

More Smoke and Mirrors More Public Relations Nonsense

Consider the recent “news” release from USM:

[Southern Miss, MGCCC Enter Concurrent Enrollment Agreement](#)

ARTICLE | MON, 08/04/2014 - 2:29PM | BY CHARMAINE WILLIAMS SCHMERMUND

“In an effort to increase higher education opportunities for students, Mississippi Gulf Coast Community College and The University of Southern Mississippi have entered into a new concurrent enrollment agreement allowing students in select academic programs to seamlessly complete degrees from both institutions.”

So, why the parade of administrators making a do-nothing public announcement?

The main message is students “seamlessly completing degrees from both institutions.”

This was, in fact, always the case with transfer students. Nothing new here. If students had any idea they were going to transfer they would seek the courses that were accepted by, e.g., transferable to USM, or any other school, and get pre-approval for the transfer. Really easy. This BS “agreement” is pure public relations without any substance.

Wait!

Let’s not be hasty. What are these bureaucrats up to? Maybe it’s simply public relations silliness they are well know for. Maybe.

Or, are they laying the groundwork to manipulate public information in the future? Preparing to hide a bad news situation they already know about. They like doing that too. They pay a small army a fortune to create a public image to dupe the citizens of Mississippi.

For example, what if there is a huge decline in students attending USM? And the bureaucrats anticipate this bad news? Watch to see if USM bureaucrats include the MGCCC students in the USM student population count to buffer evidence of further decline in USM student population.