

Higher Education 101: What Do We Know About Our Enterprise?

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Mission Statements

- Mission statement of an institution you attended or for which you have worked.
- What do you notice about the statement?
 - Is the statement easy to find?
 - What is the purpose of an institutional mission statements?

Institutional Diversity: Where You Work Matters

- Unsystematic institutional diversity
- Political, economic, geographic conditions
- Variety of types of institutions
- Mass enrollments – public policy shifts
- History of inclusion and exclusion

Be a cultural
anthropologist



Context Matters: What IS this Tribal Behavior?

- International, domestic, regional, local
 - Narratives
 - Rituals, customs
 - Symbolic behavior
 - History and social contexts
 - Diversity of positions, perspectives, ambiguities, conflicts, contradictions

Observing and Participating in our Institutions: Some Sociocultural Constructs

Economic, political structures
Decision-making, law, conflict
resolution
Patterns of consumption and exchange
Kinship, family structures
Gender, race, abilities
Childrearing, acculturation
Religion, ethics, morals



Tribal Behavior

Exhibit A Ritual!



Tribal Behavior: Sacrosanct

Exhibits B and Beyond

- The creation + discovery of knowledge
- Academic Freedom
- Prestige is the currency of the real
- Independence, autonomy
- Democracy
- Varied culture



Current Challenges and Opportunities

- Financing
- Student access
- Faculty
- Competition
- Accountability
- Student learning



More Challenges and Opportunities

- Compliance
- Interdisciplinary collaborations
- Athletics
- Online learning
- Global competitiveness
- Data management, privacy
- Campus climate – inclusion, diversity

Personal Context

What are your
values?

- What is education?
- Public good or private benefit?
- What is knowledge? And who decides? And when?
- When is exclusivity OK?
- Who pays? How? And how much?
- Who is special and when?
- It depends....

Leading Your
Tribe

Managing Your
Territory

Advancing the
Enterprise



Thoughts?

