

# *Stay Here. Go Far? Or To the Top (of what)?*

Guest Editorial

In the wake of the 2014 [U.S. News & World Report](#) rankings the silence from Southern Miss' College of Business and the university has been deafening, but hardly surprising.

Its masters of business administration program is:

## **UNRANKED**

*U.S. News & World Report* says "[unranked means](#) that U.S. News did not calculate a numerical rank for that school. The school did not qualify to be numerically ranked by U.S. News. Schools marked as Unranked are listed alphabetically and are listed below those marked as Rank Not Published." Ouch!



Yet, Southern Miss continues to advertise its "unranked" MBA program with the jingle "Stay Here. Go Far." Perhaps that slogan should appear with an asterisk and an explanation that the program is unranked and of dubious value.

Should the university add an explanation that Southern Miss, as a whole, is and has been firmly mired in the [bottom tier](#) of national colleges and universities for many years?

Southern Miss is "RNP" or rank not published. "[Rank Not Published](#) means that U.S. News did calculate a numerical rank and score for that school, but decided for editorial reasons that since the school ranked below the U.S. News cutoff – the top three-fourths of each ranking category are numerically ranked – that U.S. News would not publish the rank and score for that school on usnews.com."

Right now, we don't even know how far Southern Miss would have to climb to get "*To the Top*" of the bottom quarter.