

Davis, Green Get New iPods for Instruction

The CoB's Donna Davis (Professor of MIS) and Evelyn Kwan Green (Instructor of Tourism Management) were recently named among the 12 winners of USM's "Podcasting Pilot project," which was kicked off in USM's Learning Enhancement Center on 8-Jun-07. According to USM Public Relations officials, the 12 faculty members were selected "based on proposals that demonstrated a commitment to improving student learning through the use of innovative technologies." The 12 winners, along with LEC officials, are shown below:



Pilot faculty for USM's Podcasting Pilot project show off their new iPods (Photo Courtesy of USM Public Relations).

Individual photos/statements for/from Davis and Green are inserted below (both courtesy of USM Public Relations):



Dr. Donna Davis receives her iPod from Sheri Rawls, LEC Director. Dr. Davis is a Professor of Accountancy and Information Systems in the College of Business. She plans to use podcasting to enhance the effectiveness of her courses and appeal to different learning styles.



Ms. Evelyn Green receives her iPod from Sheri Rawls, LEC Director. Ms. Green is an Instructor of Tourism Management in the College of Business. She plans to use podcasting to deliver up-to-date and first-hand information from key gaming industry leaders and regulators.

Commentary by Duane Cobb

The USM property tags that will be attached to these iPods (presumably) will be larger and weigh more than the iPods themselves. As one source we spoke to put it, Donna Davis is never too far away from any nonsense, and this project appears to be just that. Davis' rationale for involvement in the project, "to enhance the effectiveness of her courses and appeal to different learning styles," is about as flimsy as they come.

The other instructors in the CoB have to be coming to the conclusion reached by the USMNEWS.NET source, that Green is an honor graduate of the Farhang Niroomand School of Self-Promotion. Amy Sevier and Wanda Fennell, two instructors in MGT who each bring in hundreds of thousands of dollars in net revenue, should understand that their positions in the CoB are less secure than Green's. Green now works in a unit that is struggling to find faculty. Sevier and Fennell are in an over-staffed unit. Green also knows how to work the back channels at USM to maintain employment, while Sevier and Fennell haven't shown any such ability. Finally, Green's use of USM Public Relations gets her name "out there," unlike Sevier and Fennell.

One final note. According to the prices at the Apple Store, this pilot project will cost between \$2,988 and \$4,188 (in the iPods alone). For the CoB's portion, that comes to between \$498 and \$698. I wonder if Davis can use the iPod to help ensure the accuracy of information on CoB SEDONA vitae?