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Economic Environment and Fundraising; E. Fundraising Guidelines; F. Tips for Approaching Individual Donors; Chapter 6 Other Aspects of Fundraising; A. Enhancing Revenues through Executive Education; B. Institutes and Centers as Fundraising Instruments; C. Creating Other Resources to Support the Academic Mission; D. Fundraising as a Source of Leadership Power; E. Fundraising from Public Sources  
F. Endowments in Public and Private Universities and Colleges: Some Implications  
G. The Role of Endowments: A Challenge in Budgetary Policy; H. A Comparative Analysis; Chapter 7 Conflicts of Interest and Division I Sports; A. Conflicts of Interest: Nature and a Guide to Policy; B. Compensation Differences, Perceptions of Inequity, and External Markets; C. External Markets: The Special Challenge of Division I Sports Programs; Chapter 8 Service Functions: A Secondary Source of Threats to the Academic Mission; A. The Need for Support Services: The Growth Picture  
B. Using University Support Functions as a Laboratory for Students  
C. Outsourcing Service Functions; D. Unionization of Outside Contractors; E. Some Examples of Service Functions; Chapter 9 The University President: The Leader's Job is Critical; A. The University or College President; B. Achieving and Leaving Leadership in the Academy: Stepping Up and Stepping Down; Chapter 10 Conclusion; A. The Criteria Underlying Judgment; B. The Threats Revisited; C. Epilogue; Sources; Index; About the Authors

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Sommario/riassunto

<span><span>Based on the authors' experiences in academe over seventy-five years, </span><span style=""font-style:italic;"">The Higher Education Scene in America: Some Observations</span><span> discusses a number of issues that confront America's higher education scene today.</span></span>

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