

Admin-Double Speak, Does it Mean Anything?

On October 28, 2011, *The Hattiesburg American* published a Southern Miss press release entitled “Laurie Benvenuti, a Bay St. Louis, native, is the University of Southern Mississippi Alumni Association's new manager for constituent relations.” (What is a “manager for constituent relations”?) The same public relations report is [published verbatim on Southern Miss' webpage](#): So, *Hattiesburg American's* “news” report is actually nothing but a public relations release from USM.

The news report concludes:

Benvenuti earned three degrees from Southern Miss. Prior to joining the Alumni Association staff, she was a graduate assistant with the university's Luckyday Foundation Citizenship Scholars Program, fostering academic and personal growth of students through weekly one-on-one meetings, planned and implemented academic, social and service-based programming for undergraduate students, and assisted in teaching characteristics of servant leadership, team-building activities and conducting university orientation.

Did you understand the last sentence that runs on for more than fifty (50) words? When did [good writing](#) consist of [run-on sentences](#) that make little sense? Did the author of this dreadfully written press-release have one, two or three degrees [from Southern Miss](#)? (Now, that's really a scary thought, at least from the student's and taxpayer's point of view.)

However, the press release makes as much sense as [USM's administrative bloat](#):

Over the past few years, Southern Miss has seen explosive growth in the number of administrators. As of 2009, the Chronicle of Higher Education, reported that USM had one of the “biggest increases” in the nation in “growth in managers and support personnel relative to enrollment.”: 84%.

Here's a plan to fix the wildly increasing costs of higher education. Fire the morons who keep hiring administrators and bureaucrats. If you don't think this idea will work, consider the following question: What effect would Professor X have on students if s/he didn't show up for class Monday? What effect would President Saunders have on students if she did not show up for work Monday? (See, Benjamin Ginsberg, *The Fall of The Faculty*.)

Your answer is probably that no one (except a handful of administrators actually located in the admin building) would even notice.