

From the Archives of Academic Administrative Yackety-Yak, Blather, Prattle, Jabber, and—for the Sophisticate Among You—Confabulation Part 3

Part 3 of our series that highlights academic administrative yackety-yak, blather, prattle, jabber, or confabulation continues with Past USM President Martha Saunders’ “**Innovation (Creative, Bold, Determined).**” (To catch up, see [Part 1](#) and [Part 2](#).)

Findings and Discussion

The overarching concepts are labeled in this report as the forces of innovation, and the areas of strategic focus provide a compass. Together, they give inspiration and direction to move Southern Miss toward its future. **Deep** within every organizational culture lie the **values** and beliefs that over time have evolved into cultural assumptions. These values, beliefs, and assumptions are best **discovered through** the stories told by organizational members.

The data gathered through the stories told during the Core Dialogue sessions produced five forces central to the core of Southern Miss.

Spirit of Humanity
Self-Efficacy
Collective Individualism
Connection to Heritage and Tradition,
Commitment to Diversity

These five *forces of innovation* represent those intangible characteristics that make Southern Miss what it is while at the same time providing the energy to move Southern Miss toward its desired future.

“Values?” “Deep?” The “values” are so “deep” they can’t be found. For example, in Martha Saunders’ sworn deposition, values of competence and integrity were not to be found. See for yourself [available at Amazon](#). She explicitly and consciously chose to ignore reliable evidence when making important decisions. And the truth of her incompetence was best discovered through her two sworn depositions—not through her “Spirit of Humanity, Self-Efficacy, Collective Individualism, Connection to Heritage, and Commitment to Diversity”. She and a few colleagues exercised USM’s “heritage and tradition” by mobbing those who expressed diverse views.

What, then, does Saunders mean by the “five forces of innovation”? How the h-e-double-l does she plan to measure success?

You’ll just have to wait until our next installment of Martha Saunders’ “**Innovation**” confabulation, academic admin style.