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## PRESS RELEASE

### **Commentary on Neoliberalism in the Gallaudet University Administration**

One of the unfortunate side-outgrowths of the Deaf President Now movement – or in other words, an unpredictable/incidental consequence – was the post-DPN involvement of I. King Jordan in the burgeoning trend of neoliberalism in Washington, DC in the late 1980s and beyond.

When we protested for a “Deaf President Now!” in 1988, did anyone think that demand would come to be related to US economic issues and eventually also global economic policy? Yet, when Jordan assumed office, he very quickly headed in that direction, no doubt as a result of hobnobbing with DC-bigwigs such as Sen. Tom Harkin or [Washington Post co-owner Donald E. Graham](#), which included getting involved with the [Federal City Council](#). (One concrete indication of such was the special Washington DC VIP license plate that Jordan had on his car for many years, which was inexcusable.) We can still see remnants of that relationship in the current efforts being made at Gallaudet toward revitalizing commerce on 6th Street adjacent to the campus, which is currently being spearheaded by [the Assistant Vice President for Administration](#).

After the Deaf President Now protest, it didn't take long for Jordan's true colors to begin showing. When administrators and faculty members at Kendall School on the Gallaudet campus set up a new plan to emphasize bilingual education and American Sign Language in 1991, [Jordan quickly shut it down](#). This was no doubt due to him following the wishes of Sen. Harkin who, by this time, was already [maneuvering to increase the use of cochlear implants](#) among deaf children.

This, then, was the beginning of the end for both I. King Jordan and Tom Harkin, since neoliberalism's strong influence is now, with the partial (philosophical/political) success of the Occupy Movement and the successes of [other protest movements](#) around the globe, seemingly beginning to slowly wane, or if not wane, then at least slow down (and will hopefully be headed in the other direction soon), and it's not an exaggeration at all to say that the [Unity for Gallaudet protest played a role](#) in setting the stage for the general Occupy Movement.

In truth, both Jordan and Harkin were actually *pro-neoliberalist extremists*, since the ["monetization" of the human body](#) (as would be the result of the rampant, unchecked use of cochlear implants that they both envisioned) represents one manifestation of neoliberal extremism. We can't rule out [Tony Coelho's influence in this trend](#) as well, especially since he has also been involved with medical implant corporations, albeit implants of a different type (for epileptics, for example).

We only need to take a look at the prevalence of the term "marketing" on the Gallaudet.edu website to get a glimpse of Jordan and Harkin's pro-neoliberalist legacy, which today (in December 2015) stands at over a thousand hits:

<http://tinyurl.com/GU-marketing-dec-2015>

When we narrow down the web search to only look at "marketing" hits as part of marketing-related academic programs at GU, the number of search hits dwindles down to the single digits!

<http://tinyurl.com/GU-business-marketing-dec-2015>

So this means that the thousand-plus hits mentioned above are primarily non-academic in nature and most likely stem (in the majority of instances) from Jordan and Harkin's neoliberalist legacy at Gallaudet.

Here's a new XLS spreadsheet uploaded today for the purposes of watching how this word-usage trend on Gallaudet.edu continues into the future:

<http://gallyprotest.org/marketing.xls>

A pertinent and timely question: Will neoliberalism thrive or decline in the Gallaudet administration in the next 10 years? Only time will tell. Will the incoming Gallaudet president be able to successfully “tame” and bring under control the actions of the VP of Admin & Finance? Or will we be subjected to several more years of “the tail wagging the dog”?

We wait in anticipation and in hope. The next move, vis-a-vis the GU administration, will be on the part of the new GU president.

–BR