

Are USM Administrators Like Virginia Tech Administrators?

It's worthwhile to consider that question after reading a [Chronicle of Higher Education](#) article, "Updated Report on Virginia Tech Shootings Highlights New Notification Delays."

"An addendum to the August 2007 [official Virginia state] report, originally obtained by the [Richmond Times-Dispatch](#), discloses that at least two university officials who were part of a crisis-response team notified family members about the shooting of two students in a dormitory and that some offices, including the president's, were locked well before the rest of campus was informed.

Officials did not issue a university wide alert that a shooter was at large until minutes before the gunman, Seung-Hui Cho, opened fire in a classroom building, killing 30 students and professors. They also failed to contact the family of one of the first victims for more than three hours, until after she had died."

A comment that followed the article offers that: "The transcript of the 2 hour administration meeting that took place, as events were unfolding and leading to the horrific result, needs to be released. It would show the focus of discussions was on spin control, putting the university's image ahead of the welfare of the students. But they were worried enough to protect themselves and their families."

We know how PR obsessed USM administrators are. They spend a fortune creating an image without much concern for reality. We also know USM administrators support colleagues who bandy about Virginia Tech accusations to attack people they don't like as though the mere accusation establishes the truth of the claim—despicable behavior which advances their PR agenda. Are they capable of the same despicable PR conduct reported in the Chronicle of Higher Education?

Only time will tell the answer.

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