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Nota di contenuto	Prioritizing Academic Programs and Services: Reallocating Resources to Achieve Strategic Balance; Contents; Preface to the Revised Edition; Foreword to the First Edition; Preface to the First Edition; About the Author; Chapter 1: RECOGNIZING THE NEED FOR REFORM; Chapter 2: IDENTIFYING RESPONSIBLE LEADERSHIP; Chapter 3: REAFFIRMING INSTITUTIONAL MISSION; Chapter 4: DEFINING WHAT CONSTITUTES A PROGRAM; Chapter 5: SELECTING APPROPRIATE CRITERIA; Chapter 6: MEASURING, ANALYZING, PRIORITIZING; Chapter 7: ANTICIPATING PROCESS ISSUES; Chapter 8: IMPLEMENTING PROGRAM DECISIONS Chapter 9: ACHIEVING STRATEGIC BALANCE Resource A: Outsourcing Practices in Higher Education; Resource B: Sample Process Agenda Adopted by a Land-Grant University; Resource C: Criteria for Measuring Administrative Programs; Resource D: Case Studies; Resource E: Sources of Hidden Costs; Resource F: Model Communication Plan;

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Sommario/riassunto

This newly revised best-selling classic *Prioritizing Academic Programs and Services* continues to offer a proven step-by-step approach to reallocating resources in tough times. This updated text includes templates, available also online, for prioritizing communications plans to ensure more successful campus implementation and to avoid mistakes. Based on the author's extensive consulting experiences including serving several hundred two- and four-year colleges and corporations ranging from hospitals to bank holding companies, this revised edition is necessary and timely for the current ec

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