Plenary Session IV:
Finance in the New World

Tuesday, November 1, 2011
11:00 am - 12:30 pm
Aloha Center Ballroom
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Higher education, particularly public higher education, is in the process of responding to what is being called “the new normal” way of doing business. And in great part, this new normal is being driven by the way in which higher education is being financed. States and institutions are receiving less public funding and are searching for ways to generate revenue from other sources, in order to replace state dollars and to use existing resources in new ways that promote and incentivize changes that enhance productivity within the enterprise.

Brian Prescott, director of policy research for WICHE, will begin this session by providing information on exactly (or as exactly as is possible with limited data) what has been happening recently in the financing of higher education in the WICHE states. Following his presentation Dennis Jones, president of the National Center for Higher Education Management Systems, will present some of the more innovative approaches to performance funding that states are using to respond to the new normal facing higher education.

Some institutions, and even some states, continue to believe that the reductions in funding that higher education has faced in the economic downturn simply reflect a necessary but temporary circumstance and that funding will be restored when resources return to state coffers, as they always have before. Other institutions, and some states, are attempting to “hold their institutions harmless” by searching for new sources of revenue – most often through generalized increases in tuition or by trying to attract more high-paying out-of-state students. Most institutions and most states, however, are looking for ways to blend some additional revenue from other sources with substantial redirection in the way higher education is delivered. Time will tell which strategies significantly serve the public good. This set of presentations will provide evidence of what is actually happening in both resources and resource allocations in the WICHE states and will discuss the rationale behind these changes.

Speakers: Dennis Jones, president, National Center for Higher Education Management Systems; Brian Prescott, WICHE director of policy research.

Facilitated Discussion on Finance in the New World

Facilitator: David Longanecker, president, WICHE
Biographical Information about the Speakers and Facilitator

David A. Longanecker has served as the president of the Western Interstate Commission for Higher Education in Boulder, CO, since 1999. WICHE is a regional compact between 15 Western states created to assure access and excellence in higher education through collaboration and resource sharing among the higher education systems of the West. Previously, Longanecker served for six years as the assistant secretary for postsecondary education at the U.S. Department of Education. Prior to that he was the state higher education executive officer (SHEEO) in Colorado and Minnesota. He was also the principal analyst for higher education for the Congressional Budget Office. Longanecker has served on numerous boards and commissions. He has written extensively on a range of higher education issues. His primary interests in higher education are: expanding access to successful completion for students within all sectors of higher education, promoting student and institutional performance, assuring efficient and effective finance and financial aid strategies, and fostering effective use of educational technologies, all for the purpose of sustaining the nation’s strength in the world and increasing quality of life for all Americans, particularly those who have traditionally been left out in the past. He holds an Ed.D. from Stanford University, an M.A. in student personnel work from George Washington University, and a B.A. in sociology from Washington State University.

Dennis P. Jones, president of the National Center for Higher Education Management Systems (NCHEMS), has more than 40 years of experience in research, development, technical assistance, and administration in the field of higher education management and policymaking. A member of the NCHEMS staff since 1969, he assumed increasing levels of responsibility within that organization, becoming president in 1986. Under his leadership, and in collaboration with an extraordinarily talented staff, NCHEMS has achieved a position of preeminence as a leader in the development and promulgation of information-based approaches to policymaking in higher education. Jones is widely recognized for his work in such areas as: developing “public agendas” to guide state higher education policymaking; financing, budgeting, and resource allocation methodologies for use at both state and institutional levels; linking higher education with states’ workforce and economic development needs; and developing and using information to inform policymaking. He has written many monographs and articles on these topics; has presented his work at many regional, national, and international conferences; and has consulted with hundreds of institutions and state higher education agencies on management issues of all kinds. Jones is a graduate of Rensselaer Polytechnic Institute and served as an administrator (in business and institutional planning) there for eight years prior to his joining the NCHEMS staff. He has served as
an advisor to the U.S. Secretary of Education, Lumina Foundation, the National Center for Public Policy and Higher Education, and numerous other associations, policy organizations, and state agencies.

**Brian T. Prescott** is the director of policy research in the Policy Analysis and Research unit at WICHE. He comanages the unit, with primary responsibility for obtaining and analyzing education and workforce data with public policy relevance. He is the author of the most recent edition of *Knocking at the College Door*, WICHE’s widely used projections of high school graduates by state and race/ethnicity. Additionally, he manages grant- and contract-funded projects and authors occasional policy briefs, chapters, and research reports. Prescott also has experience working directly with states on issues of access, success, affordability, accountability, workforce development, and data systems development. Prior to joining WICHE in 2004, Prescott worked in the Office of State Governmental Relations at the University of Virginia, where he earned a Ph.D. in higher education. He also holds degrees from the University of Iowa and the College of William and Mary.