

Special Report

Instructor-centric An Investigative Series on CoB Faculty Credentials

As time goes by, adjuncts and instructors are playing a larger and larger role in the daily life of USM's College of Business. What were once thought of as "supporting faculty," the CoB's adjuncts and instructors increasingly resemble "participating faculty." If the current trend continues, the CoB's 2012 AACSB Accreditation prospects may look dimmer than previously thought.

Regular readers of usmnews.net are familiar with the high profile of Evelyn Green, an instructor of tourism management. Green has developed a digital delivery program for the CoB's tourism majors that provides access to executives in the gaming and hospitality industries. Green and the other adjuncts, instructors and visiting faculty account for 60 percent of the total faculty composition of the CoB's Tourism Management Department.

The latest example of the larger role being played by adjuncts and/or instructors in the CoB comes, once again, from Tourism Management. This example comes via TM instructor, David Paster. In her 30-Jan-08 press release entitled "Southern Miss Tourism Management Class Uses Las Vegas as Classroom," USM Public Relations staffer, Charmaine Williams, states that "David Paster, MBA/MUP/CCM, an instructor with the Department of Tourism Management for the College of Business at Southern Miss, made an agreement with the Golden Gate Hotel and Casino to allow his best and brightest students to spend one week in Las Vegas to conduct a comprehensive marketing research and analysis both internally and on 14 other competitive properties located downtown."¹



Paster and four USM Tourism Management majors visit Las Vegas' famed Stratosphere to get a bird's-eye view of the Vegas Strip.

Another activity that has dogged USM, particularly since the Shelby Thames presidency of USM, has been the use of USM faculty, staff and other resources -- all supported by Mississippi taxpayers *and* part of the public trust -- for the benefit of private firms.

¹ For a complete look at Williams' presser, click [here](#).

Paster's USM-sponsored trip to Vegas also appears to have involved public subsidization of private enterprise. According Williams' press release,

Paster described the Casino Enterprise Management course as “applied marketing, accounting and finance in a real-world situation. We are grateful to Dr. Alvin Williams, dean of the College of Business, Dr. Tony Henthorne, tourism management chair, and the Southern Miss support staff that allowed for this innovative learning event.”

“The class is acting as a consulting firm,” added Paster. “We turn in our analysis to the Golden Gate and they're going to utilize it for their redevelopment. They'll use the guidelines, at their discretion, to help clarify direction. This opportunity was a win-win situation. What worked best for them is that we had four sets of eyes that weren't jaded, but still possessed means, from what they had learned the previous semester in their other courses, to complete an excellent job of applying their skill set.”

Finally, some CoB faculty are questioning why the CoB is hiring instructors, like Paster, to teach courses whose enrollments are as low as four (4), as it seems Paster's Casino Enterprise Management course. Paster answers the critics by pointing out that the four students who tripped to Vegas with him were only the "best and brightest" from that particular course. If that is so, another question arises: when did the CoB adopt such discriminatory educational services packages and procedures?