

## *From Access to Success: Closing the Knowledge Divide (Higher Education for Under-represented Groups in the Market Economy)*

*"Education is simply the soul of a society as it passes from one generation to another"*  
**G.K. Chesterton**

In the last decade or so globalisation and emphasis on the market economy has put enormous pressure on higher education institutions. They are expected to change their traditional role as dispensers of knowledge and cultivators of minds to producers of highly skilled labour to meet market needs. The catch-phrase is, 'an educated workforce', and the keyword, 'employability'. It is true that globalisation, along with the revolutions in ICT have broken down many barriers – to quote President Barack Obama, "What matters, then, isn't what you do or where you live, but what you know." But at the same time, the knowledge divide has widened not just between individuals but also between countries. Who then are the 'educated' in the digital age, who will be 'employable' in the competitive market economy? How do we close the gap between those who have access to knowledge, and the form of knowledge, who learn it, master it and use it to compete, and those who do not?

Is an access mission commensurate with a free market ideology? How will access be funded in the market economy with its emphasis on profit and privatisation? Is a competency-based curriculum with transferable skills for employment appropriate for a culturally and socially diverse student body? Is an enterprise culture a threat to greater equity in higher education for under-represented groups? Are enterprise and equity compatible? What are the benefits of the market economy and what are its limitations for equity and access? How do we reconcile equity with market-oriented systems of higher education? If student success is measured by competency and employability, then how do we measure the intrinsic value of higher education?

### Keynote Speakers

- Sonja Barendregt-Roojers**, PricewaterhouseCoopers, The Netherlands
- Roger Brown**, Professor of Higher Education Policy at Liverpool Hope University, UK
- Malcolm Gillies**, Vice-Chancellor & Chief Executive, London Metropolitan University, UK
- Bengt Jacobsson**, Deputy Vice-Chancellor, Södertörn University, Sweden
- Arnold Mitchem**, President, Council for Opportunity in Education, USA
- Hanna Victoria Mörck**, Sveriges Förenade Studentkårer (Swedish National Union of Students)
- Lennart Olausson**, Vice-Chancellor, Malmö University, Sweden
- Maurits van Rooijen**, Rector Magnificus, Nyenrode Universiteit, The Netherlands
- Hanne Smidt**, European University Association, Belgium

### Conference Debate

**'An Enterprise Culture is NO Threat to Equity in Higher Education'**

Join us and make your views heard on the effect of market forces on higher education.



For booking form, programme, and accommodation:

[www.ean-edu.org](http://www.ean-edu.org)

### Conference Objectives:

- ★ Re-examine the role of higher education institutions in a knowledge-based economy and the part they play in closing the knowledge divide for under-represented groups.
- ★ Assess the impact of a market-oriented higher education on under-represented groups when students are regarded as customers or 'products'.
- ★ Debate the benefits and limitations of the market economy and explore how access professionals might interface with business to increase student success.
- ★ Discuss the funding mechanisms for the market-oriented, entrepreneurial university and how these might affect institutional autonomy, efficiency and quality.
- ★ Explore the potential of new technologies in widening access and increasing learning opportunities for under-represented groups in the digital age.

### Programme

#### Monday 14th June, 12:30–19:30

Registration, Newcomers' Reception, AGM and Opening

Opening: **Higher Education and the Market**

Chair: Mary Tupan-Wenno, President, EAN and Director, ECHO, The Netherlands

Welcome: Bengt Jacobsson, Deputy Vice-Chancellor, Södertörn University, Sweden

Speakers: *'The Value of Higher Education'*  
Dr Arnold Mitchem, President, COE, USA

Parallel Paper Sessions 1

9th Maggie Woodrow Memorial Lecture  
*'Markets and Access: A Contradiction in Terms?'*

Prof Roger Brown, Professor of HE Policy, Liverpool Hope University, UK

Welcome Reception hosted by Södertörn University

#### Tuesday 15th June, 09:00–17:15

##### Closing the Knowledge Divide and Student Success

Keynote: *'The Changing Role of HEIs and the Implications for Widening Participation: Some Paradoxes'*  
Lennart Olausson, Rector, Malmö University, Sweden

Parallel Paper Sessions 2

Keynote: *'Trends 2010: A Decade of Change in European Higher Education'*  
Hanne Smidt, European University Association, Belgium

Parallel Paper Sessions 3 and 4

#### Wednesday 16th June, 09:00–17:00

##### Funding, Entrepreneurship and Equity

Keynote: *'Funding for Universities and their Access Agendas'*

Prof Malcolm Gillies, Vice-Chancellor, London Metropolitan University, UK

Parallel Paper Sessions 5

Keynote: *'Diversity means Business'*  
Sonja Barendregt-Roojers, Partner Financial Services, PricewaterhouseCoopers, The Netherlands

Parallel Paper Sessions 6

##### Conference Debate:

Chair: Dr Michael Cooper, Executive Director, EAN

*"An Enterprise Culture is NO Threat to Equity in Higher Education"*

For the motion:

Dr Maurits van Rooijen, Rector Magnificus, Nyenrode University, The Netherlands

Against the motion:

Hanna Victoria Mörck, Sevriges Förenade Studentkårer, Sweden

Conference Conclusion and Summary:

Dr Michael Cooper, Executive Director, EAN

