I. Corporatization of Education

A. 1960s

1. drugs, sex and rock and roll

2. upsurge of popular participation

3. new organizations

4. social justice movements

Civil Rights Movement Anti-Vietnam War Movement

Free Speech Movement Environmental Movement

Consumer Safety Movement American Indian Movement

United Farm Workers Welfare Rights Movement

Gay Rights Movement Feminist Movement

Occupational Safety and Health Students for a Democratic Society

B. 1973 “Crisis of Democracy”

1. Samuel Huntington

2. Report to the Trilateral Commission

3. “Crisis”

a. “excess of democracy” or too much popular participation

b. legitimation crisis

c. threat to the elite (“Establishment”)

4. Goal: “reassertion of undemocratic authority”

5. Solutions

a. cultivation of passivity in certain groups

“”blacks, Indians, Chicanos, white ethnic groups, students and women . . .”

i. restore “some measure of apathy and noninvolvement”

ii. “. .. return to a measure of passivity and defeatism”

b. “application . . . of theories of order developed for subject societies of the Third World”

i. control the media

ii. weaken labor

iii. emphasize work ethic

iv. lower expectations

v. “manufacture consent”

C. “Crisis” and the University

1. University as a “subversive” institution

a. certain intellectuals

i. “value oriented intellectuals”

ii. unmask and delegitimate established institutions

iii. challenge existing structure of authority and effectiveness

iv. not “technocratic and policy oriented intellectuals”

b. ideas

i. democracy and citizenship as active participation

ii. importance of history for understanding present

iii. importance of critical thinking

iv. importance of humanities

philosophy

literature

v. importance of “sociological imagination”

vi. society and social justice

c. participants

d. organizations

e. target

f. examples

i. Free Speech Movement

ii. Anti-Vietnam War Movement

iii. Students for A Democratic Society

2. Goal

a. depoliticize university

b. transform into vocational institution

c. passify students so they apathetic, uninvolved

d. neutralize intellectuals

3. Strategy: Restructure the University

a. gatekeeper: limit access

i. underfund

ii. increase cost

iii. increase debt burden

b. distribution of resources

i. business

ii. technology

iii. sports

c. marginalize humanities: GE courses

d. business model

i. supply and demand

ii. owner/consumer

iii. product: degree

iv. education is production process

v. research, researchers and grants

f. requires: socialization in K-12

i. non-democratic norms: obedience and respect for authority

ii. education as testing

iii. standardized testing

iv. “it is all about me”

4. Success

D. SDSU

1. business model

a. product: degrees

b. students: customers

c. “sellers market”

d. goal

i. “output efficiency”

ii. “it is all about FTES”

2. research institution (vs teaching)

a. reasons

i. personal ambition

ii. increased revenue

iii. increased status

b. consequences

i. hiring

ii. evaluation

iii. promotion

3. “quality education”?

a. larger classes

b. fewer classes

c. suppressed classes

d. fewer faculty

e. emphasis: technology