

### **What do USM administrators mean by “milestone achievement”?**

[The Hattiesburg American](#) reprinted a public relations notice provided by the USM College of Business entitled, “Southern Miss HR Program Earns Endorsement.”

Given the academic environment in USM’s College of Business (CoB), it seems appropriate to ask a question or two.

Consider the following: “[The Society of Human Resource Management] endorsement of our curriculum by the leading professional organization in management is a testament ... of the highest quality and advances the future careers of our students,” said Dr. Lance Nail, dean of the College of Business.

What does Dean Nail mean? Is he saying that USM’s HR graduates will be employed within six months of graduation in their field of study, HR, and be paid a premium salary? If so, I suspect he would be screaming that news from the top of every mountain.

Dean Nail also tells us that “This is a milestone achievement for the College of Business at Southern Miss.”

What does Dean Nail mean? Is he saying that the “milestone achievement” will guarantee COB students learn more HR knowledge than students learn at COB’s competitor educational institutions? I suspect he would be screaming that news from the top of every mountain, if it were true.

“Receiving [The Society of Human Resource Management] SHRM endorsement helps cement accreditation by the Association to Accredite (sic) Collegiate Schools of Business International [AACSB].”

Accreditation is what administrators do—buy, to be more exact—when they cannot do the hard things needed to provide real educational benefits to students. Administrators at USM spend hundreds of thousands a year on accreditations. However, this is the hard question that never seems to be answered by administrators like Dr. Nail: Do accreditations educate students so that they get jobs within 6 months of graduation in their fields of study at premium salaries?

To add insult to injury, USM has increased tuition and fees almost every year for the past decade. In part, increasing costs explain why students and parents are beginning to ask USM administrators the kinds of tough questions offered above.

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