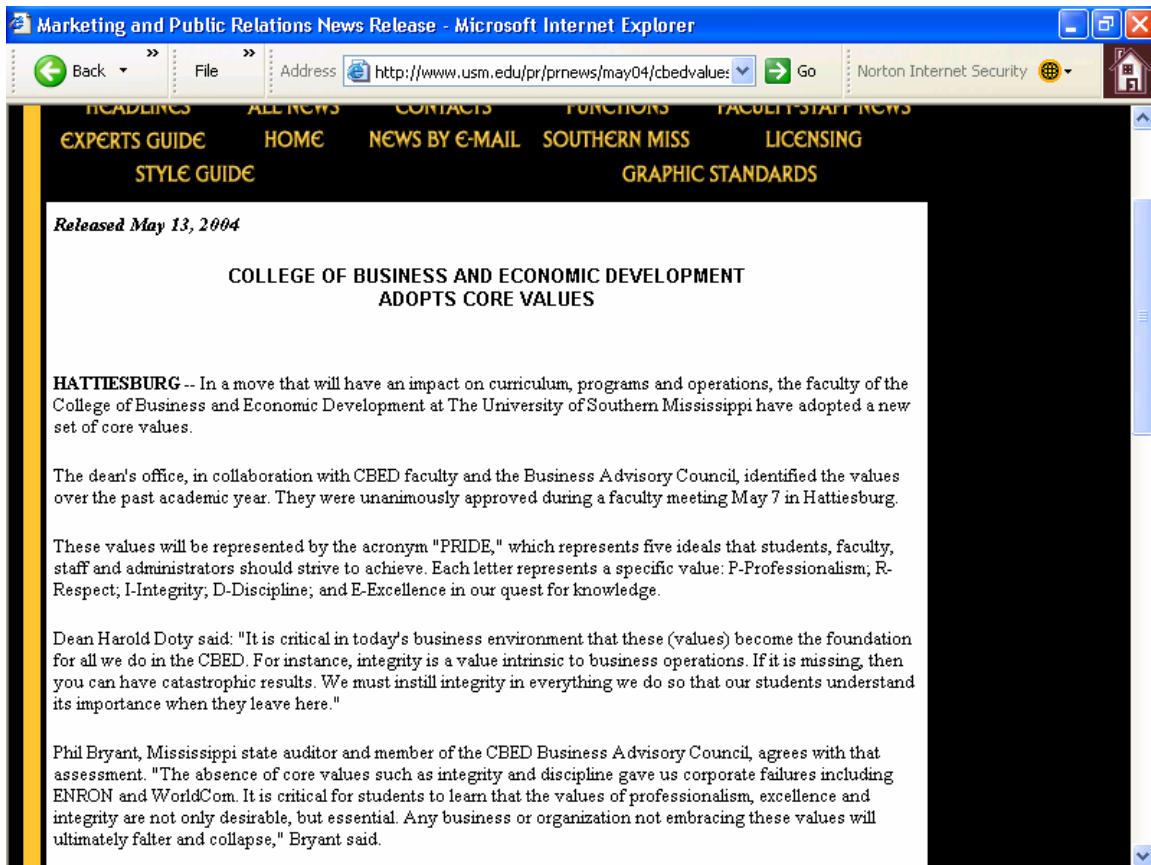


Special Report

Did Doty Steal PRIDE? Just Ask the Sheriff

An Investigation into Core Values in the CoB

This Special Report examines the origins of the College of Business' use of the acronym PRIDE, which represents the "core values" Professionalism, Respect, Integrity, Discipline, and Excellence. The CoB announced the adoption of the acronym that was built on these five core values in a May 2004 press release (at that time the CoB was known as the CBED). A screen of that press release is provided just below:



The press release indicates that the “dean’s office, in collaboration with CBED faculty and the Business Advisory Council, identified the values over the past academic year. They were unanimously approved during a faculty meeting May 7 in Hattiesburg.”

