

Saunders Unveils New *10 for '12* Program

Near the end of her presentation at the Fall 2011 Convocation on 8-Sept-2011, USM president Martha Saunders unveiled the details of what she called her *10 for '12* program. The 10 basic elements of that program are:

- Lead with Quality
- Keep an Eye on Enrollment
- Recruit Brightest & Best Employees
- Match Resources & Priorities
- Embrace Our Diversity
- Facilities do Matter
- Serve the Needs of the Coast
- Know that Economic Development is Good for USM
- Think about Service
- Invest in Southern Miss

In describing element number two, Saunders pointed out that although she does not foresee USM becoming a *large* university, she does believe that USM needs to grow beyond its current size, and that it is poised to do so. USM continues to set enrollment records, and [reports indicate](#) that the student body is now at 17,962. Sources believe that the target for enrollment at USM is 20,000-21,000 across all campuses, with much of the growth occurring at USM-Gulf Coast. The current breakdown is 14,795 for USM-Hattiesburg, and 3,167 for USM-Gulf Coast.



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The fourth item, matching resources with priorities, deals with USM's forthcoming implementation of what is referred to as "responsibility-centered management," or RCM. In what Saunders calls the "[eat what you kill](#)" model (RCM), academic and administrative units act as profit centers in terms of generating funds to pay for human resources, capital items, and other elements associated with service provision. In some circles at USM, the term

“resource (re-)allocation” is now being used to refer to committees or action teams in charge of developing priorities for the 100 year old institution.

Finally, the tenth item – invest in Southern Miss – represents Saunders’ call for USM alums to support the institution financially. During this portion of her convocation speech, Saunders referenced [b-school alum](#) Chuck Scianna’s recent \$5 million [pledge to support](#) the new 90,000 sq ft business facility that will occupy the space next to USM’s Trent Lott Center on U.S. Hwy 49. A [prior report here](#) at USMNEWS.net notes that this reference to [Scianna](#) was essentially Saunders’ only mention of USM’s b-school. Sources tell USMNEWS.net that it is not likely, particularly given the current economy, that any *large* donations will be forthcoming from USM alums, at least not in the foreseeable future.

Much if not all of what Saunders includes in her so-called *10 for '12* program represents behaviors, actions, strategies, etc. that should be found at any university that seeks to do things the right way. As such, they note that it is interesting that Saunders felt it necessary to explicitly list them for USM’s faculty, staff, and students as if the 10 items are something novel. Of course, given the subjects covered in the multitude of reports and editorials here at USMNEWS.net, they may be novel, at least as far as USM is concerned.