

THE NUMBERS CRUNCH THREE YEARS HENCE: ENROLLMENT PEAKS IN 2008 WITH FACULTY SHORTAGES FORECASTED IN 2007

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ABSTRACT

To examine the opportunities and challenges that will arise within the next three to five years in dealing with simultaneous enrollment peaks and faculty retirements.

- H.S. Dent has forecasted that student enrollments will peak in 2008 while simultaneously forecasting that faculty shortages will be most acute in 2007 and 2012. If he is correct, both a challenge and opportunity will soon be upon us.
- AACSB has forecasted a similar concern regarding doctorally qualified business faculty. They have forecast shortages of 1,142 in 2008 and 2,419 in 2013.

DISCUSSION

The panel is comprised of several faculty representing the diversity within the colleges and universities that make up the Marketing Educators' Association membership. They will share their insights into the challenges facing all schools of business in higher education and their ideas in dealing with the coming crisis. Each spoke approximately for five to seven minutes before opening up the session to a general discussion between panel members and those in attendance.

Helena Czepiec and Juanita Roxas will consider issues including regional challenges in recruiting faculty as well as institutions facing increasing student enrollments accompanied by major budget-cuts. These result in FTE targets either not being met or being met with considerable difficulty.

David Kurtz, the Walton Endowed Chair at the University of Arkansas and author of numerous textbooks will provide a voice for those members outside the western region.

Dennis Vredenburg, represents the southwest constituency, and as a resident of a state with a very youthful population, will share his perceptions of the impact of the coming demographic surge in higher education.

Linda Morris, Provost of the University of Idaho, will share her views as administrators strive to deal with constrained budgets and burgeoning enrollments in the schools of business in the mountain states.

We hope that the discussion of this issue might result in schools of business taking a proactive stance in addressing the crisis looming on the horizon. Where there is a crisis, there too, resides opportunity.