Prospect Book : 2009

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A Pioneer in Florida's State University System

After 43 years of growth and development, USF St. Petersburg has a history rich with academic excellence, entrepreneurial spirit and ingenuity. Its founders opened the doors to students Sept. 5, 1965, and throughout its history this academic cove on Bayboro Harbor has embraced opportunities to change as Florida's need for higher education intensified.

In 1968, the State Legislature passed a bill establishing USF St. Petersburg as an official branch of the University of South Florida, establishing it as Florida's first regional campus in the State University System. That year upper division and graduate programs began on the campus, under the tutelage of the founding Campus Dean, Lester Tuttle, PhD. The Library opened in 1969 with 2,248 volumes and the first degrees were conferred to 51 graduates in elementary education. The campus community was a friendly, scholarly and progressive assemblage of students, faculty and staff whose legacy of excellence is still thriving.

Today, USF St. Petersburg continues to forge new territory. The construct of an institution within a university system, though common in higher education around the country, is unusual in Florida. USF St. Petersburg is the first regional campus in Florida to attain accreditation by the Southern Association of Colleges and Schools as a separate institution. As such, it can retain the distinction of separate accreditation and the benefits of its USF association.

Community Support, Campus Expansion

From all accounts, USF St. Petersburg's early administrators were an ambitious lot, building support from the City Council, St. Petersburg Chamber of Commerce, the State Legislature, the Board of Regents and intellectual leaders such as Nelson Poynter and others, to lead it closer to its ultimate achievement as a residential institution.

The St. Petersburg City Council and area business leaders, among others, lobbied for expansion of the fledgling campus. Their visionary efforts garnered today's 50 acres for classrooms, laboratories, administrative offices and a library. That support has intensified and is evident on campus today. During the last 43 years it has grown from 257 students to an institution of 5,600, and the number of full-time faculty members has leapt from four to 104.

USF St. Petersburg faculty and staff are proud of more than 28,000 system and institutional alumni who live in Pinellas County. They are teachers, doctors, judges, business owners and school administrators who provide expertise and leadership to our community. A national study conducted in 2001 noted that nine out of 10 USF alumni remain in Florida after graduation.

Partners in Progress

Nestled along the waterfront, USF St. Petersburg has come of age. It is considered one of the loveliest urban campuses in the nation. It is an anchor institution in the Bayboro District that borders hospitals, research institutions, museums and performing arts centers. A vital partner in progress, the institution continues to serve as a catalyst for renewal of the Bayboro neighborhoods and as an economic sparkplug for energizing downtown St. Petersburg.

USF St. Petersburg is one of four members of the USF System. This academically and fiscally autonomous graduate institution offers 34 programs at the baccalaureate and master's levels. More than 5,600 students are enrolled and this number steadily increases as the curriculum continues to grow.

Students may select classes in subjects offered by the colleges of Arts and Sciences, Business and Education. USF St. Petersburg is an invaluable asset for the City and for Pinellas County, providing educational opportunities, critical research, service and community partnerships that better the quality of life for Floridians.
**Undergraduate Programs of Study**
- Accounting
- Anthropology
- Criminology
- Economics
- Elementary Education
- English-Literature
- English-Professional/Technical Writing
- Environmental Science & Policy
- Finance
- General Business
- Graphic Design
- History
- Information Systems
- Interdisciplinary Social Sciences
- International Business
- Mass Communications, Journalism & Media Studies
- Management
- Marketing
- Political Science
- Psychology
- Social Work
- Education-Varying Exceptionalities

**Graduate Programs of Study**
- Educational Leadership
- Elementary Education/ESOL
- Elementary Education-Literacy/Curriculum
- Elementary Education-Math/Science Emphasis
- English Education
- Environmental Science & Policy
- Florida Studies
- Journalism & Media Studies
- Business Administration
- Reading Education
- Social Work
- Education-Varying Exceptionalities

**Accreditations**

**2004**
Accreditation by the Association for Education in Journalism and Mass Communication
Department of Journalism and Media Studies

