



Leading America's Branch Campuses (The ACE Series on Higher Education)

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Branch campuses are a growing and vital segment of the American higher education community. But these campuses, and the particular challenges of leading them, have received far less attention than other types of institutions. *Leading America's Branch Campuses* remedies this by providing focused, pragmatic advice, by experienced branch campus professionals, across a very broad range of leadership issues. These include areas such as curriculum, system relations, fund raising, student affairs, athletics, public relations, faculty issues, communication (internal and external), program creation, strategic planning, campus organization and assessment. Chapter contributors include campus presidents/chancellors, provosts, deans, program directors and faculty members. They represent two-year, baccalaureate and graduate institutions, and span the nation, from Florida to Washington State. Dr. Schuman's style is direct and jargon-free, and he emphasizes practical issues more than abstract theories.

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