacy, research, and innovative programs, ACE represents the interests of more than 1,800 campus executives, as well as the leaders of higher education-related associations and organizations. ACE member institutions serve 80 percent of today’s college students. We are privileged to have ACE’s Amanda Adolph with us for this session to discuss the goals of the project, its activities to date, its plans for the future, and whether there would be an appropriate role for WICHE in support of the project.

**Biographical Information on the Speaker**

Amanda Adolph is the director of marketing at the American Council on Education, where she is charged with creating the marketing infrastructure and setting and implementing the council’s marketing strategy. Additionally, she is the project manager for “Solutions for Our Future,” www.solutionsforourfuture.org, a national public awareness campaign to remind Americans that higher education is one of our nation’s greatest resources. Prior to joining ACE, Adolph spent seven years at George Mason University, Virginia’s largest public university, serving as director of public relations and communications for the School of Management and the College of Arts and Sciences. In 2000, she earned an M.P.A. from George Mason. She worked at University of California’s Washington Center (UCDC) for the Close Up Foundation, a nonpartisan, nonprofit civic education foundation, and at the University of California at Berkeley, where she received her bachelor’s degree.