The impact of technology on society has caused a paradigm shift in the basic support for higher education. Whereas higher education has traditionally been supported as a function of government, the knowledge explosion and global economy resulting from the impact of computer and other technologies has moved the underlying support of higher education to the marketplace. There is evidence that traditional academic strategies and practices that were successful under the old paradigm may no longer be working. Thirteen suggestions are offered for ‘revolutionary changes’ that the Academy must make in order to survive, and even thrive, in the new paradigm.