



Financial Strategy for Higher Education: A Field Guide for Presidents, Cfos, and Boards of Trustees

Phd, Michael K. Townsley

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Economic forces continue to reshape higher education, and the leaders of colleges and universities are not getting the guidance they need to achieve their financial goals. Michael K. Townsley, PhD, a seasoned higher education executive, shares proven principles, strategies, and techniques to manage the increasing pace of change in higher education in this field guide. Based on case studies, his own experiences, and insights from other experts, he provides strategic guidance on how to: effectively manage finances, allocate financial resources, design sophisticated budget forecasts, set tuition rates in competitive markets, control operational costs, and run online programs. With clearly ordered lists, logically sequenced plans for action, and cogently presented summaries, Financial Strategy for Higher Education offers a vital reference for anyone who managing the financial condition of colleges and universities during financial stress.

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