



# NEWS RELEASE

## For Immediate Release

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### ARAMARK THOUGHT LEADERSHIP SERIES HIGHLIGHTS HIGHER EDUCATION BEST PRACTICES DURING CHALLENGING ECONOMIC TIMES

*“Leadership in the Great Recession” Focuses on Strategies for Future Success*

PHILADELPHIA, Pa., September 21, 2009 — *Presidential Perspectives*, a national thought leadership series written by college presidents and published by ARAMARK Higher Education, launches its fourth year with a series of essays entitled, *“Leadership in the Great Recession,”* designed to share practical strategies and best practices with education institutions during the most challenging economic environment in recent history.

The first chapter in the series, *“Leadership in the Great Recession: From Doing More with Less to Doing Things Differently,”* is authored by Dr. John C. Cavanaugh, Chancellor of the Pennsylvania State System of Higher Education, overseeing 14 universities with a combined enrollment of more than 112,500 students.

The chapter, currently available at the *Presidential Perspectives* website, [www.presidentialperspectives.org](http://www.presidentialperspectives.org), discusses how the breadth and depth of budget cuts,

as well as the continued public pressure to reform Higher Education has resulted in a “perfect storm.”

“There is a fine line between dealing with economic realities and maintaining quality academic programs,” Dr. Cavanaugh said. “The ‘do more with less’ mantra works as long as it is possible to keep making easy cuts. Beyond that, ‘doing more with less’ either becomes ‘doing without’ or ‘doing fundamentally differently.’ That tipping point provides the opportunity for leadership.”

***Presidential Perspectives*** will publish 10 monthly essays, written by college presidents, on a variety of topics, including Investment and Finances, Campus Sustainability, Customer Satisfaction, Institutional Change and more.

“The 10 chapter topics that make up this year’s series provide a robust accumulation of practical advice, wisdom, and best practices from experienced and accomplished college presidents,” said Tom Ingram, president-Emeritus of the Association of Governing Boards of Universities and Colleges, and author of this year’s series foreword. “These chapters focus on the future of institutions and not on past successes and adversities. The past is unlikely to teach us much about the courageous decisions that have to be made now.”

Dr. Marylouise Fennell, senior counsel for the Council of Independent Colleges and past president of Carlow University, and Dr. Scott D. Miller, president of Bethany College in West Virginia, serve as executive editors of ***Presidential Perspectives***. The monthly series is published by ARAMARK Higher Education, a leading provider of professional services to colleges and universities throughout North America. All chapters will be available at no cost and can be found at [www.presidentialperspectives.org](http://www.presidentialperspectives.org). This site serves as the repository and archive for all chapters, author biographies, chapter calendar, and additional information about the series.

#### **About ARAMARK Higher Education**

ARAMARK Higher Education is dedicated to excellence in dining, facility, conference center, and stadium and arena services. ARAMARK enhances the living and learning experience and environment for more than 600 colleges and universities throughout North America. For more information and a list of our services, visit [www.aramarkhighered.com](http://www.aramarkhighered.com).

#### **About ARAMARK**

ARAMARK is a leader in professional services, providing award-winning food services, facilities management, and uniform and career apparel to health care institutions, universities and school districts, stadiums and arenas, and businesses around the world. In FORTUNE magazine's 2009 list of "World's Most Admired Companies," ARAMARK was ranked number one in its industry, consistently ranking since 1998 as one of the top three most admired companies in its industry as evaluated by peers and analysts. ARAMARK seeks to responsibly address issues that matter to its clients, customers, employees and communities by focusing on employee advocacy, environmental stewardship, health and wellness, and community involvement. Headquartered in Philadelphia, ARAMARK has approximately 260,000 employees serving clients in 22 countries. Learn more at the company's Web site, [www.aramark.com](http://www.aramark.com), or [www.twitter.com/aramarknews](http://www.twitter.com/aramarknews).