

**Summary Materials for the Kirby Alliance Committee Event
Morris Museum, 6 Normandy Heights Rd, Morristown, NJ 07960
January 17, 2019, 10:30 a.m.**

Attendees: See attached attendee list, broken down by participating foundations.

Schedule: See attached schedule.

Speaker: Arthur C. Brooks, CEO of American Enterprise Institute

- The following is a description of the talk given that day, “How to Live a “Start-Up” Life”:

Ambitious individuals using their talents to create new ventures are a central piece of our national story. But at its root, to be an entrepreneur, or to “earn happiness,” is not simply to create wealth. True entrepreneurship and “earned success” are based in the creation of dignity and meaning by building one’s own life. Arthur Brooks, president of the American Enterprise Institute, draws together ancient philosophy, modern history, and the latest social science research to define a new vision of entrepreneurial living – and offers a tactical roadmap for each of us to apply the key lessons and principles of entrepreneurship to build happier, more meaningful lives.

- Coincidentally, Arthur has recently announced his resignation, effective the summer of 2019, so this was one of his final talks as CEO of AEI. After a decade at the helm of AEI, Brooks will assume a joint position as Professor in the Practice of Public Leadership at the Harvard Kennedy School and Senior Fellow at the Harvard Business School in summer 2019.

Lunch/Kirby Alliance Meeting: The group congregated in the Dodge Room of the Morris Museum for lunch and a lively discussion among philanthropic partners. Cleveland Johnson, Executive Director of the Morris Museum, delivered a welcome message and spoke on hopeful future directions of the museum, including curating more diverse exhibits to draw in a younger population of patrons and donors. Members of the Kirby Alliance then began a discussion reflecting on takeaways from Mr. Brooks’ talk, especially the value of “defining your weaknesses” and “saying yes,” and how these might apply to future philanthropic giving. Roger then presented a 78”x24” laminated poster of the Kirby Descendant Chart and requested that anyone who had not provided information of his or her family branch do so as soon as possible. He hopes to have the chart finalized and completed by the next Kirby Alliance gathering, as well as the information available online to share with the group. The group then discussed the next Kirby Alliance meeting, proposed to take place at the Kirby Episcopal House in Mountain Top, PA in September 2019 once renovations were completed. (The specific meeting time of 11:30 am was subsequently decided upon. Additionally, Coray coordinated with Board and staff of the Marian Sutherland Kirby Library to organize a tour beforehand at 10:00 am for those interested.) It was suggested that the Kirby Episcopal House Board members coordinate the planning around this meeting and communication, versus the FMKF office.

Tour of the Morris Museum: Following lunch and the meeting, at approximately 1:00 pm, the group proceeded to have a tour of the Morris Museum, beginning first with the Murtoch D. Guinness Collection of mechanical musical instruments and automata, led by Cleveland Johnson.

Follow-Up: Following the meeting, Rachel Manfredi, Development Director of the American Enterprise Institute, sent some follow-up materials, including a New York Times op-ed Arthur Brooks had referenced during his talk, “My Valuable, Cheap College Degree” (see attached).

January 17, 2019 Attendee List

The Acorn Hill Fund

Based in New York, NY

- Katie Prentice
- Miles Prentice
- Jessie Prentice
- Gene Prentice
- Marian Burke
- Morgan Hvolbeck
- Kirby Culbertson

The Allan P. Kirby, Jr. Family Fund

Based in Mendham, NJ

- Jessie Lee
- William Lee
- Coray Kirby
- Milan Kirby

The Ann K. Kirby Foundation

Based in Richmond, VA

- Roger Kirby
- Frank Page
- Wade Kirby
- Linda Kirby

F.M. Kirby Foundation

Based in Morristown, NJ

- Alice Horton
- S. Dillard Kirby
- Adrienne Kirby
- Stark Kirby
- Jeff Kirby
- Karen Kirby
- Morgan Kirby
- Laura Virkler
- Drayton Virkler
- Leigh Kirby Klein
- Ward Horton
- Sandie Sherman
- Bill Byrnes
- JoAnn Tiefau
- Diana Kostas
- Linda D'Addario
- Erin Clifford

Community Foundation of New Jersey

Based in Morristown, NJ

- Hans Dekker, CEO

Geraldine R. Dodge Foundation

Based in Morristown, NJ

- Cynthia Evans, Interim
President/CEO & CFO

Hyde and Watson Foundation

Based in Warren, NJ

- Bill Engel, Board Chairman

Turrell Fund

Based in Montclair, NJ

- Justin Kiczek, VP – Programs

William E. Simon Foundation

Based in New York, NY

- Sara Snider, Executive Director

American Enterprise Institute

Based in Washington D.C

- Dr. Arthur Brooks, President
- Rachel Manfredi, Director of
Development

The Morris Museum

Morristown, NJ

- Dr. Cleveland Johnson, Executive
Director

Thursday, January 17, 2019

Schedule of Events

10:30 am - 11:00 am	Coffee and Tea Available	<i>Lobby of the Bickford Theatre</i>
11:00 am - 12:00 pm	Presentation by Arthur Brooks, American Enterprise Institute	<i>Bickford Theatre</i>
12:00 pm - 1:00 pm	Lunch	<i>Dodge Room</i>
1:00 - 1:15 pm	Kirby Alliance Update	<i>Dodge Room</i>
1:15 pm - 2:15 pm	Museum Tour	<i>Murtogh D. Guinness Collection Exhibit</i>
2:30 pm	Departures	

