

Contact: Chancellor Mark S. Wrighton  
c/o M. Fredric Volkmann  
(314) 935-5476

**Washington, DC** (Tuesday, November 30, 2004) – Brian K. Fitzgerald has been appointed as the executive director of the Business-Higher Education Forum (BHEF), effective January 17, 2005, according to Mark S. Wrighton, chair of BHEF and chancellor of Washington University in St. Louis . Fitzgerald currently serves as staff director of the Advisory Committee on Student Financial Assistance, a position he has held since 1988.

In his new role, Fitzgerald will succeed Jeremiah L. Murphy, BHEF retiring director. BHEF is a not-for-profit membership organization of leaders from American businesses, colleges, universities, museums, and foundations. BHEF's purpose is to harness the talent and energy of its members to examine issues of national importance, take positions and make recommendations with regard to its findings, and then to address such issues with public officials, representatives from both corporate and academic communities, and the general public. In September 2004, BHEF became an independent organization, having been hosted by the American Council on Education since it's founding in 1978.

“The Business-Higher Education Forum is fortunate to attract someone of Brian Fitzgerald's capabilities and experience. As staff director of the Advisory Committee on Student Financial Assistance for sixteen years, he has worked with a wide array of federal, state, and institutional policy makers, as well as leaders in the business and philanthropic communities to shape a higher education policy agenda for the United States Congress. He brings extraordinary insight and familiarity with such issues as strengthening higher education, achieving diversity on campus and in the workforce, enhancing research, and the many other mutual concerns confronting higher education and industry,” said Wrighton.

Working closely with Wrighton in the executive search process was Herbert M. Allison, Jr., chairman, president, and chief executive officer, TIAA-CREF, Edward B. Rust, Jr., chairman and chief executive officer, State Farm Insurance Companies, and BHEF's executive committee. Rust is the immediate past chair of BHEF, and Allison is the vice chair of the organization.

Fitzgerald will be directing an organization founded on the premise that higher education and business are increasingly interdependent. Educational institutions develop the human resources that businesses rely upon to compete and succeed in a global economy. Among the areas of BHEF's recent focus are a new approach to public accountability for higher education; the development of a strategy to address the math and science deficit throughout the educational system; and the need for business and academia to assess, manage and take responsibility for the ethical values of their organizations.

Membership dues as well as grants from philanthropic organizations provide most of BHEF's support in developing reports, issues papers, policy positions, and roundtable

discussions with elected public officials. Membership of the organization totals approximately 80 leaders from American business, colleges and universities, museums, and foundations.

### **About Brian K. Fitzgerald**

Brian K. Fitzgerald was named staff director in 1988 of the Advisory Committee on Student Financial Assistance – an entity created by Congress to advise on higher education and student aid policy. He directs an 11-member group of academic and business leaders who advise the US Secretary of Education and Congress on higher education and student aid policy and finance. Congress has repeatedly reaffirmed and expanded the committee's legislative charter because of the strength of the research and policy work it has produced in such areas as assessing the degree of college access afforded low- and moderate-income students, modernizing the student aid system and enhancing program management by the Department of Education. In 2003, the committee developed a partnership proposal to combine the efforts of federal and state governments, institutions of higher education, corporations and philanthropic organizations to create and support academic development and college awareness and to provide financial access to college. The committee's proposal was introduced by a bipartisan group of Senators as S. 2477 in May of 2003.

In addition, Fitzgerald managed the committee's legislative agenda, built productive working relationships with the majority and minority members of Congress, and established and maintained a long-term working relationship with a broad network of governors, state legislators, university officials, corporate executives and foundations.

During 1981-88, prior to his role with the committee, he worked in business as a senior research analyst at Pelavin Associates, Inc, as senior analyst and project manager for Advanced Technology, Inc, and as vice president for marketing of Preview, Inc.

From 1976 to 1981 he worked in higher education as a research assistant at the Harvard Graduate School of Education and as assistant dean of the college at Bates College . He also served as a lecturer in education for Bates.

Fitzgerald holds a doctorate in education from Harvard University (1990), a master of education from Harvard (1976) and a bachelor of arts in literature from the Massachusetts College of Liberal Arts (1975).

Fitzgerald is the author of numerous articles and publications regarding access and affordability of higher education and is a frequent public speaker. He is a member of the Harvard Graduate School of Education Alumni Council and an active member of Harvard's Washington Alumni Organization. In 2000, he was named a distinguished alumnus of the Massachusetts College of Liberal Arts.

For more information on the Business-Higher Education Forum, please go to [www.bhef.com](http://www.bhef.com).