

Liberalism changed the trajectory of the US when a rich highly educated Charles Koch decided to pour millions of dollars into a campaign that exposed corruption in the oil industry. Koch understood that entrepreneurs were underrecognized and overcontrolled, “he visioned what society might become if entrepreneurs were freed from government interference: self-responsible, individual freedom, world peace, social progress, and free of coercion,” (MacLean), was the message Koch represented. He was one of the five richest men in the US, and he used his spending power to gain political influence,” (MacLean).

Consequently, due to Koch, liberalism became connected with politics and economic liberty. Nonetheless, after WW II liberalism became synonymous with the term “New Deal”, which gave Americans “hope” “faith”, and a “cause larger than themselves”, “The influence of the New Deal led postwar planners to focus on programs of social insurance to guard against economic failure, unemployment, illness, and old age,” (Gerstle). This set the stage for free-market politics which in turn gave a future to modern liberalism – Neoliberalism. Under this political ideology, higher-educated students became a commodity for colleges and universities, therefore, giving way for these higher educational institutions to begin bidding for prospective students to enter their campuses, (Gerstle).

As stated above “freed from government interference,”- neoliberalism allowed States to defund educational institutions. This causes these schools to increase learning costs, pass their financial payload on to students, have closer associations with big businesses, and condense their non-tenured staffing, (Fish). “Neo-liberalism has a vision of a weak state. A society that lets the “invisible hand” of the free market guide all aspects of its form of social interaction,” (Parkay, Hess).

### References

Gary Gerstle, 2022, The Rise and Fall of the Neoliberal Order

Nancy MacLean, 2007, Democracy in Chains

Forrest Parkay & Glen Hass, 2000, Curriculum Planning

Stanley Fish, 2009, Neoliberalism and Higher Education, The New York Times

