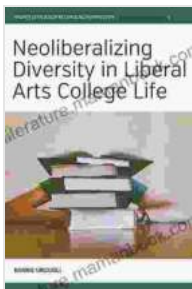


Neoliberalizing Diversity in Liberal Arts College Life: The Higher Education Industry in Crisis

In recent years, there has been a growing emphasis on diversity in liberal arts college life. This is due in part to the changing demographics of the United States, as well as to the increasing awareness of the importance of diversity in creating a welcoming and inclusive campus environment. However, the way in which diversity is being promoted and implemented on many liberal arts campuses is deeply problematic.

The neoliberalization of diversity is a process by which diversity is commodified and used as a marketing tool to attract students and funding. This process has led to a narrowing of the curriculum, as well as to a focus on superficial forms of diversity that do not challenge the status quo.



Neoliberalizing Diversity in Liberal Arts College Life (Higher Education in Critical Perspective: Practices and Policies Book 6) by Bonnie Urciuoli

★★★★☆ 4 out of 5

Language	: English
File size	: 763 KB
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Screen Reader	: Supported
Enhanced typesetting	: Enabled
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In this article, I will explore the neoliberalization of diversity in liberal arts college life and its impact on higher education. I will argue that the increasing emphasis on diversity as a marketing tool has led to a commodification of difference and a narrowing of the curriculum. I will also discuss the ways in which neoliberal diversity is failing to address the systemic racism and inequality that persists in higher education.

The Neoliberalization of Diversity

Neoliberalism is a political and economic ideology that emphasizes the free market and individual responsibility. It has been the dominant ideology in the United States since the 1980s, and it has had a profound impact on all aspects of American society, including higher education.

The neoliberalization of diversity is a process by which diversity is commodified and used as a marketing tool to attract students and funding. This process began in the 1990s, as colleges and universities began to compete for a shrinking pool of students. In order to attract more students, colleges and universities began to emphasize their commitment to diversity. This was often done through the creation of new diversity programs and initiatives, as well as through the recruitment of more diverse students and faculty.

The neoliberalization of diversity has had a number of negative consequences for higher education. First, it has led to a commodification of difference. Diversity is now seen as a product that can be bought and sold. This has led to a focus on superficial forms of diversity, such as race,

gender, and sexual orientation, while ignoring more substantive forms of diversity, such as socioeconomic status and political beliefs.

Second, the neoliberalization of diversity has led to a narrowing of the curriculum. In order to attract more students, colleges and universities have begun to offer more courses that are designed to appeal to a wider range of students. This has led to a decrease in the number of courses that are offered in the traditional liberal arts disciplines, such as history, literature, and philosophy.

Third, the neoliberalization of diversity has failed to address the systemic racism and inequality that persists in higher education. Despite the increased emphasis on diversity, colleges and universities continue to be segregated by race and class. Students of color and low-income students continue to face barriers to success, such as lack of access to financial aid and academic support.

The Impact of Neoliberal Diversity on Liberal Arts College Life

The neoliberalization of diversity has had a profound impact on liberal arts college life. First, it has led to a shift in the way that diversity is understood and valued. Diversity is now seen as a marketing tool rather than as a core value. This has led to a focus on superficial forms of diversity, such as race, gender, and sexual orientation, while ignoring more substantive forms of diversity, such as socioeconomic status and political beliefs.

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The neoliberalization of diversity is a serious threat to the liberal arts tradition. It is leading to a commodification of difference, a narrowing of the curriculum, and a failure to address the systemic racism and inequality that persists in higher education. If we are to preserve the liberal arts tradition, we must challenge the neoliberalization of diversity and recommit ourselves to the values of intellectual inquiry, critical thinking, and social justice.



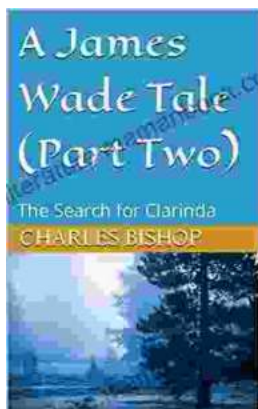
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