

Holding Class

A LOOK AT WHAT FACULTY ARE DOING TO ESCAPE THE COB

As [reported](#) here at USMNEWS.net, former CoB professor of marketing/tourism management Tony Henthorne left the CoB in the summer of 2008 to take a departmental chairperson's [position](#) in the Harrah College of Hotel Administration at UNLV.

Harrah Hotel College

Henthorne's move to the head of the Tourism & Convention Administration Department at UNLV was, as expected, lauded by CoBers and [columns](#) here at USMNEWS.net. However, several subsequent visits by USMNEWS.net reporters to UNLV's website failed to turn up any evidence that Henthorne had actually joined the faculty at UNLV, much less that he had been holding an administrative position there. Our most recent visit to UNLV's cyber pages turned up something quite intriguing. On that occasion reporters found the [minutes](#) of the 18-Sept-08 meeting of UNLV's Faculty Technology Advisory Board (FTAB). Agenda item #4 at that meeting concerned UNLV's potential adoption of the "Activity Insight from Digital Measure" software program – a program that, according to the FTAB secretary, “. . . provides a way to collect all the activities in which faculty engage. It can produce reports of productivity in various kinds of forms/formats: some standard reports but can be customized.”

To those familiar with USM's CoB and USMNEWS.net's reports, the AIDM program looks to be a competitor of SEDONA, the software program developed by a faculty member at the University of Tennessee that was adopted for use in the CoB under the administration of former CoB dean Harold Doty. Given Henthorne's experiences with SEDONA while in the CoB, UNLV's FTAB adopted the following "Action Item" at its 18-Sept-08 meeting:

Action Item: Contact Tony Henthorne, Visiting Lecturer/Tourism & Convention Administration, since he is new to UNLV and has used a similar product.

Note that the item initiates contact with Henthorne, who is credited by FTAB's secretary as being a "Visiting Lecturer" in Harrah's TCA department. A [previous report](#) in this series provided evidence indicating that former CoB associate professor of management Jon Carr gave up one rank – from associate to assistant – to move from the CoB to the Neeley School of Business at Texas Christian University after fall 2008.

According to the FTAB minutes shown here, Henthorne gave up several ranks when he vacated his position as professor of marketing/TM in USM's CoB in order to take a post as "lecturer" at UNLV. The "visiting" tag attached to "lecturer" makes things all the more intriguing.

Sources have stated that various USM b-school faculty have been "too cozy for comfort" with past b-school administrators. Michael Melton represents an example from the William Gunther administration (1998-2003), while Charles Sawyer and Henthorne represent examples from the Doty (2003-07) and Alvin Williams (2007-08) administrations. When these administrations are sacked or otherwise fall away, faculty in these positions often flee for what sources describe as a fear of reprisals. Some say Melton's quick departure to Roger Williams University, Sawyer's immediate departure to TCU and Henthorne's recent departure to UNLV after the fall of these three past b-school administrations, respectively, represent examples of such a phenomenon. In this regard Henthorne's exit is no surprise. However, if it was spun to be something prestigious, when such a description does not apply, as it appears happened on the basis of information in this report, then, according to sources, Henthorne's recent departure from the CoB casts even more shadows on some of the darker events in the summer of 2008 that involved Henthorne and Williams.