

Speaker says college education more essential than ever

■ **CONVOCATION:** Stanford University's President Emeritus discusses crisis in higher education funding

By Kristine Sohnrey
Higher Education Editor

The University must meet the demands of the academic marketplace and give more attention to undergraduate education, said Donald Kennedy, keynote speaker at the University Convocation in the EMU Ballroom on Friday.

Kennedy, President Emeritus of Stanford University, said college graduates used to earn 45 percent more than high school graduates. Today, college graduates earn 70 percent more. This makes a college education more essential than ever, he said.

However, the community simply doesn't have enough resources to accommodate the 30 percent increase in student enrollment anticipated during the next decade, Kennedy said.

He said funding resources for universities began diminishing in the 1960s and have reached a crisis in the 1990s.

"What we need to be sure of is that we are providing the added value so that the tuition costs can be justified," Kennedy said.

Seventy provosts concluded that there would be three problems for higher education in the 1990s, Kennedy said. "There will be less government money avail-

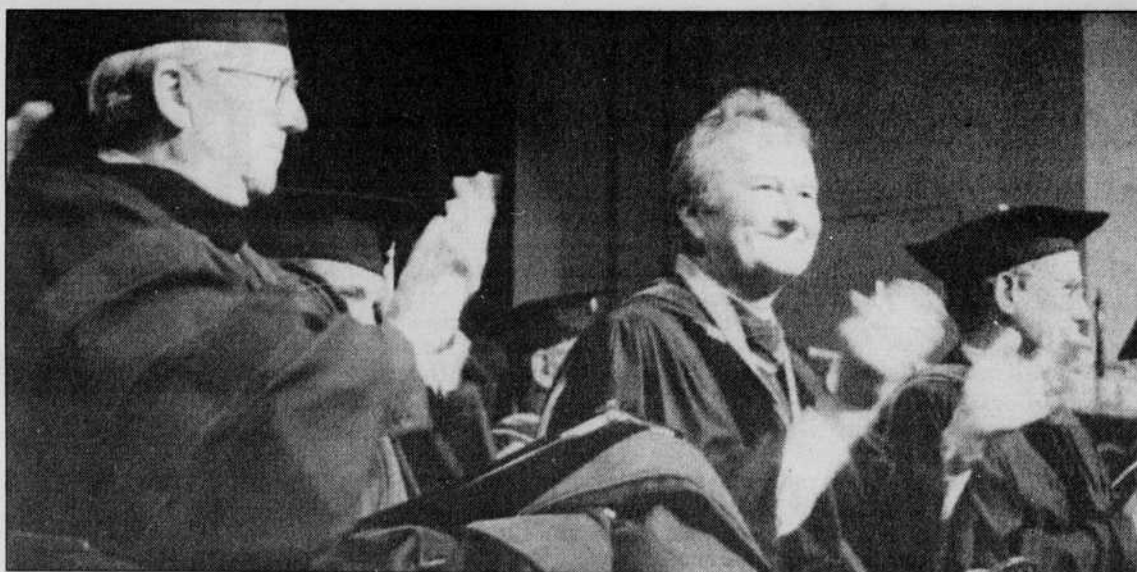
able for universities. There will be an increased demand for education. There will be an increased need for accountability," he said.

The 70 provosts also decided there would be new opportunities in higher education, including "the availability of new technology ... new sources of revenue ... and increased cooperation," Kennedy said. "[They] agreed the key to success would be an acceptance by faculty of new responsibilities."

Kennedy said the "better, faster, cheaper" motto may work well in the private sector, but it doesn't resonate well in education. He said some solutions lie within the faculty domain. The faculty, not the administration, must initiate increased efficiency and creativity by focusing on learning instead of teaching and how to learn instead of what to learn, he said.

Faculty members discussed various aspects of these trends, suggesting "micro-solutions to megatrends." They seized technology as one solution, as well as marketing the University to make higher tuitions more feasible, continuing research projects and including undergraduates in them and creating science curriculum for non-science majors.

The group concluded that expectations and hopes are changing for students and faculty, but they would not be discouraged.



Dave Frohnmayer applauds after listening to a musical piece composed for his inauguration.

Frohnmayer formally inaugurated

■ **INVESTITURE:** Issues of diversity and higher education funding were touched on at the ceremony

By Kyle Yamada
Freelance Reporter

It has taken two years, but University President Dave Frohnmayer has finally completed the rites of assuming his office.

The EMU Ballroom was the site of Frohnmayer's investiture Friday as he officially became the University's 15th president.

"I feel a little like the fellow who signed a marriage license two years ago, and having behaved with utter fidelity, only now is exchanging the rings," he joked.

Donning the ceremonial cap and gown, Frohnmayer entered with a procession of professors, delegates from other universities and distinguished guests, including two former-University presidents.

The climax of the event came when Oregon State System of Higher Education Chancellor Joseph Cox presented Frohnmayer with the president's Centennial Medallion and University Mace, symbols of leadership and authority.

Although he refrained from taking specific political stands in his presidential address, Frohnmayer hinted at his condemnation of Ballot Measure 47, citing diminishing resources, reduced research sup-

port and conflicting public expectations as problems currently faced by the University.

"Critics of higher education have sharpened their knives," he said.

Frohnmayer also touched on issues of ethnic diversity and changing technology.

"We must reach out to students regardless of differences in race, gender, ethnicity, appearance or life experience," Frohnmayer said, adding, "true diversity is the affirmation of identity within community."

In regard to the accelerating telecommunications revolution, Frohnmayer said, "In the economy of the 21st century, where knowledge is wealth and information will command power, a region that does not nurture a major research university in its midst is a region that will doom itself and its people to economic servitude to others."

Frohnmayer was appointed interim president on July 1, 1994 and received a permanent appointment on June 16, 1995. The investiture was originally planned for last fall, but was delayed due to the illness of Frohnmayer's daughter, Kirsten.

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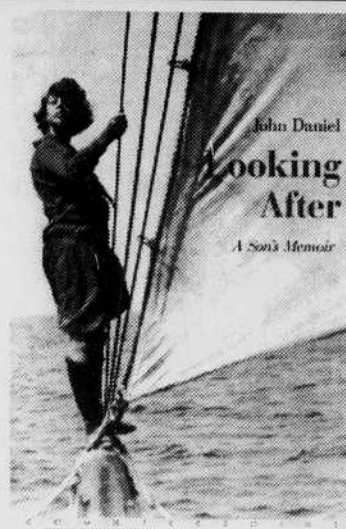
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