

## More to Come? Time to Fish the Revenue Streams

*A View of the USM Budget Crisis from the Lighter Side*

by Hal Greene

This year's FY 2012 USM budget cuts totaled about \$15 million. Last year's FY 2011 cuts came to about \$10 million. What about next year? Early reports indicate that another \$10 million is coming in cuts for FY 2013, taking the three-year total to about \$35 million. At this rate USM will become a relatively poor private university in a little more than five years. It also seems clear that the Martha Saunders administration will insist on focusing more on revenue streams, like grants and contracts, student retention and enrollment growth, to address the situation.

There are other revenue avenues. Perhaps it's time for USM faculty to take charge and start up a bumper sticker business. Imagine the possibilities:

Honk if You Got a Terminal  
Contract from Martha Saunders!

Don't Blame Me – I'm  
Not On the UPC!

**IMPEACH SAUNDERS**

I ❤️ Flying in Aunt Martha's Jet

Who's Martha Bailey?

**Bring Back the APG!**


Got Religion (Major)?

 Thames-Grimes in 2010 

Aunt Martha Flew to Gainesville &  
All I Got was this Damn Bumper Sticker!

**My Child is an Honor  
Student at Hardy High**

Honk if You Ditched  
Aunt Martha's PR Class!

Aunt Martha  Wants You(r Line)!

**September 1<sup>st</sup> is Coming**

**Is it Hand Wringing Time Yet?**

Wouldn't examples like those shown above generate lots of money? I would think so. Of course, USM's local public competition would likely attempt to get in on the act and raise some money themselves:

**I Told You to Go to JCJC . . !**

**I Told You to Go to PRCC . . !**

USM's larger in- state rivals would be sure to follow:

**@Ole Miss . . . No Professor Left Behind**

**@Miss State . . . No Academic Program Left Behind**

In the end, however, it's USM's private cross- town rival that will seize the day:

**USM – A William Carey Applicant's 'Plan B'**

If this idea has merit, feel free to add these to your own ideas, at no charge of course. In the meantime, let's all keep our eyes on the ball:

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