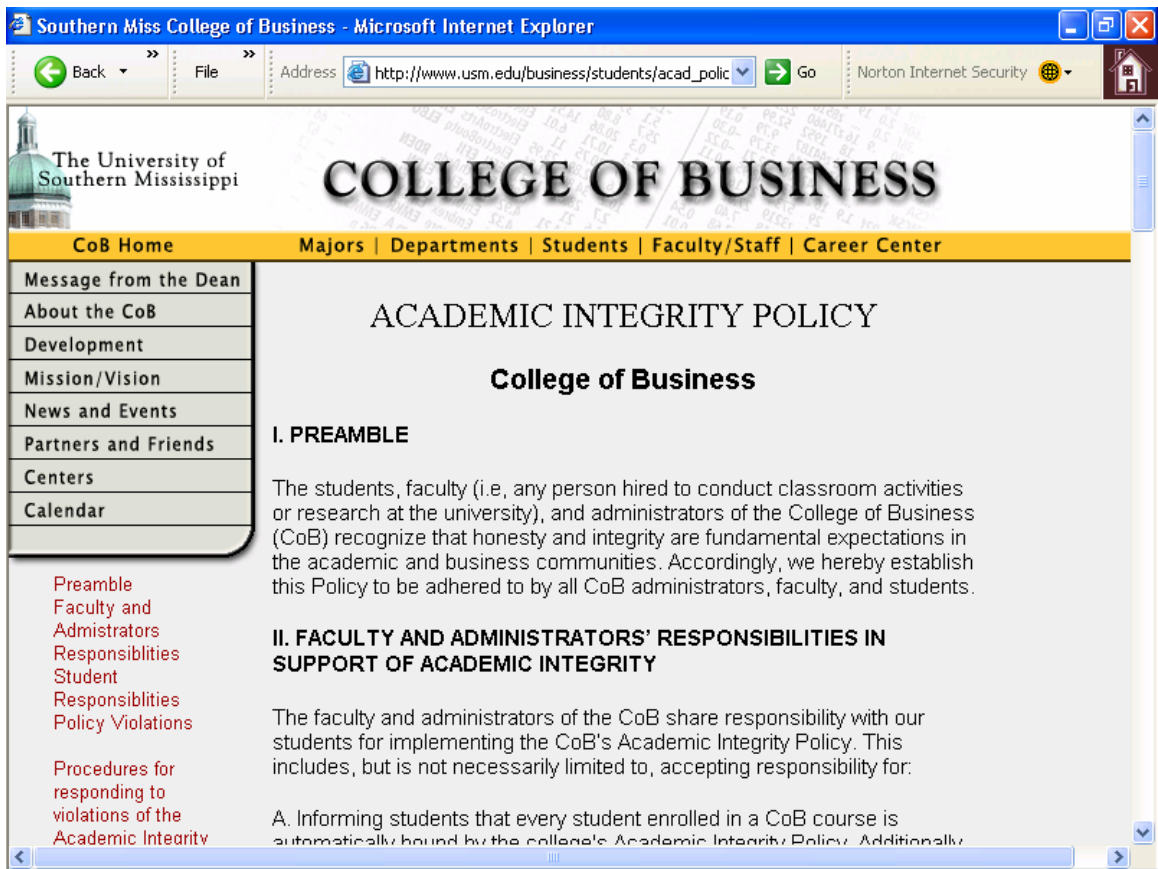
The press release goes on to say,

“These values will be represented by the acronym ‘PRIDE,’ which represents five ideals that students, faculty, staff and administration should strive to achieve. Each letter represents a specific value: P-Professionalism; R-Respect; I-Integrity; D-Discipline; and E-Excellence in our quest for knowledge.”

Later in that same press release, Doty reiterates the ideas above, as noted in the following passages:

