

## About SEDONA: A Mock Interview with a CoB Administrator

*[Disclaimer: The interview below never really occurred. What you see represents a "mock interview" with a CoB Administrator. However, the statements we present as answers to our mock questions are real, and were written by actual [and current] CoB administrators at some point since October of 2005. They serve to show the administration's frenzy about completing the Sedona files leading up to the 2006 evaluation period]*

**USMPRIDE:** Thanks for sitting down with us today, and sharing your thoughts about the new calendar year [2006] in the CoB. How are preparations for the annual faculty reviews going?

**CoB Administrator:** The annual evaluations will be prepared from Sedona data this year. Consequently, it behooves each faculty member to make sure that Sedona is up-to-date. The College of Business annual evaluation meeting will be Monday, April 10, 2006.

**USMPRIDE:** You mention Sedona, which is something we've been hearing a lot about lately. Why are we using it?

**CoB Administrator:** I want Sedona to be the single-source for all faculty information. That way, you and I will not be burdened with all of these ad hoc requests and requirements. We just say, "Get it from Sedona." We get relief, and all information used and published on our faculty is consistent, to the faculty member's standard of accuracy.

**USMPRIDE:** You used an intriguing phrase --- "the faculty member's standard of accuracy." What do you mean by that?

**CoB Administrator:** [blank stare]

**USMPRIDE:** What other advantages or uses can you speak to with regard to the new Sedona database?

**CoB Administrator:** [The] Dean wants to display Sedona vitas on a screen with a computer projector [at the meeting with Grimes] to show true faculty productivity...He also plans to use annual evaluations to make his case for merit raises in individual cases and collectively. [So, everyone should] please make a special effort to get Sedona up-to-date.

**USMPRIDE:** Any other uses for it?

**CoB Administrator:** As [I mentioned earlier], the only source of information that will be considered in this year's annual review process is the information included in the Sedona database. Further, it is critical that the Sedona data is complete because we will use the database for AACSB accreditation purposes. Please [help us] make sure that all faculty members in [the CoB] have provided an accurate account of their activities for annual evaluation through SEDONA. All the information on their accomplishments must be entered in SEDONA prior to March 3, 2006.

**USMPRIDE:** What advice would you give me, for instance, as a faculty member who is not familiar with Sedona?

**CoB Administrator:** I recommend that you call [the Dean's Office] at 6-5853, sooner rather than later, to reserve a space during one of the Faculty Training Sessions. The sessions are limited to 15 because that is the number of available machines in JGH 204. Sedona is going to be our single-source for faculty information. It is menu driven, and we want the faculty to maintain its currency. . .

**USMPRIDE:** Isn't most, if not all, of the information that faculty members will put into Sedona confidential, or of a sensitive nature?

**CoB Administrator:** The only potentially sensitive information that I have found in Sedona is: Race, Sex, and Date of Birth. My . . . [suggestion] . . . is to leave those blank. When AACSB, [and other] . . . reports require that Information, [CoB secretaries] will enter it, run the reports, then delete it again. **{secretaries' actual names appeared above in the original}**

**USMPRIDE:** I suppose there really is no sensitive information on Sedona, which is why secretaries, and I would guess graduate students, will have access to it. I am curious about something else you said, though. If you think that a faculty member's race and sex are potentially sensitive items, why does the College of Business show pictures of all of its faculty at [www.usm.edu](http://www.usm.edu)?

**CoB Administrator:** [blank stare]

**USMPRIDE:** We've noticed lately that the CoB is beginning to upload some publication records of its faculty on the College website. Do you have a problem with that?

**CoB Administrator:** Keeping our contact information and pubs lists up-to-date is important during . . . recruiting season because potential candidates go to our website to get a better understanding of our faculty.

**USMPRIDE:** Is there any other advice you would like to give to faculty about the publications on the website, or about their Sedona files?

**CoB Administrator:** We will use Sedona instead of the University Faculty Activity Report (FAR). . . [Also,] Sedona will be used instead of the College Faculty Activity Report identified as Appendix A-3 in th[e revised Faculty Handbook]. Thus, please make sure that Sedona is up-to-date and complete.

**USMPRIDE:** For some reason I can't help but feel like I haven't given you enough time to talk about Sedona. Do you have any parting comments?

**CoB Administrator:** I request that you familiarize yoursel[f] with Sedona, check it out on the Web.

**USMPRIDE:** Okay. Thanks again for your time.