Students, faculty, and staff have less and less control over how the university is run. Marketing research is emphasized more and more. Universities compete for top administrators, inflating their pay. More and more new administrative jobs are created to sell the university and its research.

**What do they make at UNC?**

<table>
<thead>
<tr>
<th>Department</th>
<th>Compensation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chemistry</td>
<td>$120,000</td>
</tr>
<tr>
<td>Biology</td>
<td>$110,000</td>
</tr>
<tr>
<td>Physics</td>
<td>$90,000</td>
</tr>
<tr>
<td>History</td>
<td>$80,000</td>
</tr>
<tr>
<td>Economics</td>
<td>$70,000</td>
</tr>
</tbody>
</table>

**More new, more administration jobs**

- More new, more administrative jobs are created to sell the university and its research.
- Grants-funded research loses money.
- The goal of research at UNC-CH.
- Rankings and competition.

**Grant-funded research loses money**

When you include indirect cost recovery, such as building maintenance, labs, and review boards, universities have less money on research. According to a study by Chris Hollowell at UNC, the difference is paid for with teaching revenue from departments such as English and History.

**Research is an essential part of higher education, but why should teaching departmentalize market-oriented research for corporate partners and unprofitable university patents?**

**TOP-TIER UNIVERSITIES ARE COMPETING**

- for rankings...
- for resources...
- for prestige...
- for new students...

To win, we have to become:

*Not just good, but GREAT!*

But, great at what?

*As being like EVERYONE ELSE.*