**2006**
Accreditation by the Southern Association of Colleges and Schools
USF St. Petersburg
Candidacy for separate accreditation approved by the National Council for Teacher Education
College of Education

**2007**
Accreditation by the Association to Advance Collegiate Schools of Business
College of Business

**2008**
Master’s program in Elementary Education/ESOL recommended for continuing approval by the Florida Department of Education.
College of Education
Mission
USF St. Petersburg offers distinctive graduate and undergraduate programs in the arts and sciences, business, and education within a close knit, student-centered learning community that welcomes individuals from the region, state, nation, and world. We conduct wide-ranging, collaborative research to meet society’s needs and engage in service projects and partnerships to enhance the university and community’s social, economic and intellectual life. As an integral and complementary part of a multi-institutional system, USF St. Petersburg retains a separate identity and mission while contributing to and benefiting from the associations, cooperation, and shared resources of a premier national research university.

Vision
USF St. Petersburg envisions itself as a premier masters urban university recognized for its vibrant community of scholars using discovery, knowledge, and talent to engage and improve the community and the world.

Goals
• Support and enhance programs that prepare students to be knowledgeable, reflective, and engaged citizen scholars in a global society.
• Enhance learning and achievement and promote student retention through active engagement in curricular and co-curricular programs.
• Create a vibrant, inviting, and enriching university community that values and respects all individuals and whose student body and employees represent the diversity of our region.
• Support faculty research and creative scholarship, and engage students in local, national and international scholarship.
• Be a steward of the environment and embody the values of sustainability
• Enhance revenue and provide effective and efficient financial management through exceptional business practices that support strategic goals and ensure institutional sustainability.

Values
• We value a collegial, inviting, and safe learning environment that stresses excellent teaching, encourages growth, and rewards academic achievement.
• We value an education rich in both theory and practical experience that enables our graduates to pursue careers and professions with competence and confidence.
• We value collaboration throughout the campus community in scholarship, research, and service.
• We value individuals, respect their diversity and varied perspectives, and commit ourselves to tolerance of divergent views.
• We value academic freedom and responsibility, creative expression, and the unfettered pursuit of truth.
• We value deliberative dialogue in making decisions and solving problems.
• We value shared governance and shared responsibility in the operation of the university and the allocation of its resources.
• We value honesty, integrity, and openness while promoting ethical behavior.
• We value lifelong learning and recognize our responsibility to contribute to civic well-being.
• We value longstanding, continuing partnerships that unite and benefit both the campus and community.
• We value efficient, trustworthy, and able stewardship of our university.
August 2003
Welcome Center
The Welcome Center is home to the VIP Guided Campus Tours, a program staffed by students that offers visitors twice-daily tours Monday to Friday. Students lead the tours and share information about their own experiences while guiding visitors through USF St. Petersburg’s waterfront campus.

May 2004
Research Labs
This facility offers eight laboratories for professors from the Environmental Science, Policy and Geography program. Students work with professors in their labs and gain research experience needed for graduate and professional work.

August 2006
Parking Garage
The 1,100 parking spaces in this seven-story structure offer USF St. Petersburg students and employees ample covered parking in a convenient location. The facility is also open to the public for a small fee.

August 2006
Residence Hall One
This state-of-the-art residence hall offers 95 suites within its seven-story complex. In 2008, the residence hall occupancy reached capacity a year ahead of schedule. Students are close to classrooms, the Nelson Poynter Memorial Library and blocks from everything downtown St. Petersburg has to offer.

October 2006
Barnes & Noble USF St. Petersburg
This 10,000 square-foot bookstore has a general reading section, university memorabilia and a premier café featuring Starbucks® products. A second floor is under construction and will house the institution's textbooks in January 2009.
April 2007
Recreation Field
A joint project achieved through partnership support from USF St. Petersburg and Student Government, the recreation fields offer basketball and sand volleyball courts for student and staff use.

June 2008
Science and Technology Building Groundbreaking
Scheduled to open in August 2009, the building will add nearly 35,000 square feet of classrooms, teaching labs and research labs. Designed to meet the rigorous standards of LEED certification, it is the first building in the USF system to register with the independent organization that certifies environmentally responsible buildings.

