

CoB News, 29 July 2009

Public Relations Wars

With various CoB academic programs thought to be on the cutting block in order to meet president Saunders' \$2 million cut for the CoB, one would expect a public relations barrage out of these programs to begin/intensify between now and the 1-Sept-09 deadline for terminating tenured faculty. Such may have been the impetus for Charmaine Schmermund's [28-July-09 presser](#) entitled "Southern Miss to Offer First Undergraduate Executive Format Casino Management Course." In it Schmermund relays information about Anthony Del Vescovo's (Beau Rivage legal counsel) new ExecTM course on casino management, which Del Vescovo says will provide information on regulatory, legal and security aspects of casino operations.

In response to the move, Larry Gregory, executive director of the MS Gaming Commission," stated that "**Southern Miss is doing a wonderful job providing a curriculum for those seeking career advancement in the field of casino and tourism management,**" which is the kind of quote, and from the kind of official, that a program thought to be in jeopardy needs at the moment. To cap it off, newly-appointed TM chair Catherine Price was able to provide Schmermund with some quotes about how successful her area is, including much of the work being done by CoB TM instructor Evelyn Green. Will the CoB's other areas thought to be in jeopardy - FM and ECO - be able to respond in kind? Only time will tell, though neither has shown the level of PR savvy in the past that TM has shown.

32 Questions

The USM Faculty Senate's webpages now [includes](#) the answers to 32 questions about the dire USM budget situation that were answered recently by the Martha Saunders administration. The same document is also [now included](#) as one of Saunders' own blogs. The questions, and Saunders' answers, are drawing a lot of interest already, and promise to continue to spark budget-cut debates in the weeks ahead.