State Funding Decision-Making for Higher Education Institutions During Capital Campaigns

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Date of Graduation
12-2014

Document Type
Dissertation

Degree Name
Doctor of Philosophy in Public Policy (PhD)

Degree Level
Graduate

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Political Science

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Keywords
Education Policy, Finance, Fund Raising, Higher Education, Public Administration, Public Policy

Abstract
Public higher education has experienced a decline in state funding in real dollars. This has created financial challenges for many students and their families, as well as institutions.

Tax revenue has decreased as a result of the economic recession, causing state leaders to reprioritize their fiscal responsibilities. Higher education has been viewed as a discretionary expense in competition with other state programs, so funding can, and often, does vary. Colleges and universities use alternative financial resources, most notably private fundraising, to meet their goals. The study was conducted to identify college leaders' perceptions of state funding during their institution's mega-capital campaign and determine the influence of mega-capital campaign involvement on
state funding for their institution. Using a mixed-methods approach to collect and analyze data, the study found that there was no statistically significant difference between state funding and mega-capital campaigns, including no statistically significant differences between institutions who were hosting a mega-capital campaign and matched peer institutions that were not hosting mega-capital campaigns. College leaders also suggested that state funding for their university was not influenced by their institution’s capital campaign status. Kingdon’s (2011) Three Streams theoretical framework was used as a lens to analyze the policy implications for the study. This analysis indicated that substantial fiscal policy changes could be developed for public higher education. Further research on the impact of funding on higher education was recommended, as well as an exploration of state legislative funding decision-making processes.

Recommended Citation

https://scholarworks.uark.edu/etd/2097

Funding Higher Education: The Contribution of Economic Thinking. to Debate and Policy Development. by Maureen Woodhall. Maureen Woodhall, Emeritus Reader in Education Finance at the Institute of Education at the University of London, prepared this paper for presentation at the international conference "Economics of Education: Major Contributions and Future Directions" in Dijon, France, June 20 to 23, 2006. The conference was sponsored by the Institute for Research in the Sociology and Economics of Education (IREDU), and dedicated to the memory of Jean-Claude Eicher, the organization’s founder. The study explores the aspects of decision making system development within enrolment campaign in institutes of higher education. Based on the survey on entrants’ and students’ opinion main directions are assumed for the creation of integrated communication system involving existing and potential consumers of educational services, as well as university’s image development. Creation of professional laboratories within programs of specialization. Following the initiation of the guidelines on assessment the institutes of higher education by the Ministry of education and science of the Russian Federation, it becomes necessary to consider optimization measures for entrants’ attraction, that affect academies performance both in short-term and long-term perspectives.