January 2009
Central Lawn Project
The Central Lawn Project will be a promenade that symbolizes the connections within the university and its partnership with the community. Lined with native plants and anchored by a circular fountain, the Central Lawn Project will beautify the campus corridor comprised of Second Street South and Seventh Avenue South. This project is scheduled for completion in conjunction with the Science and Technology building.

Future Project
College of Business
The Master Plan calls for a permanent home for the College of Business, which can be achieved after the Salvador Dali Museum moves to its new location near the Progress Energy Center for the Arts Mahaffey Theatre. The former museum will require a multi-million dollar renovation to convert the space to classrooms and offices for the College of Business.
Interest Increases in USF St. Petersburg
In 2008, USF St. Petersburg’s freshman class increased to more than 350, up nearly 50 percent over 2007. This larger class offers the institution a boost to its goal to strategically grow its population of lower division undergraduate students. Freshmen represent a broader mix from around Florida.

Recruiters were tasked with growing the diversity of the class -- socioeconomically, geographically and ethnically to broaden the thinking and experience of our students by introducing them to the world we live in.

In the face of budget cuts and resulting enrollment caps, USF admissions colleagues across the system worked together in the spring of 2008 to promote access to incoming students. More than 1,200 first time in college students who were fully qualified for USF admission were wait-listed for USF Tampa’s freshman class. Those students were invited to select USF St. Petersburg for fall semester. This partnership resulted in 120 students who enrolled for fall classes, nearly a 10 percent yield from USF Tampa’s wait list.

Additional improvements redesigned outreach and the programming for New Student Orientation, including expanding it to a two-day experience that now includes a night in the residence hall so students can experience what life on campus can be.

More Students Taking More Classes
Not only have the number of students increased, but they are taking more classes. In higher education student credit hours are the number of classes taken by the students enrolled at the university.

Student credit hour production increased by 7.9% from academic year 2005-06 to 2006-07 and by 7.4% from 2006-07 to 2007-08.

Attracting Students Statewide
An important element of a university campus is its geographic mix of students. USF St. Petersburg assumed full responsibility for its own advertising, recruiting and admissions efforts for the class admitted in Fall 2006. A critical factor for future growth was targeting qualified students beyond the Bay, specifically reaching out to those living outside Pinellas County and the Tampa Bay area.

Faculty and staff at USF St. Petersburg believe that it is very important to continue to serve students from St. Petersburg and Pinellas County. However, increasing the diversity of geographic origin of the students on campus enhances the richness of class discussion, participation in student life activities and promotes greater opportunity for learning new perspectives outside the classroom.

This concerted effort has attracted more students to USF St. Petersburg and its community. The admissions team has seen the percentage of freshman applicants increase from candidates who lived outside of Pinellas County and those hailing from beyond the broader Tampa Bay area* represent 38.3% of the applicant pool.

*Defined as Hernando, Hillsborough, Manatee, Pasco and Sarasota counties
### Table 3a - Headcount

<table>
<thead>
<tr>
<th>PERIOD</th>
<th>2005-06</th>
<th>2006-07</th>
<th>2007-08</th>
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<tr>
<td>SUMMER</td>
<td>2,862</td>
<td>2,913</td>
<td>3,458</td>
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<td>FALL</td>
<td>4,667</td>
<td>5,003</td>
<td>5,305</td>
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<td>SPRING</td>
<td>4,444</td>
<td>5,006</td>
<td>5,344</td>
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<td>ACAD YR</td>
<td>11,973</td>
<td>12,922</td>
<td>14,107</td>
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<td>CHANGE-1 YR</td>
<td>7.9%</td>
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<tr>
<td>CHANGE-2 YR</td>
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<td></td>
<td>17.8%</td>
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### Table 3b - Student Credit Hours

