Understanding U.S. Academic Culture
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Quiz Show!!!

Higher Education
Please assemble in groups of five.

- The group who answers the most questions correctly will receive a prize.

GOOD LUCK!!

Question 1

- In the United States, what is the average total income over a 40-year career for people with the following degrees?
  - High school degree?
  - Bachelor’s degree?
  - Master’s degree?
  - Doctoral degree?
  - Professional degree?
Answer

- High school degree-$1,371,000
- Bachelor’s degree-$2,100,000
- Master’s degree-$2,422,000
- Doctoral degree-$3,525,000
- Professional degree-$4,159,000

Question 2
Which of these countries has the highest share of its young people entering university-level education?

- United States
- Japan
- Korea
- Poland
Answer: Poland

Question 3
What percentage of Americans 25 years or older have a college degree?

- 21%
- 26%
- 28%
- 29%
Answer: 28%

Question 4
What is the average amount spent on college textbooks in a year?

- $600
- $700
- $900
- $1100
Answer: $1100

Textbook costs have increased four times more than the rate of inflation since 1994.

Question 5
What foreign country has the highest percentage of college students in the U.S.?

- China
- India
- South Korea
- U.K.
Answer: China

Question 6
Which part of the U.S. government has central authority over all U.S. colleges and universities?

- U.S. Department of Education
- U.S. Department of State
- Congress
- None of the above
Answer:
U.S. Department of Education

Question 7
What's the most expensive college in the U.S?
- New York University
- Sarah Lawrence College
- Stanford University
- Swarthmore College
Answer: Sarah Lawrence

Tuition, room and board for 2010-2011 academic year was approximately $56,500.

Question 8
What is the average annual cost for tuition and fees at a two-year college?

- $2,700
- $3,100
- $3,500
- $4,000
Answer

$2,700

Traditional Structure in Higher Education

- Undergraduate degree- 4 to 5 years for completion

- Master's degree- 1 to 2 years (thesis or non-thesis option, some require comprehensive exam)

- Doctoral degree- 3 to 5 years (coursework/prelims or comprehensive examinations/dissertation)
Top Five College Majors

- Business Administration and Management/Commerce
- Psychology
- Nursing
- Biology/Biological Sciences
- Education

Team Exercise
Complete the following matrix:

<table>
<thead>
<tr>
<th>Country</th>
<th>Average number of years to a bachelor's degree</th>
<th>Requirements to earn a bachelor’s (undergraduate degree)</th>
<th>Opportunity to obtain an associate’s degree</th>
<th>Average number of years to earn a doctoral degree or equivalency</th>
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Governance and Organizational Structure
Regional Accrediting Agencies

- **Middle States Association of Colleges and Schools**
  - Educational institutions in New York, New Jersey, Pennsylvania, Delaware, Maryland, the District of Columbia, Puerto Rico, and the US Virgin Islands, as well as schools for American children in Europe, North Africa, and the Middle East.

- **New England Association of Schools and Colleges**
  - Educational institutions in the six New England states (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont).

- **North Central Association of Colleges and Schools**
  - Educational institutions in Arkansas, Arizona, Colorado, Iowa, Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, North Dakota, Nebraska, New Mexico, Ohio, Oklahoma, South Dakota, Wisconsin, West Virginia, and Wyoming.

- **Northwest Commission on Colleges and Universities**

- **Southern Association of Colleges and Schools**
  - Educational institutions in Virginia, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Alabama, Tennessee and Texas.

- **Western Association of Schools and Colleges**
  - Educational institutions in California, Hawaii, Guam, American Samoa, Micronesia, Palau, and Northern Mariana Islands, as well as schools for American children in Asia.

Board of Directors/Trustees

- Provide oversight to the college or university
- Composed of various stakeholders of the university
- May represent different facets of the institution
  - Alumni, Students, Corporate representatives, Faculty or Staff Senate representatives, Former University Presidents
- Members normally have specific term of office
Typical Organizational Structure in Higher Education

- President/Chancellor
- Vice President (Business & Finance)
- Vice President (Research)
- Vice President (Development)
- Vice President (Student Affairs)
- Deans
- Department Chairs
- Faculty

Shared Governance

- Multiple stakeholders should have input on decisions affecting the internal operations of the university

- Faculty Senate, Staff Senate, & Student Government, Dean's Council, Chairs' Council
Non Tenure-Track Process

Lecturer  Instructor  Professor of Practice  Research Professor

Tenured/Tenure-Track Process

Assistant Professor  Associate Professor  Professor

Early-Career  Mid-Career  Late-Career

Most universities are looking for faculty who hold terminal degrees in the field.
Analyzing Higher Education

- Who Pays?
  - Growing privatization of public colleges and universities
  - A more commercialized and politicized research system?

- Who Benefits?
  - Who will attend college? Challenges to access
  - The changing and uncertain job market for Ph.D.’s

- Who Decides?
  - Accountability, governance, and coordination

Challenges in Higher Education

- Budgetary constraints
- Student learning assessment
- Performance funding
- Online education
  - MOOCs (Massive Open Online Course)
- Ethical Dilemmas
  - Plagiarism
  - Faculty credentialing
Higher Education in the Virtual World

- Second Life

Pedagogy in the Classroom

- Lecture
- Teams/groups
- Case analyses
- Team teaching
- Role playing, simulations
Thank you for your participation!

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