

“Ask not what the CoB can do for you – ask what you can do for the CoB”
Fashion Merchandising & Tourism Management

This report examines the contribution to the CoB’s bottom line of each of the CoB’s fashion merchandising and tourism management faculty. The data used for doing so are (1) each faculty’s tuition contribution via his or her fall 2008 SCH production, and (2) each faculty’s fall 2008 salary. These data appear in Table 1 below.

Table 1
Net Contribution of CoB’s FM & TM Faculty, Fall 2008

Rank	Name	Tuition Contribution	Salary	Net Contribution
1	Green, Evelyn	\$ 29,520	\$24,150	\$ 5,370
2	Yaoyuneyong, G.	\$ 29,520	\$29,000	\$ 520
3	Price, Catherine	\$ 38,130	\$38,065	\$ 65
4	Burgess, Brigitte	\$ 28,905	\$35,555	-\$ 6,650
5	Drake, Erin	\$ 16,605	\$29,000	-\$12,395
6	George, Babu	\$ 8,610	\$29,000	-\$20,390
7	Becker, Cherylynn	<u>\$ 7,995</u>	<u>\$38,772</u>	<u>-\$30,777</u>
		\$159,285	\$223,542	-\$64,257
	Lay, Marsha	\$ 23,370	TBA	TBA
	Paster, David	<u>\$ 7,995</u>	TBA	TBA
		\$190,650		
	Fashion Merchandising	\$ 75,030	\$ 93,555	-\$18,525
	Tourism Management (w/o Lay & Paster)	\$ 84,255	\$129,987	-\$45,732

Notes: SCH production data come from the USM registrar. Tuition contribution data is based on semester hour prices of \$205 (UG) and \$273 (G). All students are assumed to be in-state students. Salary data are taken from USM Budget Book 2008-09.

Table 1 indicates why some have referred to what became of tourism management under the Harold Doty regime (2003-07) as an abomination. Considering only the four faculty for whom there are complete data, TM is draining the CoB of almost \$50,000 in fall 2008 semester alone. If Paster and Lay were added to the mix, the total drain would most likely approach \$70,000, given the paltry tuition contribution of the two (combined). Fashion merchandising is not performing well either, as evidenced by the near \$20,000 drain for fall 2008 semester alone.

In terms of individual drainers, former TM chair Cheri Becker is the biggest culprit, at almost \$31,000 flushed away in fall 2008 semester alone. On the FM side, Erin Drake is responsible for a drain of more than \$12,000. These data all paint a bleak picture of USM’s b-school.