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<th>PERIOD</th>
<th>2005-06</th>
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<th>2007-08</th>
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<tr>
<td>SUMMER</td>
<td>13,338</td>
<td>13,745</td>
<td>16,240</td>
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<tr>
<td>FALL</td>
<td>36,097</td>
<td>38,315</td>
<td>40,317</td>
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<tr>
<td>SPRING</td>
<td>33,097</td>
<td>36,952</td>
<td>39,067</td>
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<td>ACAD YR</td>
<td>82,532</td>
<td>89,012</td>
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<td>CHANGE-1 YR</td>
<td>7.9%</td>
<td>7.4%</td>
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<td>CHANGE-2 YR</td>
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<td>15.9%</td>
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### Table 3c - Applications for Admission

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<tr>
<th>LOCATION CATEGORY</th>
<th>APPLIED 2006</th>
<th>APPLIED 2007</th>
<th>APPLIED 2008</th>
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<tbody>
<tr>
<td>PINELLAS</td>
<td>383</td>
<td>434</td>
<td>416</td>
</tr>
<tr>
<td>TAMPA BAY *</td>
<td>113</td>
<td>106</td>
<td>136</td>
</tr>
<tr>
<td>OTHER FLORIDA</td>
<td>152</td>
<td>229</td>
<td>383</td>
</tr>
<tr>
<td>INTERNATIONAL</td>
<td>6</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>GRAND TOTAL</td>
<td>756</td>
<td>910</td>
<td>1085</td>
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<tr>
<td>CHANGE-1 YR</td>
<td>20.4%</td>
<td>19.2%</td>
<td></td>
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<tr>
<td>CHANGE-2 YR</td>
<td></td>
<td></td>
<td>43.5%</td>
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</table>

* Tampa Bay = Hernando, Hillsborough, Manatee, Pasco, Sarasota
2008 Freshman Class

Profile
• Average GPA  3.5
• Average SAT   1108
• Average ACT   24

Honors Program
Average SAT 1291

Ethnicity Profile
The ethnicity profile of the freshman class includes more students who self-report as Black Non-Hispanic, Hispanic and Asian. Minority students represent nearly 25 percent of the freshman class.

Highlights
• Black Non-Hispanic students have increased to 28, compared to 6 last fall
• Hispanic have increased to 38, compared to 15 last fall
• Asian/Pacific Islander have increased to 16 from 10 last fall
FORTHCOMING IN 2009

The Civil Rights Reader: American Literature from Jim Crow to Reconciliation (University of Georgia Press)
Edited by Julie Buckner Armstrong

The Sound of Freedom: Marian Anderson's Historic Concert at the Lincoln Memorial (Bloomsbury Publishing)
By Raymond O. Arsenault


Abnormal Psychology: An Integrative Approach, 5th ed. (Wadsworth/Cengage Learning)
Co-authored by V. Mark Durand


2008

Big Book of Poetry (Simon and Schuster Children's Publishing), Co-authored by Michael Sampson

When children don't sleep well: Interventions for pediatric sleep disorders, Therapist guide (Oxford University Press) and
When children don't sleep well: Interventions for pediatric sleep disorders, Workbook (Oxford University Press)
By V. Mark Durand

Helping parents with challenging children: Positive family intervention, Facilitator's guide (Oxford University Press) and
Helping parents with challenging children: Positive family intervention, Workbook (Oxford University Press)
Co-authored by V. Mark Durand

Jimmy Carter as Educational Policy Maker: Equal Opportunity and Efficiency (State University of New York Press)
By Deanna Michael

Public Affairs Reporting Now: News of, by and for the People (Focal Press) By George Michael Killenberg

The Impact of World War II on Italian Americans (Bordighera Incorporated) Edited by Gary R. Mormino

Kitty Cat, Kitty Cat, Are You Waking Up? (Marshall Cavendish Corp) Co-authored by Michael Sampson

Early Modern Ecostudies: From the Florentine Codex to Shakespeare (Palgrave/Macmillan). Edited by Thomas Hallock, Ivo Kamps and Karen Raber.

