

31st & Pearl

365

Give or take a day or two, it's been one year since usmnews.net began "opening up" the College of Business at USM. And, with the exception of creosote, the CoB has seen revelations about almost everything imaginable in the world of academics. Secret degree programs, special summer teaching deals, a 4th-Year Review, a "Letter of Agreement," surprise resignations, and AACSB probation. Yes, all of that, and more, packed tightly into a 12-month time frame.

Since mid-July of 2006, the number of visits to usmnews.net (formerly usmpride.com) has swelled beyond any reasonable expectation. What so many now simply call "the pride" has been "visited" over 900,000 times since its spring 2006 inception. Faculty and staff at institutions from the University of Michigan to the University of Phoenix are keeping informed of events in USM's CoB, an organization that is quickly becoming the national representation of how higher education can, and does, sometimes go horribly wrong. "The pride" has exposed these ills from both sides, showing what can be called "the playbook" for bad administration and instructing on what may someday become "the remedy" for administrative malfeasance.

To those whose ill-advised deeds have been exposed, the past year must seem like 10. To new USM administrators, particularly new President Martha Saunders, "the pride" might be a gift in disguise. Much of the work of turning USM around – at least in getting the CoB out of the doldrums – has been done. All she has to do now is throw away "the playbook" and apply "the remedy." There is no time to waste. It's time to get started. With the opportunity at hand, it would be a shame to have to pen "730."

31st & Pearl is a series housed at usmnews.net that features commentary on aspects of life in the CoB from a variety of columnists.