

## The CoB Beauty Parlor Coming Soon

A new set of fees could soon be added to student accounts in the College of Business, and they're sure to be controversial. The CoB, which already tacks \$19 per semester onto each student's bill to cover the cost of the *Wall Street Journal* Academic Partnership Program, is currently looking to continue its trend of unabashed totalitarianism by creating a new system of requisite expenses for seniors in the CoB.

Interviewers are reporting that CoB students fail to dress appropriately for job interviews and that their grooming is often sub-par. As such, an ad hoc committee in the CoB is currently studying the feasibility of transforming classroom space into a dual-sex clothier and grooming salon. Every senior would be assessed a \$750 up-front fee to cover the cost of a CoB-approved interview suit, dress shoes, blouse/shirt, and accoutrements. Additionally, each student would be required to obtain a "proper" haircut (and shave, if necessary) from the official CoB stylist, located on-site. Students could show up at 8am in street clothes and could be outfitted, groomed, and dressed by their 9am interviews. Here's hoping that the humming of the clippers and the snipping of the shears doesn't distract the professional interviewers from Wal-Mart from finding the next manager for the D'Lo store. The official Doty interview uniform fee is rumored to be scheduled for implementation next fall.

In all seriousness, the CoB's wasteful spending on career services has been chronicled here at usmpride, with a report that outlined the duplication of career services over and above what is offered for USM students as a whole. Doty apparently views USM's students as too stupid, too ignorant, too inept, or too lazy to use USM's career services office (located on campus in McLemore Hall) properly, so he has hired a CoB-only career counselor for \$30,000+ per year, has spent thousands of dollars to transform a classroom into interview suites, and has regularly roped off faculty parking so that interviewers won't have to walk more than 30 yards from their cars to Greene Hall. All of this because Doty thinks USM students are too \_\_\_\_\_ (fill in the blank) to use the same services that students in CoAL, CoST, CoEP, and CoH do? Hardly. Doty played the "accomplishment" game to a T in this instance – Yeend, interview suites, and all – creating more useless lines on his vita. He makes sure to highlight this type of activity – the kind that costs him nothing personally, since the bill is footed by students and MS taxpayers – whenever he goes on job searches, as he did on tape at USF.

What is sad is that Doty knows precious little about the undergraduate students he claims to be helping. As one junior faculty I know in the CoB has said, "When is the last time Doty taught an undergraduate course at USM?" The answer, of course, is never. It's not about the students, and it never has been. It's all about Doty and his drive for the next job. That's why he courts these "prestigious" employers – so he'll have connections and relationships at his next job.

Just who are these employers that Doty is trying to attract to campus? Target, Wal-Mart, Red Lobster, Buckle, Cingular Wireless, the GAP, Olive Garden, and the Beau Rivage, among others. Many CoB students work full or part time already, and where do they

work now? Target, Wal-Mart, Red Lobster, Buckle, Cingular Wireless, the GAP, Olive Garden, and the Beau Rivage, among others. Maybe Doty's student recruiting strategy should be to recruit students working more than 30 hours/week while they attend(?) classes in the CoB – the kind of students who are already assistant managers at local branches of national chains and who are unlikely to change employers even after graduation. Following that strategy, the CoB would have a 100% placement rate, and Doty could shut down the CoB Career Services office and sweep that money back into his booze account. This strategy will become even more effective after Doty succeeds in getting the entire CoB curriculum offered online – that way, students can multitask, working on class work during breaks from their real work.

One last thing: if Doty does install the CoB Beauty Parlor and Clothier in JGH, then he should be an example and use his own services. Maybe someone could teach him the relative merits of a dress suit that fits correctly (think: trousers with a proper length) or a haircut that is crafted by someone using something other than a Flowbee (with vacuum attachment).

CoB students are adults who should be able to digest information and make their own choices. Those who, after being informed about career services in McLemore Hall, choose not to utilize them or, worse yet, ignore the guidance, should be allowed to learn the lessons of the business world and adapt their behavior accordingly or not. Instead, Doty removes a little more personal responsibility and accountability from their plates and creates a little more entitlement complex in a population that needs a dose of reality sooner than later. Unfortunately for Dr. Doty, many CoB faculty believe he was absent from school the days they taught business in his MBA and PhD programs, meaning that he has yet to learn these business (and life) lessons himself.