

Adapting to a More Corporate Model of Higher Education in Psychology

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Questions:

1. *Why is there an increase in the application of a business/corporate model to higher education?*
 - a. Decrease in State funding and/or lower contributions to endowments-need for new revenue sources
 - b. Declining enrollments and greater competition from for-profit institutions
 - c. Higher tuition
 - d. Greater pressure from the public for applicability of a degree/accountability
 - e. Demand for greater efficiency--thinking outside of the traditional academic "box"
 - f. Belief in more top-down administration of programs rather than faculty control
2. *How does this impact psychological science?*
 - a. Concerns:
 1. How does viewing students as "customers" impact curricular development?
 2. How does a greater emphasis on "customer" satisfaction have an impact grade inflation?
 3. Potential lack of control/input on the presentation of curriculum—curriculum developed by non-professionals based on psychological myths/stereotypes.
 4. Potential conflict of interests due to profit motives with respect to research.
 - b. Benefits:
 1. An increased focus on program assessment-Are we really teaching what we claim to be teaching?
 2. Encourages collaborative efforts across disciplines and different types of corporate entities
 3. Capitalizing on the strengths that psychological science can provide to the corporate world
 4. The chance to educate those outside of the academy as to what the discipline is all about
3. *How do we adapt our curriculum to maintain integrity?*
 - a. Pick your battles wisely
 - b. Focus on the importance of undergraduate research as a part of the discipline, but also its importance for jobs outside of the discipline
 - c. Become skills focused and demonstrate those skills through assessment
 - d. Use APA recommendations for the undergraduate major
4. *What are your experiences and what challenges are you facing?*
5. *What advice can you provide to those facing similar challenges?*

References

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