

# *The corporate campus: A 4-step guide for governments, institutions and industry*

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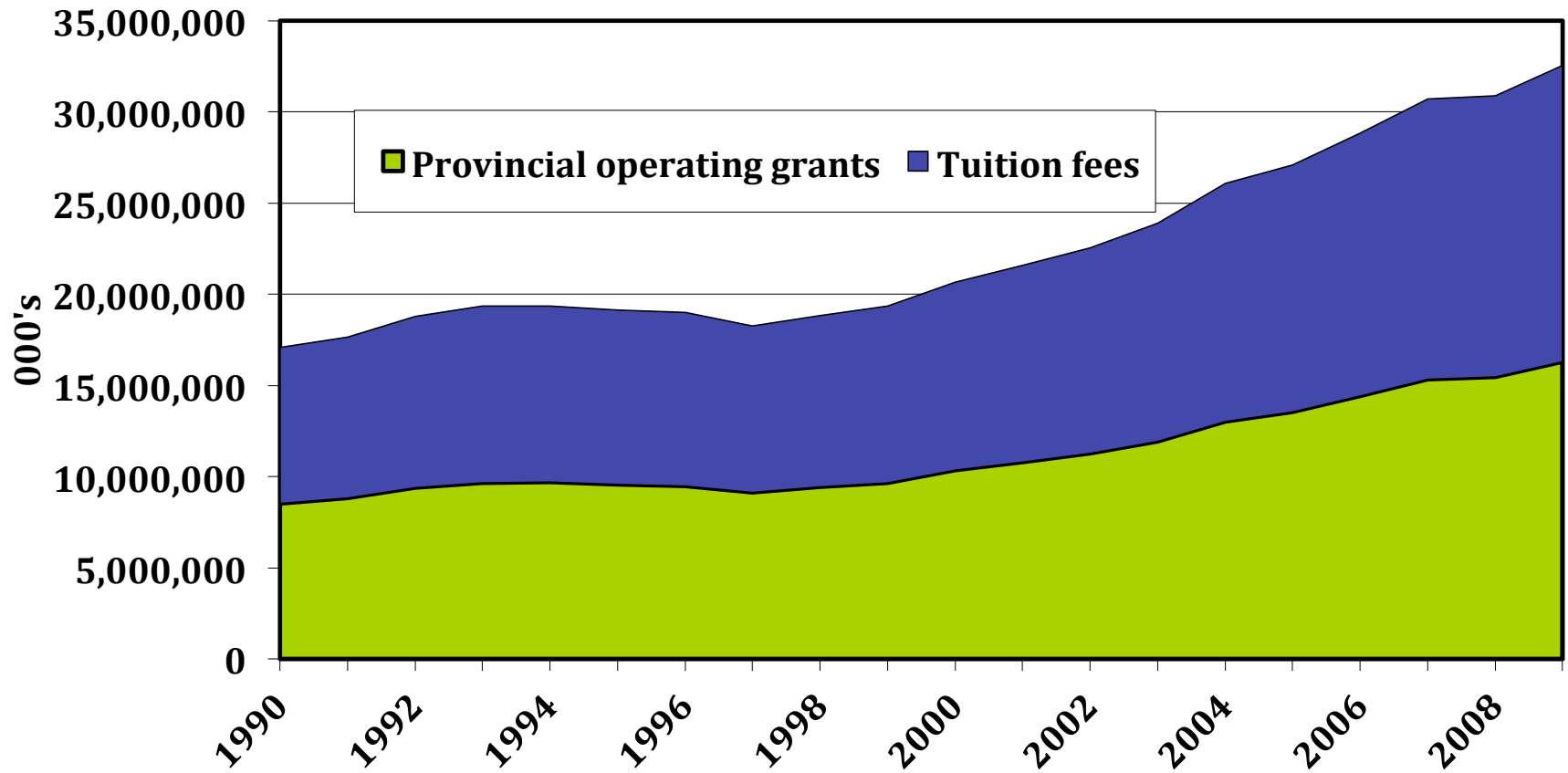