2007

Ethics in the First Person: A Guide to Teaching and Learning Practical Ethics (Rowman and Littlefield)
By Deni Elliot

Les ecrivaines francophones en liberte (Harmattan) By Martine Fernandes

Assessing Teacher Competency (Corwin Press) and
Assessing Teacher Dispositions (Corwin Press)
Co-Authored by William Steven Lang

Ethics in Practice: An Anthology, 3rd ed. (Blackwell Publishing) Edited by Hugh LaFollette
The Practice of Ethics (Blackwell Publishing) By Hugh LaFollette

Charting the Bumpy Road of Coparenthood: Understanding the Challenges of Family Life (Zero to Three Press) By James McHale


Cartoon Corner: Humor-Based Mathematics Activities (National Council of Teachers of Math) Edited by Andy Reeves

Baseball Over the Air: The National Pastime on the Radio and in the Imagination (McFarland) By Tony Silvia

Contemporary Irish Republican Prison Writing: Writing and Resistance (Palgrave Macmillan) By Lachlan Whalen

2006

Living with Pottery: Ethnoarcheology among the Gamo of Southwest Ethiopia (University of Utah Press) By John Wood Arthur

The Kindness of Strangers: Philanthropy and Higher Education (Rowman and Littlefield) By Deni Elliot

Tradition, Culture and Development in Africa: Historical Lessons for Modern Development Planning (Ashgate, Limited) By Ambe J. Njoh

Seeking the Sacred Raven: Politics and Extinction on a Hawaiian Island (Island Press) By Mark Jerome Walters

2005
Paradise Lost? The Environmental History of Florida (University Press of Florida) Co-edited by Raymond O. Arsenault

Music and Image in Classical Athens Cambridge (University Press) By Sheramy Bundrick

Abnormal Psychology: An Integrative Approach, 4th ed. (Thompson/Wadsworth) and Essentials of Abnormal Psychology, 4th ed. (Thompson/Wadsworth) Co-authored by V. Mark Durand


Congressional Participation as Amicus Curiae before the U.S. Supreme Court (LFB Scholarly) By Judithanne S. McLauchlan

Margaret Sullivan, Ph.D.
Interim Regional Chancellor

Previous Occupational Post
Vice President for Academic Affairs, Brenau University
Assistant Vice President, Georgia State University

Academic Credentials
Ph.D., Educational Leadership, Georgia State University
M.Ed., Special Education, Georgia State University

Norine Noonan, Ph.D.
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Previous Occupational Post
Dean, School of Sciences and Mathematics, College of Charleston

Academic Credentials
Ph.D., Cell Biology, Princeton University
M.A., Cell Biology, Princeton University

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Vice Chancellor for Finance and Administration

Previous Occupational Post
Vice President of Financial and Administrative Services,
Southwest Tennessee Community College

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Ph.D., Public Administration, University of Southern California.
M.B.A., University of California in Los Angeles
D. Kent Kelso, Ph.D.
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Previous Occupational Post
Assistant Vice President and Dean of Students at Northern Kentucky University

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Ph.D., Educational Administration and Leadership, Indiana State University
M.A., History, Pittsburg State University

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Dean of Nelson Poynter Memorial Library

Previous Occupational Post
Catalog Librarian, Minneapolis College of Art and Design

Academic Credentials
M.S., Simmons College
A.B., Wellesley College

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Associate Dean, College of Liberal Arts & Sciences, St. John's University

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Ph.D., Sociology, University of Miami
M.A., Sociology, University of Florida

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Dean of the School of Business and Professor of Management,
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MBA, General Business, Stephen F. Austin State University
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Dean, College of Education

Previous Occupational Post
Department Chair, Department of Elementary and Early Childhood Education, Florida State University

Academic Credentials
Ph.D., Developmental and Child Psychology: Applied Behavior Analysis, University of Kansas
M.A., Human Development, University of Kansas

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Dean of Enrollment Services

Previous Occupational Post
Dean, Enrollment Management & Registrar, Eastern Illinois University

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Ed.D., Educational Leadership, University of Tulsa
M.A., Educational Administration, University of Tulsa

Vikki T. Gaskin-Butler, M.Div., Ph.D.
Diversity Officer

Previous Occupational Post
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M.Div., Emory University

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Regional Associate Vice Chancellor for University Relations

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Assistant Vice President Public Affairs, University of South Florida Health

Academic Credentials
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B.A., Auburn University