



Book Review Editor: Theodore J. Weidner, Ph.D., P.E., CEFP, AIA

We're in a time of transition,

and paying attention to the transition means surviving in our business or not. I'm not talking about personal survival but corporate survival. The last thing I want is to become the most recent "buggy whip" manager. That's why I try to keep on the lookout for books that challenge our industry or "attack" preconceived notions. In this issue there are two more such books that I hope you'll enjoy.

COLLEGE (UN)BOUND, THE FUTURE OF HIGHER EDUCATION AND WHAT IT MEANS FOR STUDENTS

Jeffrey J. Selingo, Houghton Mifflin Harcourt, New York, 2013, 256 pages, \$26.00 hardcover, \$5.99 Kindle.

Previously, I reviewed *The Innovative University*, which discussed the development of higher education in the United States and how some campuses are finding their own niche, rather than attempting to emulate Harvard University. Throughout that analysis there was the general recognition that higher education provides an opportunity for a better economic future for individual students, but that the typical college student participating in higher education is still tradition-bound and costly.

College (Un)Bound presents many of the challenges facing higher education: high costs, shrinking public support, a failing cost model, MOOCs, and cost/benefits. How will colleges face these challenges, and what are the likely outcomes if only traditional solutions are used? It isn't pretty.

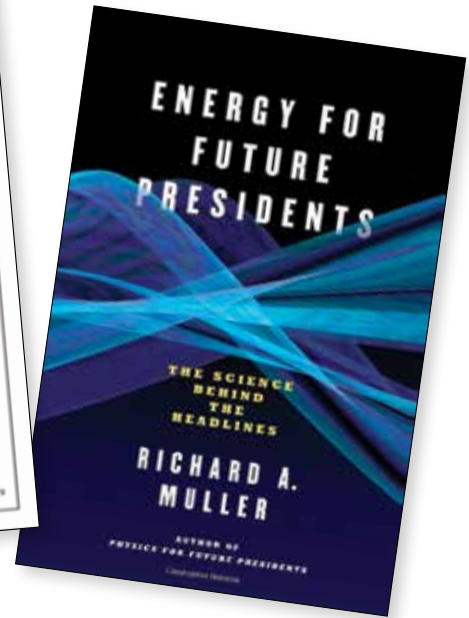
The discussion about MOOCs (massive open online courses) can be frightening to faculty. In June 2013, Prof. Benjamin Ginsberg of Johns Hopkins University lashed out against MOOCs and proposed MOOAs (mas-

sive open online administrations) to address administrative bloat in colleges. In his proposal, MOOAs would handle administrative tasks "more efficiently" by using a single administrator for many campuses. Whether his comments were a sign of frustration with the attacks at higher education costs or not, he has forgotten or ignored outsourced campus services that facility officers have been

UNLESS YOU'RE WORKING FOR AN ELITE INSTITUTION WITH SIGNIFICANT ENDOWMENT PER STUDENT, YOUR INSTITUTION MAY BE AFFECTED.

using already. Whether faculty or college staff like it or not, costs are driving students to cheaper, alternative educational venues. The *ivory tower* is getting soot-stained, and not just the faculty will feel the effects.

I'm not arguing for or against a particular model; I am arguing the need to pay attention to the external forces that are



affecting all of higher education. Unless you're working for an elite institution with significant endowment per student, your institution may be affected. I recommend keeping an eye on the issues that are driving our institutional leaders, and being prepared to respond to the changing landscape quickly. *College (Un)Bound* should be on your reading list so you're prepared.

ENERGY FOR FUTURE PRESIDENTS: THE SCIENCE BEHIND THE HEADLINES

Richard A Muller, W. W. Norton & Company, New York, 2013, 368 pages, \$16.95 softcover, \$12.82 Kindle.

Through both personal and work experience, I have learned that paying attention to energy, where it comes from, and how it is used is important for future success. Paying attention doesn't just mean knowing what was consumed and how much it cost, although those are both important data elements. One must also pay attention to what compromise the energy providers' costs and systems.

Energy costs are volatile, but knowing the energy value (typically expressed in British thermal units (BTU), kilowatt-hours (kWh), and gigajoules (GJ)) is necessary. Whatever unit used, it is important to know the cost of that unit for the fuel selected (electricity, natural gas, coal, propane, gasoline, nuclear) and associated costs of the waste products

of the fuel. The unit costs are relatively easy to understand, even though they vary depending on a number of factors. However, there are a lot of misconceptions regarding the costs associated with the waste of some fuels (e.g., is nuclear waste more dangerous than coal ash?).

Energy for Future Presidents is clearly written for politicians attempting to

dispel, with factual data, the publicly perceived risks and benefits of different energy sources. As with many authors writing about energy alternatives, Richard Muller believes in global warming and has testified before a congressional committee about his concerns. He has also been somewhat prescient, if what he says in the book is correct, when in the 1980s he warned the Sierra Club about its opposition to nuclear energy and the potential for global warming as a result.

Many of the issues discussed in the book are for a national or international scale rather than campus-scaled. There's significant discussion about nuclear energy, risks, benefits, fission vs. fusion, and waste. There are some statistics on deaths due to radiation, both natural and from nuclear accidents, compared to other risks. Ignoring the political energy issues, the concepts presented are scalable for any setting. Mueller looks at the costs, reliability, efficiency, portability, and other factors that drive people to choose a fuel. For instance, why aren't personal vehicles using CNG (compressed natural gas) more readily available? Is a plug-in hybrid vehicle worth the money?

As facility officers we are constantly faced with challenges associated with sustainability, energy consumption, utility costs, and others. Rather than consider these as insurmountable, complex issues, Muller does an excellent job explaining the physics associated with energy and the pros and cons for each. It is an excellent reference for energy facts. There's also an extensive index to quickly access details (in the printed book) for your next meeting on utility costs, as well as new opportunities for sustainability. I'm going to make extensive use of my e-book version for the next project that involves energy choices. 💰

Ted Weidner is president of Facility Asset Consulting, Lafayette, IN, and can be reached at ted@weidnerfac.com.



MOBILIFT CX MODEL

***Make your location
accessible –
instantly!***

PORTABLE MANUAL WHEELCHAIR LIFT

- *Schools, stages, historic buildings and more.*
- *ADA compliant for existing schools*
- *Affordable*
- *Portable*
- *Environmentally friendly*
- *Reliable*
- *Low maintenance*
- *2 Year Warranty*
- *30 years experience*

See our website:

www.adaptivelifts.com

or contact us for more information:

1-800-448-4652

403-243-9400

Email:

info@adaptivelifts.com

Adaptive Engineering Inc.



419 -34th Ave. S.E. , Calgary, AB
Canada T2G 1V1, Fax: (403)
243-9455, Phone (403)243-9400