# Step 1: Privatize Funding

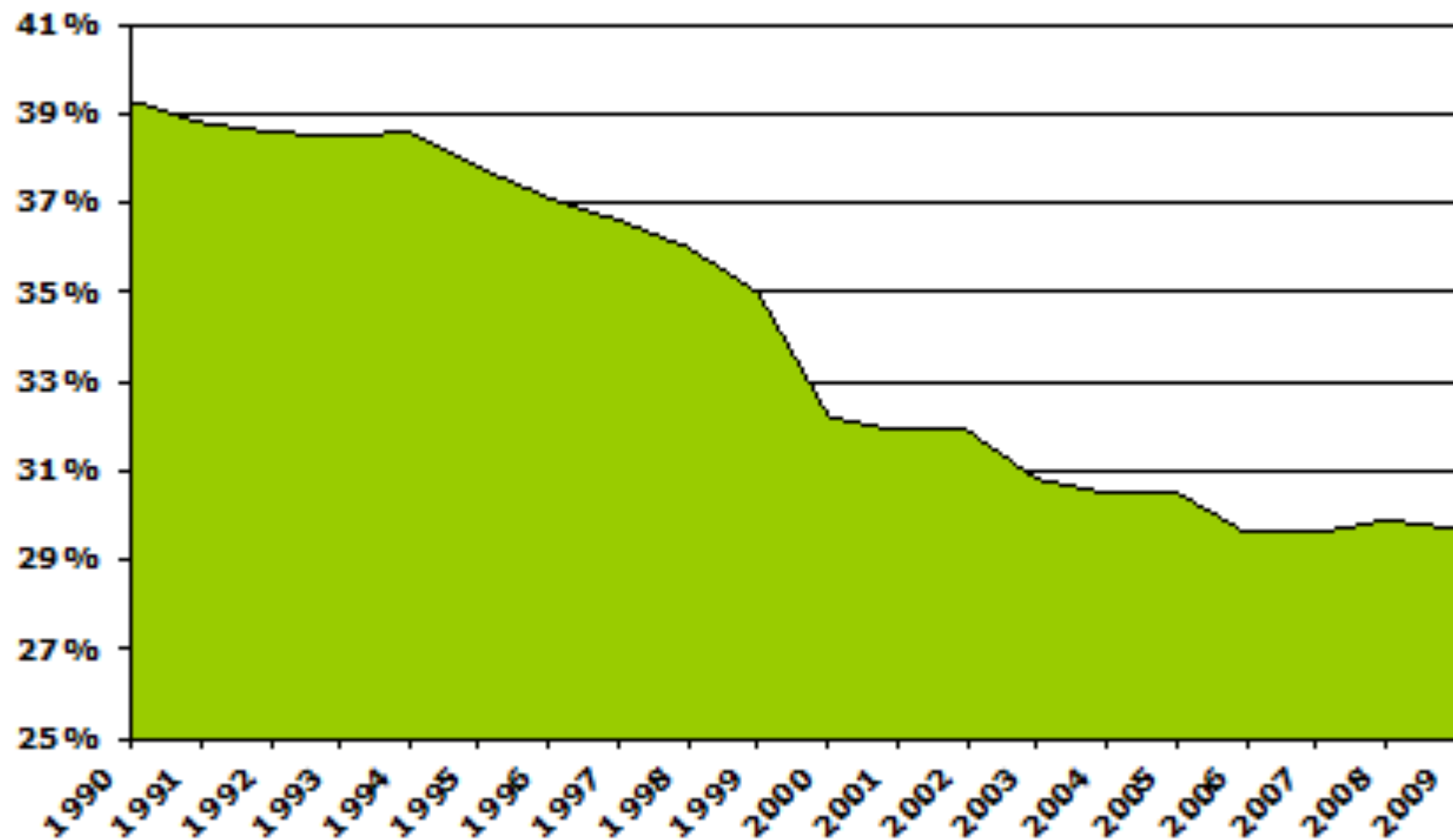
- Universities and colleges run as if they are first and foremost money-making enterprises (e.g. int'l students...er, customers)
- “Diversify” revenues by relying on more private sources of funding (tuition, private grants and contracts)



# University Operating Revenues (\$2008)



# Academic rank salaries as % of operating expenditures (Canada)





*IT BEGAN IN CANADA...*

*"IT'S DISRUPTING EVERYTHING!"*

*"IT'S A TSUNAMI OF POORLY UNDERSTOOD PEDAGOGY!"*

# DAY OF THE MOOC

STARRING: George SIEMENS, David WILEY, Dave CORMIER and Stephen DOWNES  
Connectivists Unleashed a Force They Cannot Control!

