

Alvin Williams' Website vs. Tyrone Black's Mission Statement "A Balanced and Synergistic Comparison"

The recent report about the complete overhaul of the CoB's web presence (at www.usm.edu) spot-lighted the similarities between the description of today's CoB (as provided by Dean Alvin Williams' administration) and the description of the CBA of the mid-to-late 1990s (as provided by Dean Tyrone Black's administration). As a refresher, let's examine the CBA **Mission** of the mid-to-late 1990s:

The College of Business Administration at The University of Southern Mississippi is committed to preparing students for careers in business and to assisting organizations in South Mississippi. . . To fulfill our mission the college seeks a balanced and synergistic agenda of instruction, scholarly activity, and professional service.

Now, let's recall the webpage language that was captured by the recent USMNEWS.NET report referenced above (webpage located at bottom of this report):

The Southern Miss College of Business offers a learning environment that promotes personal growth and prepares students for careers in business using a balanced and synergistic approach of instruction, scholarly activity, industry partnerships, career placement, and professional services.

Duane Cobb's Commentary

The similarity between the statements from the two eras (now and 10 years ago, spanning 4 different deans) is striking. It's déjà vu, all over again. As one of the *31st & Pearl* columnists says, it's the CoB's *inability* to produce new and fresh ideas that has it mired in a 6th Year Maintenance of Accreditation Review. Whether it's the Syracuse-born CoB Integrity Policy or the Central Missouri State-bred AACSB reports, this rings true, over and over again.

