

ANTHONY KNERR & ASSOCIATES
AKA Recommends

August 2011

AKA Recommends... is an occasional service of Anthony Knerr & Associates that provides articles that we have found informative and important and believe you may, too. Here are selections for this month:

Don't Look to the Ivy League

London Review of Books (May 2011) by Howard Hotson

Although the Browne Review (Independent Review of Higher Education Funding and Student Finance) released by the British government in 2010 is premised on the notion that market forces in the higher education sector will drive up standards and drive down prices, empirical data directly contradict such assumptions. Analysis of the correlation between national educational expenditure as percentage of GDP and the number of top-ranked international universities suggests that market competition in the US has actually driven up tuition fees in private universities, draining the necessary resources to sustain public universities. Meanwhile, as Howard Hotson, President of the International Society for Intellectual History, argues, the British education system makes prudent use of its resources, and in terms of value for money, is “far better, and probably the best in the world...”

Click [here](#) for the full article.

Ten Keys to the Portal

Campus Technology (August 2011) by Dian Schaffhauser

Campus web portals – the primary point of contact between institutions and their students, faculty and staff – reflect institutional efficiency and operational effectiveness and should be planned thoughtfully and carefully in order to send the right message to their constituents. Dian Schaffhauser reviews four universities that recently underwent portal redesign and suggests ten keys to developing cutting-edge portals and aligning them with university mission and strategic goals...

Click [here](#) for the full article.

Wikipedia Taps College ‘Ambassadors’ to Broaden Editor Base

Mediashift (July 2011) by Anne Nelson

In July, AKA consultant Anne Nelson was invited to the Wikimedia Foundation’s first Higher Education Summit in Boston. She published her response on PBS Mediashift, in which she points out that to achieve its utopian vision of a world “in which every single human being can freely share in the sum of all knowledge,” the Wikimedia Foundation’s Public Policy Initiative aims to improve quality content in underserved fields, increase the diversity of contributors and make the process of contribution easier...

Click [here](#) for the full article.

Managing Philanthropy in a Downturn

Social Science Research Network (2009) by Maximilian Martin

The stock market volatility of August demonstrated that the economy is far from stable, and prudent management remains the order of the day. This article, first, published in the 2009 downturn, is a good reminder of useful management approaches. Safely managing philanthropies in an economic downturn involves focusing on first principles by preserving or regaining the balance of the real values of the endowment and project portfolio. Maximilian Martin offers four steps to maneuver successfully through a downturn: prepare for positive and negative shocks; accept the inevitability of expenditure adjustment and switching; consider using endowment as a “lever” of change and be strategic about payouts...

Click [here](#) for the full article.