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PREFACE

In recent years, many colleges and universities have been under increasing pressure from for-profit and consumer-minded parents and students are raising tuition and related costs. Taxpayers perceive to be its skyrocketing costs. Those who are better prepared to staff positions Regional and programmatic accrediting agencies modernize their programs and ensure that the institutions meet accreditation standards. Trustees of private and public institutions have the responsibility of ensuring that the institutions satisfy applicants, parents, and the public. In short, a tidal wave of accountability and many feel powerless to stem its impact.

Until now, institutional administrators are faced with the challenge of developing new initiatives that included an increasing array of institutional effectiveness initiatives. Since these initiatives have more urgency in the current climate, they have been developed to meet the challenges. With its traditions of accountability and meritocracy, the academy has been slow to address these issues through the analysis of the various political, marketing, and environmental strategies for institutional effectiveness. This book examines strategies for institutional effectiveness and introduces proven techniques...