

ANTHONY KNERR & ASSOCIATES
AKA Recommends

September 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:

UCLA's Plan to Take Its B-School "Private"

Fortune (September 26, 2011) by David A. Kaplan

An increasing number of public universities are considering cutting loose from state funding to gain autonomy. By forgoing public dollars, institutions can set tuition rates and attract faculty with pay that is in line with the competitive market place. The loss in public funding is easily offset by increased revenues, according to David Kaplan. But is the path of private education missing the point of what public universities were supposed to be and offer?

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

Online Enterprises Gain Foothold as Path to a College Degree

NYTimes.com (August 25, 2011) by Tamar Lewin

While there is no decrease in demand for traditional college and university programs and degrees, there is a fast growing number of online enterprises that make earning a college degree cheaper, easier and more flexible. In particular, non-traditional students are exploring online programs to earn degrees that have come to be expected by employers in many sectors. In addition to flexible hours, online programs often also offer the advantage of giving credit for work experience. Though the verdict on the quality of these online enterprises is still out, there is little doubt that those offering good and even high quality education will not only succeed but grow.

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

The Shame of College Sports

The Atlantic (October 2011) by Taylor Branch

Student-athletes help colleges, universities and the NCAA earn billions of dollars every year, yet they are banned from making any profit from their sports themselves. Leading civil-rights historian, Taylor Branch, makes the case why college athletes should be paid and the unjust, idealized concept of amateurism be abolished. The range of lawsuits working their way through the nation's courts could destroy the NCAA and open the way to professionalization of college sports. To all those who worry about the possibility, the author points to another successful professionalization of an amateur sports system: the Olympics.

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