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As the states get out of the business of higher education, the great state research universities will have to find a new way.

To succeed nationally, we must also succeed within our own institutions.

To lead the way, research libraries must:
Engage within the new university.
Engage beyond the new university.
In states like New Jersey, government is getting out of the business of higher education. Public universities will have to reinvent themselves, in order to contribute value and remain competitive.

The challenge for university units: To create a new business model without sacrificing the social contract that forms the rationale for our social purpose.

(2010) Dashboard Indicators, Office of Institutional Research and Planning, Rutgers the State University of New Jersey.
The rate of tuition increases is highest during recessions; thereby, challenging the notions that increases are caused by inflation, or lack of accountability.

In constant dollars, US median family income stood at $61,083 in the year 2000, by 2007, median family income had grown less than 1% to $61,355—then came the Great Recession. Tuition increases place a growing strain on the ability to pay for a university education.

The redistribution of burden of cost from state to individual leads to shifting expectations of what a university education should deliver.

(2010) Dashboard Indicators, Office of Institutional Research and Planning, Rutgers the State University of New Jersey.
Despite rising tuition, persistent demand for higher education reflects the continuing evolution of the global information economy.
America’s 21\textsuperscript{st} Century Population Will Challenge Traditional Notions of Who is an American …

… and, in so doing, will test the self image of university and research library.
New Jersey points to America’s demographic future.

- In all of US, New Jersey has the:
  - 3rd largest Indian population,
  - 3rd largest Korean population,
  - 4th largest Chinese population,
  - 4th largest Filipino population.

- As a % of state populations:
  - NJ's Jewish population ranks 2nd (after New York).
  - NJ's Muslim population ranks 2nd (after Michigan).

- Latinos = 16% of NJ’s pop.
- Largest pop. of Costa Ricans, and Peruvians, in U.S.
- More people of Cuban origin in NJ than anywhere outside FL.
- Latinos => 66% of NJ’s labor force growth in next 5 years.

(2010) US Census

Longstanding Ethnicities in NJ.
- Italians 18%
- Irish 16%
- Germans 12%
- Polish 7%
- African Americans 15%

18% of NJ's pop. is foreign born. 26% speak a language other than English in the home.
21\textsuperscript{st} century student bodies will exhibit a much more diverse population profile than did 20\textsuperscript{th} century student bodies.

![Projected Population of the United States by Race and Hispanic Origin: 2000 to 2050](image)


* Includes American Indian and Alaska Native alone, Native Hawaiian and Other Pacific Islander alone, and Two or More Races
Persistent Myth: All cities look alike. Differing demography of 6 metropolitan areas diverse socio-economic cultures diverse contexts for metropolitan university libraries.

Sources: Compiled from 2006-2008 Current Population Survey Data and 2009 U.S. Census Bureau (for NYC) and population projections from Pew Research Center (2008)
The states are also rethinking their relationships to public libraries.

The combination of withdrawal from higher education and equivocacy toward public libraries will challenge ideals of public education.
Public libraries form an important link in preparing students for a university education. Public library decline will weaken the foundations of entering university students.

Figure 2. Change in Number of US Public Libraries per 100,000 people, since FY2000

Public libraries, like state universities, have experienced decades of static or declining support. Neither political party, nor economic fluctuations, have slowed the downward slide in public support.

Source: Public Library Survey, FY2000-2009, Institute of Museum and Library Services/National Center for Education Statistics
The ethnic demography of the profession may not be best suited to engage the emerging demographic mix of public and university users.
Librarians: Percent Change by Age, 1990-2010

Percent Change Credentialed Librarians by Age
1990 to 2010

Graduates of MSLS programs, 2007

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Without aggressive recruitment among diverse student populations by librarians & library program faculty, ...

the profession will incur the consequences of cultural isolation from the new Americans of the 21st century

Some Proposals
The key is in the “pipeline”—We must expand the potential pool of candidates for a Masters Degree in Library Studies.

* Act on your own stories.
  * Many librarians acknowledge attraction to librarianship resulting from experience as volunteers or student workers in libraries.
  * Therefore, we should actively recruit diverse students to work in libraries, in order to activate the same attraction in them.
Ride the demographic wave—or suffer the consequences of losing touch with the new America.

**Goal:** Attract and recruit a diverse masters students *and* faculty.

- Provide experiences to volunteers/student workers that lead to professional choices.
  - Cultivate minority students that already work in libraries, in order to help them succeed as students, and activate their interest in librarianship.

- Engage undergraduates, in order to recruit them as graduate students.

- Confront the cost of graduate school.
  - A percentage of qualified minority students will find the price prohibitive.
  - Since the pool of minority students is small to begin with, the remaining number of minority students able to afford graduate school will be even smaller.
  - Therefore, Scholarship programs (e.g., Spectrum Program in librarianship) can make a difference.
Change the narrative. 21st century research libraries will have to reinvent their aspirations.

1. Engage students through enhanced learning environments, and content co-creation.
   - From study hall to collaborative space.

2. House and manage data.
   - As huge amounts of data become available, research libraries should step up and become the data managers, teachers, and servers to the university … and beyond.

3. Establish unique collections.
   - The future of humanities scholarship especially, will depend on what research libraries choose to collect.
Three Realities of a 21st Century Public University

The university is no longer a quiet place to teach and do scholarly work at a measured pace and contemplate the universe. It is big, complex, demanding, competitive, bureaucratic, and chronically short of money.

--Phyllis Dain, Association for Library and Information Science Education (1990).

... city areas with flourishing diversity sprout strange and unpredictable uses and peculiar scenes. But this is not a drawback of diversity. This is the point ... of it.


The task of a University is the creation of the future ... .

The stakes are high, not only for the public university and the research library, but for the nation.

I swear to the Lord, I still can't see, Why Democracy means, Everybody but me.

--Langston Hughes
The Black Man Speaks (1943)