

Special Report

Michael Wittmann Orders Up a "Clark Special" An Investigative Series on the Use of the CoB for Personal Gain

To hear sources describe it, the ridiculousness that is USM's College of Business these days is beyond measure. That sentiment received a major boost recently when it was discovered that the CoB sought, and has received, the approval of the Mississippi IHL to set up a *Center for Healthcare Marketing and Sales*. As the excerpt from page 46 of the IHL's 17/18-Sept-08 meeting's consent agenda shows, the CoB's CHMS will be a "limited scope center" that will "advance education, research, and practice in healthcare sales and marketing . . ."

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- k. In the spring of 2009, the *University of Southern Mississippi* will establish the *Center for Healthcare Marketing and Sales*, which will be a limited scope center that will advance education, research, and practice in healthcare sales and marketing by coordinating activities between students and potential employers, and by serving as a resource for healthcare and other related industries through educational programs and professional development activities. The center will serve as a resource for faculty interested in research activities related to healthcare sales and marketing. The new center will have an advisory board comprised of faculty administrators from the College of Business, and managers and executives from industry that will provide guidance and assistance related to center activities. **The center will be funded with extramural grant funds, thus there will be no new costs to the institution.**

According to sources, the key phrase in the description above is the final one, wherein the IHL Board is told that the new CHMS "will be funded with extramural grant funds, thus there will be no new costs to the institution." This phrase is key, mainly because, as sources state, it is probably correct -- i.e., there will be no new costs to the CoB from the CHMS. If sources are accurate, here's the *real* story with the CHMS: The CMHS' new Director is/will be *Max Draughn Distinguished Associate Professor of Healthcare Marketing* Michael Wittmann. And like associate professor finance John's Clark's Center for Financial Services, the new CHMS will be a do-nothing operation. Without any activity, the CMHS will not need an operating budget to speak of. Without a need for an operating budget, there will not only "be no new costs" to the CoB, there will not be a need to engage in extramural grant funds procurement. With Wittmann getting as much as 5% of the Draughn's \$1 million endowment as salary support, which

amounts to as much as \$50,000 per year, Wittmann will not even require a Director's stipend to sit atop the new CHMS. This all being said, what's in it for Wittmann? The answer: a 2/2 teaching load (over 9 months) into perpetuity, which is exactly the same deal Clark gets out of his do-nothing CFS.



Michael Wittmann



John Clark

With all USMNEWS.net readers have learned about new CoB dean Lance Nail, there is likely to be some surprise to go along with reading about this latest CoB situation. One source claims to have a response to this potential surprise as well. That is that Nail likely had little-to-nothing to do with the development of the new CHMS. According to the source, this whole plan was most likely "cooked up" by former interim CoB dean Alvin Williams in an effort to "hook Wittmann up" with yet another "sweetheart deal." To someday learn this is how things played out shouldn't be a surprise since it comes from marketing. After all, their mantra is "things change, things stay the same."