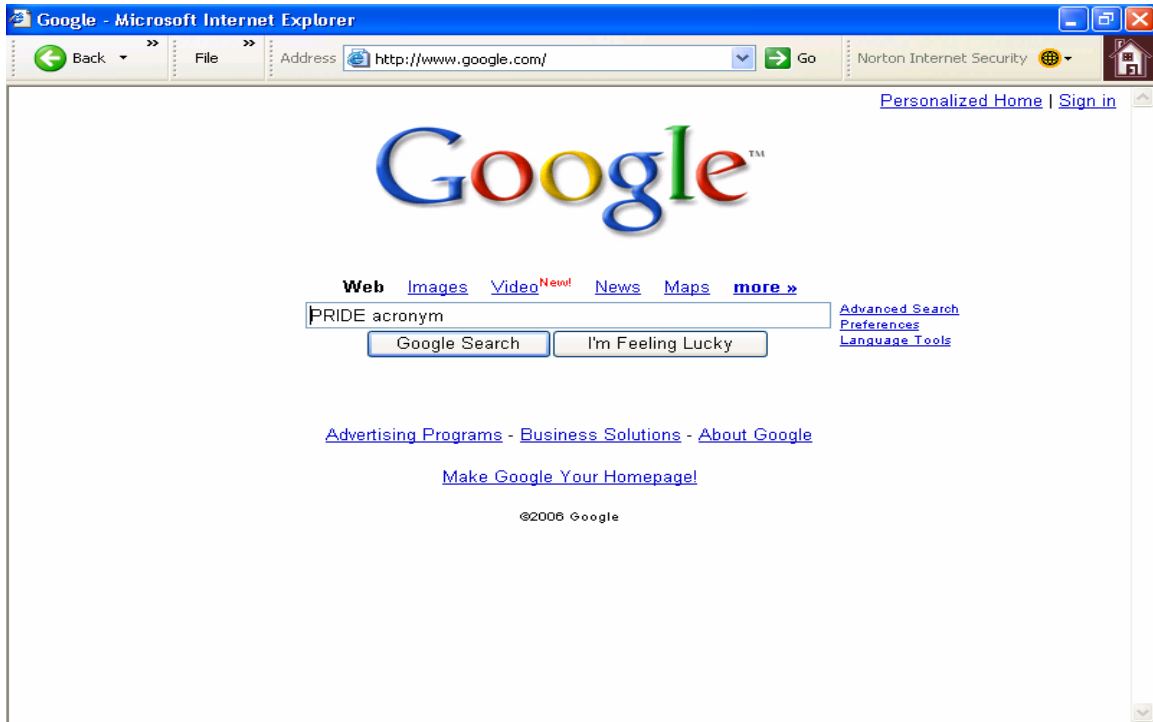
“The process of identifying the values has been ongoing throughout this academic year [2003-2004] and is part of the CBED’s continuous improvement process and a tangible representation of things already taking place in the college, Doty said . . . ‘These values will permeate all we do in the CBED,’ Doty said.”

Doty also notes in the same press release that the college would begin implementing their new academic integrity policy during the Fall semester of 2004. Examination of the College’s webpages at usm.edu reveals that the CoB has developed an academic integrity policy, as the screen below indicates:

