

CENTER FOR LEARNING AND TEACHING INVITED U.S. NEWS & WORLD REPORT TO DELIVER SPEECH ON UNIVERSITY RANKINGS

In order to let TKU members understand how U.S. News & World Report makes their university rankings, Center for Learning and Teaching invited Mr. Robert J. Morse, Director of Data Research, U.S. News & World Report, to deliver a speech about their rankings of comprehensive university on Oct. 21.

Mr. Morse first introduced their rankings of American universities, colleges, and departments that were done since 1983. He indicated that since it costs a lot to get a degree of American private universities like Harvard, Yale, and Princeton University, the rankings often influence how students choose their department and university. A survey done in the autumn 2008 by California State University, Los Angeles, to their freshmen, found out that 17.6 percent of incoming first-year students reported that these rankings were “very important” in deciding which college to attend. Moreover, over 8 million people visit U.S. News & World Report’ s website per month, and the school authorities would even adjust their school policy according to the rankings. All these show the importance and influence of the rankings.

Dr. Kao Hsun-fang, Dean of College of Education, pointed out that although the rankings have their influence, they do not reveal students’ practical learning experience. “A university needs to develop its own features and values instead of blindly pursuing high-ranking. What students learn from the university should be the most important things,” said Dr. Kao. Dr. Bair Dyi-ching, Section Chief, the Educational Evaluation Section, Center for Learning and Teaching, also expressed that the improvement of ranking is only a temporal thing, and the management of a university will return to its essence in the end. However, he hoped that this speech could not

only make us understand the international university rankings, but also provide school authority some references. (~Shu-chun Yen)

2010/09/27