The New York Times

THE NEW YORK TIMES OP-ED FRIDAY, FEBRUARY 1, 2013

My Valuable, Cheap College Degree

By Arthur C. Brooks

WASHINGTON
MUCH is being written about the preposterously high cost of college. The median inflation-adjusted household income fell by 7 percent between 2006 and 2011, while the average real tuition at public four-year colleges increased over that period by over 18 percent. Meanwhile, the average tuition for just one year at a four-year private university in 2011 was almost \$33,000, according to the National Center for Education Statistics. College tuition has increased at twice the rate of health care costs over the past 25 years.

Ballooning student loan debt, an impending college bubble, and a return on the bachelor's degree that is flat or falling: all these things scream out for entrepreneurial solutions.

One idea gaining currency is the \$10,000 college degree — the so-called 10K-B.A. — which apparently was inspired by a challenge to educators from Bill Gates, and has recently led to efforts to make it a reality by governors in Texas, Florida and Wisconsin, as well as by a state assemblyman in California.

Most 10K-B.A. proposals rethink the costliest part of higher education — the traditional classroom teaching. Predict-

Arthur C. Brooks is president of the American Enterprise Institute and a former professor at Syracuse University.

ably, this means a reliance on online and distance-learning alternatives. And just as predictably, this has stimulated antibodies to unconventional modes of learning. Some critics see it as an invitation to charlatans and diploma mills. Even supporters often suggest that this is just an idea to give poor people marginally better life opportunities.

As Darryl Tippens, the provost of Pepperdine University, recently put it, "No PowerPoint presentation or elegant online lecture can make up for the surprise, the frisson, the spontaneous give-

With rising costs,
bargains look smart.

and-take of a spirited, open-ended dialogue with another person." And what happens when you excise those frissons? In the words of the president of one university faculty association, "You're going to be awarding degrees that are worthless to people."

I disagree. I possess a 10K-B.A., which I got way back in 1994. And it was the most important intellectual and career move I ever made.

After high school, I spent an unedifying year in college. The year culminated in money problems, considerably less than a year of credits, and a joint decision with the school that I should pursue my happiness elsewhere. Next came what

my parents affectionately called my "gap decade," during which time I made my living as a musician. By my late 20s I was ready to return to school. But I was living in Spain, had a thin bank account, and no desire to start my family with a mountain of student loans.

Fortunately, there was a solution — an institution called Thomas Edison State College in Trenton, N.J. This is a virtual college with no residence requirements. It banks credits acquired through inexpensive correspondence courses from any accredited college or university in America.

I took classes by mail from the University of Washington, the University of Wyoming, and other schools with the lowest-priced correspondence courses I could find. My degree required the same number of credits and type of classes that any student at a traditional university would take. I took the same exams (proctored at local libraries and graded by graduate students) as in-person students. But I never met a teacher, never sat in a classroom, and to this day have never laid eyes on my beloved alma mater.

And the whole degree, including the third-hand books and a sticker for the car, cost me about \$10,000 in today's dollars.

Now living back in the United States, I followed the 10K-B.A. with a 5K-M.A. at a local university while working full time, and then endured the standard penury of being a full-time doctoral fellow in a residential Ph.D. program. The final tally for a guy in his 30s supporting a family:

three degrees, zero debt.

Did I earn a worthless degree? Hardly. My undergraduate years may have been bereft of frissons, but I wound up with a career as a tenured professor at Syracuse University, a traditional university. I am now the president of a Washington research organization.

Not surprisingly, my college experience has occasionally been the target of ridicule. It is true that I am no Harvard Man. But I can say with full confidence that my 10K-B.A. is what made higher education possible for me, and it changed the course of my life. More people should have this opportunity, in a society that is suffering from falling economic and social mobility.

The 10K-B.A. is exactly the kind of innovation we would expect in an industry that is showing every indication of a bubble that is about to burst, as Thomas K. Lindsay of the Texas Public Policy Foundation shows in a new report titled, "Anatomy of a Revolution? The Rise of the \$10,000 Bachelor's Degree." When tuition skyrockets and returns on education stagnate, we can expect a flight to value, especially by people who can least afford to ride the bubble, and who have no choice but to make a cost-effective college investment.

In the end, however, the case for the 10K-B.A. is primarily moral, not financial. The entrepreneurs who see a way for millions to go to college affordably are the ones who understand the American dream. That dream is the opportunity to build a life through earned success. That starts with education. □