

Questions to be Addressed/Answered through Interactive Participation

1:00 PM to 2:00 PM

1. PASCU'S Strategic Vision – [3]
2. Corporate Structure of PASCU – [4]
3. The Funding of PASCU [5]

As we saw earlier, PASCU was inspired by ASCO, the association that Charles Keller and Bracken Burns worked with 45 years ago to help the very same state colleges that would become the state-owned universities of today. The funding model that might work best for PASCU takes what ASCO did and builds upon it to take advantage of extra opportunities that didn't quite exist back then.

Based on the ASCO model, a critically necessary form of fund raising must come in the form of membership fees, a.k.a., association dues. At least two different forms of membership class are envisioned—*individual* memberships, and *association* memberships—such as, e.g., the student government associations, alumni associations, or foundations at each of the 14 universities.

We may also want to test the possibility of “corporate membership” support from the for-profit sector. Helping to preserve the mission of public higher education might appeal to for-profit companies interested in hiring graduates from universities that really deliver “high quality education at the lowest possible cost to the students.”

Another fund raising opportunity comes from successful PASSHE alumni who could be convinced by a compelling PASCU education campaign to make a tax-deductible donation to PASCU. Alumni who hold fond memories of their college experience might be interested in helping to preserve a similar opportunity for the students of today and tomorrow. An important part of the message to alumni in that education campaign must be that the state was much more generous “back in the day” when they were students. Today, the state provides less than 30% of the cost of education, while students, parents and donors, primarily alumni, provide more than 70% of the cost of education!

The final untapped fund-raising opportunity for PASCU involves the private foundation community. Part of PASCU's *education* campaign has to be directed at the private foundations in America, and again, for the same reasons that also appeal to proud and successful PASSHE alumni.

4. The Role of Education [5]

To give you an idea of PASCU's great challenge, as well as its enormous opportunity, the 14 universities currently serve over 100,000 students/families and boast more than 650,000 living alumni/families. Those figures make it clear that *education* will clearly be a major key to achieving PASCU's mission.

5. The Role of Advocacy [5]

As seen on its website, PASCU has embraced an old-fashioned, grass-roots sort of non-partisan political activism that reflects what America's Founders and other political philosophers had in mind when they talked about a virtuous citizenry as a key to preserving the Republic itself! For example:

- "A Republic must either preserve its virtue or lose its liberty." (John Witherspoon), and
- "All that is necessary for the triumph of evil, is that good men do nothing." (Edmund Burke)

While a successful PASCU *education* initiative is a *necessary* condition for PASCU to achieve its mission, education alone will not be sufficient. It must also supported by the right kind of *advocacy* initiative.

6. The Role of Volunteers [5]

As with all non-profits organizations, PASCU will need to rely on volunteers to carry out the numerous tasks that will be required to achieve success. And while ASCO apparently had one paid employee handling some of the direct advocacy, it is too soon to know when PASCU might be able to do the same. It would clearly depend on our success with the fund raising initiatives described previously.

7. The Role of "14-University Representation" [5]

By its very mission, nature, and publicly-stated commitments, PASCU will always see its primary clientele as the majority stakeholders at the 14 state-owned universities. Should PASCU reach out at some later time to the majority stakeholders at the four (4) state-related universities is a question for another day. It is clear that such a step at this point in PASCU's early development may (or may not) be premature.

8. The Role of PR and Media Engagement [5]

Along with *education* and *advocacy*, PR and media engagement—ideally provided by PASSHE alumni volunteers—are also key skill sets that PASCU must attract and employ going forward. PASCU must begin working very hard very soon to turn each and every significant media outlet into a PASCU ally. Again, depending on available funding, paid professional PR/Media assistance could be very valuable.

9. The Role of Legal Challenges [5]

PASCU must also turn to one of the greatest resources available to every citizen fortunate enough to live in a republic—a system of laws—to seek redress for things believed to be illegal, corrupt or otherwise unethical. And PASCU possesses the standing and mission to do that on behalf of the disenfranchised majority stakeholders at the 14 'public' universities. Shippensburg University alone counts forty (40) lawyers among its alumni. Multiplication by ten will provide a good estimate of the pool of potential candidates that PASCU might solicit to find the few needed to mount the legal challenges that could be the key to PASCU's ultimate success.