

**Markets and Quality in Higher
Education
A Closing Comment**

**Robert Zemsky
Chair and Professor
The Learning Alliance at the University of
Pennsylvania**

Two Great Forces

- Quality Movement
 - In the US
 - Student Engagement <—> Student Centeredness
 - Assessment
 - Across Europe and Asia
 - Quality Audits
 - Linking Quality to Performance and Resources

Two Great Forces

- Markets

- In the US

- Principal Source of Revenue
- A Market World of Second Chances
- The “Dreaded Rankings”

- Europe and Asia

- Just Beginning
- Will Similarly Expand Opportunity--but at a Price

Will Markets Encourage Quality in Higher Education?

- The Answer for the US not Encouraging
- Little Evidence that Markets Reward Quality as Defined by the Teaching-Learning Movement

The NSSE Experience

- Measures Student Engagement
- Reliable
- But Among Private Institutions, no Market Leaders Participate

The Rankings

- Not Quality but
 - Market Position
 - Prestige

The Dilemma

- Where Choice is Constrained:
 - Quality is a First Concern of Regulators
- Where Markets Triumph:
 - Prestige and Convenience are the First Concerns of Students and Parents

A Possible Answer

- Massive Consumer Education
- In Markets, its not the Government that Matters, but Higher Education's Consumers