## Step 3: Send in the managers

- Expand and concentrate administrative and managerial authority
- Erode and/or ignore collegial governance structures
- Apply latest unproven management fads no matter how absurd (Dickeson)



## Step 4: Open for business

- Encourage and establish industry collaborations, spin-offs and outsourcing deals even if it means compromising academic integrity
- Shift the balance away from basic research to industry-driven needs





Canadian Association of  
University Teachers

# OPEN FOR BUSINESS

## ON WHAT TERMS?

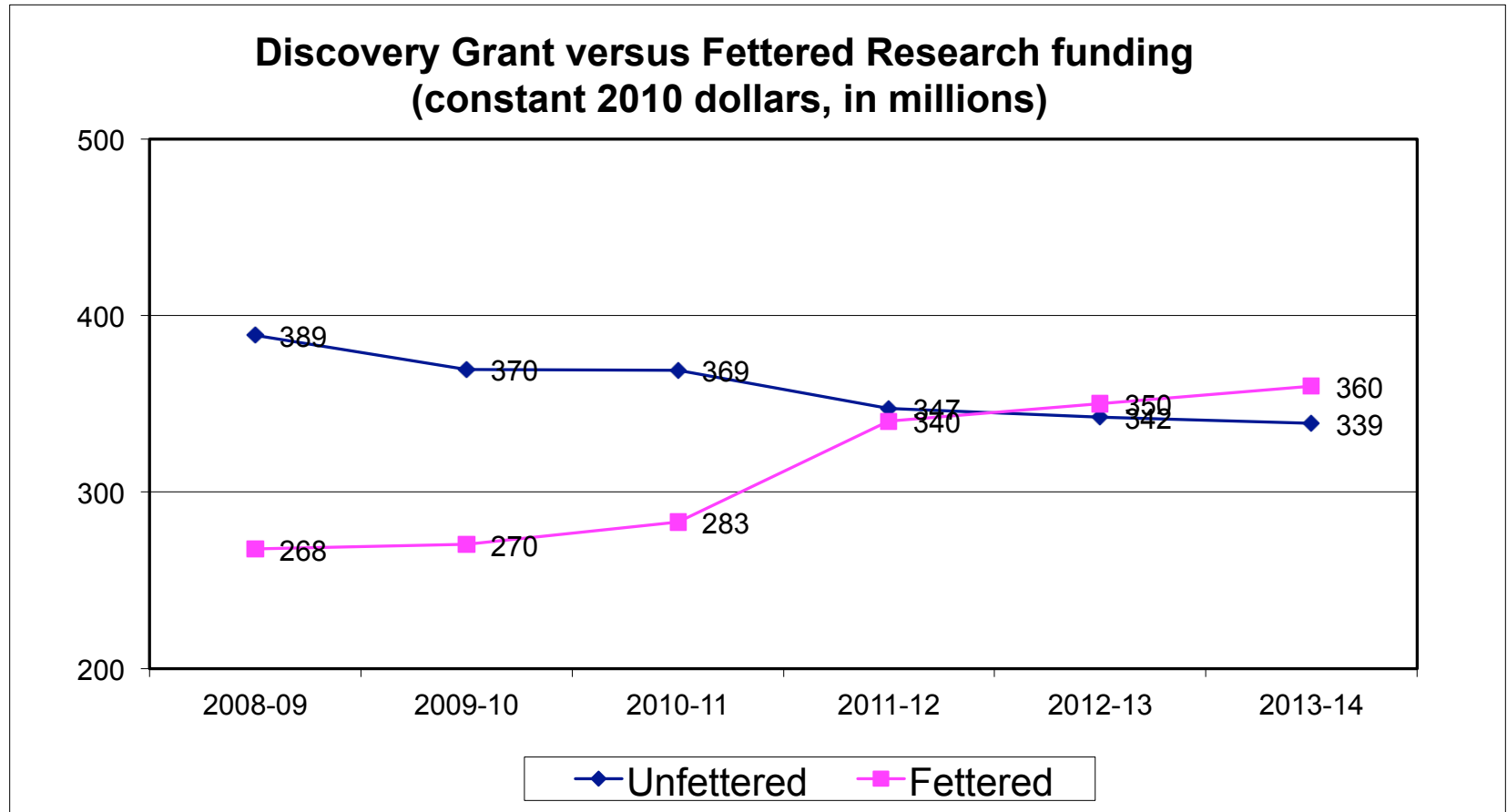
An Analysis of 12 Collaborations between Canadian Universities  
and Corporations, Donors and Governments

# NSERC Spending Priorities

	Actual spending 2010-2011	Projected spending 2013-2014	% Change 2010-2014
People: Research Talent	355.0	276.1	-22.2%
Discovery: Advancement of Knowledge	467.1	392.7	-15.9%
Innovation: Research Partnerships	292.5	357.2	22.1%
<b>Total</b>	<b>1114.6</b>	<b>1026.0</b>	<b>-7.9%</b>

In millions, 2013 dollars. Source: NSERC 2013-14 Report on Plans and Priorities

# Fettered funding within NSERC



Source: NSERC Departmental Performance Reports, Budget 2012-13

# Some questions

- How does the corporatization of post-secondary education manifest itself at your institution? What are the other signs?
- What can associations do to counter corporatization?
  - Collective bargaining
  - Membership engagement
  - Advocacy