



A bleak higher education forecast & how legal marketer's can cause a shift

April 29th, 2010 by Kara

Seth Godin, is pretty pessimistic about the future of higher education in the United States. One of the key factors he holds responsible for its demise is **Accreditation:**

Accreditation isn't the solution, it's the problem. A lot of these ills are the result of uniform accreditation programs that have pushed high-cost, low-reward policies on institutions and rewarded schools that churn out young wanna-be professors instead of experiences that turn out leaders and problem-solvers...

...The solutions are obvious... there are tons of ways to get a cheap, liberal education, one that exposes you to the

world, permits you to have significant interactions with people who matter and to learn to make a difference.

Seth's Blog: The coming melt-down in higher education as seen by a marketer



Fortunately, **The City College of New York** is one of those schools staffed with many college professors who are committed to putting a shift in this vicious cycle. One of the ways they do that is with guest lectures and I'm extremely happy to say that I'll be speaking there this evening.

I will be a guest lecturer in the **Black Studies Program – Entrepreneur class** at **City College of New York, CUNY**.

Using the business model the class is currently working with for the semester, I'll be reviewing: How social media works, the platforms available, expense involved, and how to generate new business by using these tools effectively.

Dr. Charles Townsend, the professor, also requested that I include a section on ethics and emphasize the importance of ethical business practices to his students, which I'm only too happy to do.

The **American Bar Association** has also taken on an active roll in shifting the path of American education. They've started the development of the **American Bar Academy**, with a faculty consisting of the organizations 400,000 bar members. Conceptually, they're going to go into every high school and provide a curriculum that teaches Civics. They'll be working with 11th graders (50% women & minorities), in turn they'll be taking that knowledge back to classrooms.

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7 Deadly Business Mistakes Legal Marketers Can Avoid

Listening, monetization, and ethics are key for successful social media campaigns and your legal marketing reputation

Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.

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