

Special Report

College & University Presidents Who Blog **An Examination of the Quality of Institutions Involved**

USM President Martha D. Saunders' blog continues to draw the interest of our readers here at USMNEWS.NET. More than one has asked about other college and university presidents who blog. Bob Johnson's Blog on Internet Marketing has conducted just such a survey, and it reports that there are 34 college and university presidents who blog. These are listed below, along with *U.S. News & World Report's America's Best Colleges 2008* "Tier" designation for those institutions that are considered "national universities" by this reference source.

Table 1
The 34 College & University Presidents in the Blogosphere

USNWR Tier	President	College/University	
2	Michael Crow	Arizona State University	
	Frederick Finks	Ashland University	
	Ronald Slepitz	Avila University	
	Ed Leonard	Bethany College	
	Sylvia Bernard	Cambrian College	
	Bill Brown	Cedarville University	
	Dick Celeste	Colorado College	
	Rex Rogers	Cornerstone University	
	Richard Mouw	Fuller Theological Seminary	
	Timothy Cloyd	Hendrix College	
	Dale Lunsford	LeTourneau University	
	2	Lou Anna Simon	Michigan State University
		Ron Liebowitz	Middlebury College
		MaryLynn West-Moynes	Mohawk College of Applied Arts & Technology
Jack Calareso		Ohio Dominican University	
Martha Anne Dow		Oregon Institute of Technology	
Allen Edwards		Pellissippi State Technical Community College	
Stephen Spinelli		Philadelphia University	
David Strangway		Quest University	
Jeff Zabudsky		Red River College	
Jim Towey		Saint Vincent College	
Duane Dunn	Seward County Community College		
2	Mary Cullinan	Southern Oregon University	
	Bob Caret	Towson University	
	Pat McGuire	Trinity Washington University	
	Jonathan Raymond	Trinity Western University	
	Harvey Weingarten	University of Calgary	
2	Michael Hogan	University of Connecticut	
4	Martha Saunders	University of Southern Mississippi	

1	Mark Emmert	University of Washington
3	Mike Garrison	West Virginia University
	Jim Richardson	Wenatchee Valley College
	Michael Roth	Wesleyan University
	Karen Smith	Westchester College

Source: http://www.bobjohnsonconsulting.com/blog1/2007/07/15_presidents_who_blog_saint_v.html

As the data in Table 1 above show, there is only one Tier 1 institution president currently blogging, and only three presidents of Tier 2 universities are doing so currently. These totals, when combined, represent only about 3 percent of *USNWR's* "Top National" universities. Additionally, only one Tier 3 institution and one Tier 4 school (USM) have presidents who currently blog. Thus, only 1 out of every 50 presidents at the *USNWR* "Top National" colleges and universities is a blogger.

Finally, Table 2 below presents some interesting statistics that emerge from Table 1 above.

Table 2
Some Interesting Statistics from 34 College & University Presidents Who Blog

<u>% Female</u>	<u>% Male</u>	<u>% of Females Named "Martha"</u>	<u>% of Males Named "Duane"</u>
23.5%	76.5%	25.0%	3.8%

As Table 2 shows, there is about 1 female presidents who blog for every three male presidents that do. However, it's even more interesting to note that 1-in-4 of the female presidential bloggers is named "Martha," while 1-in-25 of the male presidential bloggers is named "Duane." Of course, one of the "Marthas" is USM's own Saunders, while the other blogs from the Oregon Institute of Technology. As for the one "Duane," he blogs from Seward County Community College.