

# The CoB's Cut-and-Paste Culture

by Duane Cobb

I don't know when it began, and it's probably been around for a while, but I'm almost certain that the CoB's cut-and-paste culture has never been as ingrained as it is today. This website has been reporting on it for almost six months -- long before the Dr. Cut-and-Paste column appeared here recently. Although that column referenced EFIB Chair George Carter's use of a job opening advertisement template, one created by another EFIB faculty, to prepare for a job search, CoB Dean Harold Doty is usually at the center of the cut-and-paste culture.

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The cut-and-paste culture seems to be stamped into everything that *is* the CoB these days. From reports about the CoB's use of the "PRIDE" acronym, to stories about the origin of "Developing Careers," the CoB's mission, cut-and-paste seems to be ubiquitous. When these stories first appeared, they were likely brushed aside by many. Now, with revelations that "the CoB's" new AQ/PQ definitions (i.e., Academically and Professionally Qualified definitions) came straight out of heart of the "Show Me" state -- Central Missouri State University, that is -- the idea that those other glorious "visions" are original is a lot less plausible.

As if all of this weren't enough, the 19 January 2007 AOL (Assurance of Learning) seminar conducted by Dr. Karen Tarnoff, the CoB's AACSB consultant, served mainly to keep our thoughts on cut-and-paste. As reported at USMPRIDE.COM, near the beginning of her seminar on AOL, Tarnoff described to the CoB the importance of the process of tracking progress toward (AACSB) goals. After Tarnoff spoke about the importance of developing so-called AOL rubrics, etc., assistant professor of marketing Talai Osmonbekov delivered the questions of the day: Have you done this (at East Tennessee State)? . . . Can we just copy yours?

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Once the laughter subsided, Tarnoff, as she should have, informed all who sat in JGH 303 that adopting another institution's AACSB definitions, rubrics, etc. is "a real danger." Carter, an individual mentioned in the recent AACSB AQ/PQ plagiarism allegations involving CMSU, tried to counter by saying that institutions are prudent to bring back good ideas that are found on visitations to peer and aspirant institutions. That idea, to use one of Carter's faves, "got stuffed" by Tarnoff.

It was somewhat surprising that Doty didn't chime in on the discussion with an inappropriate comment or two. But, he was to have his moment in the sun before it was all over. Nearing the end of her presentation, Tarnoff stressed to the CoB that it was not essential that the CoB use any set of AACSB-approved terms within its AOL documents. All that is necessary, she pointed out, is that the CoB define the terms it does choose, indicating also that provision of a glossary would be helpful to AACSB visitors.

Here is where Doty's *hubris* took over. Turning to the two QEP administrators in attendance, Doty asked (paraphrasing): Do you all have a glossary for QEP purposes? After they responded in the affirmative, Doty dropped his own Osmonbekov-style question by asking (paraphrasing): Would you mind just sending it over so we can use it too? Enough said (or asked). The CoB's cut-and-paste culture just got a new breath of life, as if it really needed one.

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Who knows where the cut-and-paste culture meets its end. In Carter's world of ethics evolution, you do what the boss does. As long as Doty continues to breathe life into the cut-and-paste culture, others will follow. It's sorta like Carter's analogy, "where the boys go to school . . ."