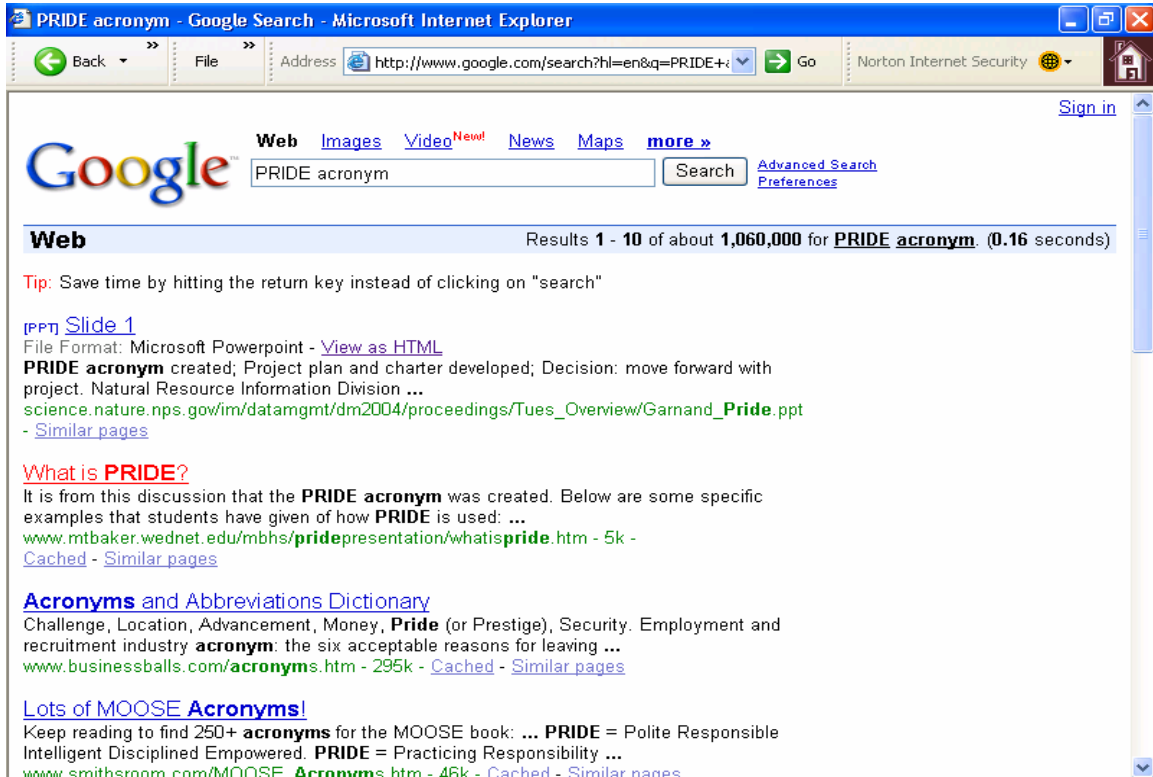


Just how original is the acronym PRIDE, and the values/principles used to create it? That’s the question usmpride.com investigators sought to answer using the Google search engine. Some of the results are presented in this report below, along with analysis and commentary.

As a starting point, we initiated a Google search with the simple search terms captured by the screen just below:



More than one million results appear (1,060,000). What we found in just the second “hit” was very interesting. The page containing that hit (see red font) is inserted here below:



We accessed that webpage and found the following:



What does PRIDE stand for?

Several years ago when asked what word or words might describe "what Mount Baker is about" several of our student leaders responded with the word pride. It was clear that many of students agreed. It is from this discussion that the PRIDE acronym was created.

Below are some specific examples that students have given of how PRIDE is used:

Performance through preparation

- Studying for a big test

Respect

- Being kind to peers and staff
- Not participating in vandalism in the school or community

Integrity

- Being honest
- Not plagiarizing academic materials
- Picking up garbage without being asked

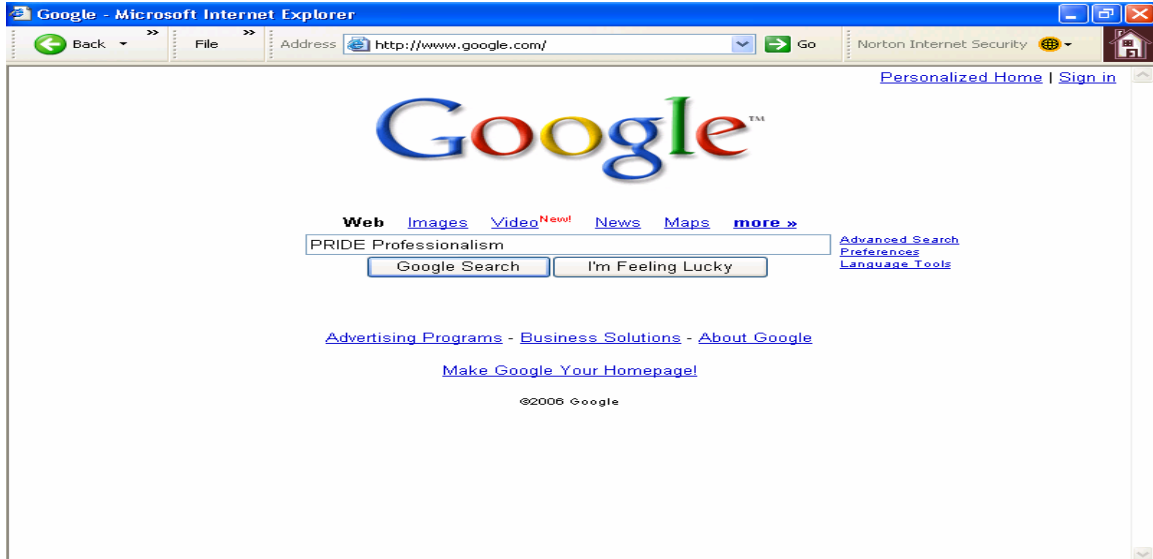
Determination

- Successfully balancing a busy schedule (school, sports, work, family, etc.)
- Passing a test in a subject that is very difficult

Excellence through effort

- Performing at a band or choir concert

So, it appears that 60% of Doty's PRIDE acronym was *developed* "several years ago" by students at Mount Baker High School (when asked to describe what they believe Mount Baker stood for). Next, we conducted a simple Google search using PRIDE and the first letter, P-Professionalism, as the screen below indicates:

