

IMPORTANT QUESTIONS

The following questions were composed for use in a presentation during the Council of Independent Colleges' Presidents' Leadership Institute, January 4-7, 2006. They have since been used to foster additional professional discussions among presidents, deans, and admission professionals.

--Does the current college admission system resemble one that as educators we would design?

--How do our own admission practices contribute to this system?

--To what extent have avowed educational purposes become out of line with observed admission practices?

--Do our admission processes and messages encourage (and reflect) the kinds of qualities we are entrusted to instill in our students? Do they reflect our mission statements?

--Who is responsible for assessing the collective impact of the commercialization of college admissions on the attitudes and behaviors of high school students and on higher education in general?

--How might we appeal to customers as students rather than students as customers?

--How do we establish admissions as education, not commercialism?

--How do we develop a campaign to promote and assert our common purposes? How might we work together to ease what some deans have called "the admissions arms race?"

--How do we resist complicity with the ranksters and create alternative models for providing public scrutiny of higher education?

--How might we use marketing tools to better serve educational goals? How can we be mission driven and market savvy? How might we lend prestige to a new way of doing things?

--How can we move beyond strict business models for defining success, determining policies, and demonstrating leadership?

--How can we recognize the current state of college admissions as an opportunity to assert our roles as trustees of higher education?

--How would the current system evolve in the absence of leadership that might be inspired by questions such as these?