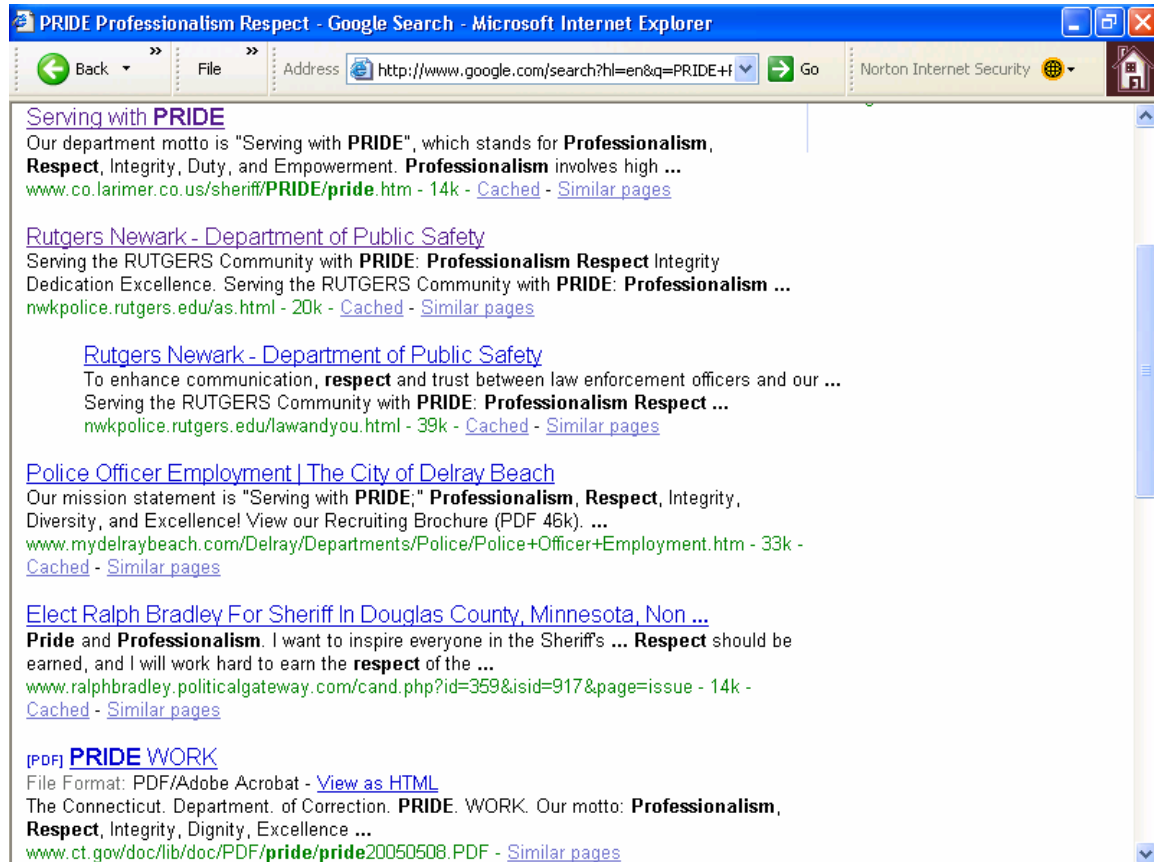


On the first page of results for this search, we found the following:



As the **red** link above indicates, the CoB's PRIDE represents 80% of the Rutgers University Public Safety Department's motto of PRIDE: Professionalism, Respect, Integrity, *Dedication*, and Excellence.

We re-ran the Google search above, adding the word "Respect." Again the results are interesting, as the screen below indicates:



It seems as though every law enforcement agency in America uses the PRIDE acronym, and with significant overlap of the CoB's newly adopted PRIDE core values.

Analysis and Commentary

Come to think about it, haven't you seen the PRIDE acronym embossed on the side of hundreds of police cars in your lifetime? We have. This investigator even recalls old high school days (over 3 decades ago), when the football coach used the acronym PRIDE in banners and signs, with 60% overlap with the CoB's PRIDE values.

Was PRIDE really developed over the course of a year, with input from all those College constituencies mentioned above? Or, did Doty see "PRIDE" on the side of a sheriff's vehicle while on a trip somewhere, and supplement that find with a 5-minute Google search in order to reduce the overlap from 100% to 80%? It looks to use as though the PRIDE acronym is as old as the hills. Even the students at Mount Baker High School

could hardly claim to be the first to use it. It seems to us that Doty lifted it, and without attribution. In doing so, it also seems he violated the CoB's academic integrity policy.