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Jan. 26 - Feb. 8, 1990

A publication for the faculty and staff of the University of South Florida



**COMMISSION...** The USF Planning Commission, created by President Borkowski in September, has identified issues critical to the University and will create task forces to investigate those issues. Page 4.

**MLK DAY...** The University and community celebrated Martin Luther King Day Jan. 15. Highlights of events at USF included a performance by the Gospel Choir and a candlelight vigil. Page 5.

**PAY ADJUSTMENTS...** Beginning Jan. 1, adjustments were made to the A&P and USPS pay ranges. Personnel Notes lists the adjustments for most pay grades. Page 3.

**LECTURE SERIES...** The spring Lecture Series is already underway. Speakers this semester will include art critic Clement Greenberg and "Playboy" editor James Petersen. Page 8.

## St. Petersburg campus celebrates 25th anniversary

The year was 1965. The Beatles and the Rolling Stones topped the pop charts, Lyndon Baines Johnson was president and Martin Luther King Jr. led civil rights demonstrations in Selma, Ala. Andy Warhol's oversized painting of a Campbell's Tomato Soup can was an overnight sensation.

And a historical event was recorded in Florida's Pinellas County that year. What was once a blighted area of ramshackle warehouses along Bayboro Harbor began to mushroom into an intellectual and cultural hub - the USF-St. Petersburg campus was born.

The St. Petersburg City Council and area business leaders lobbied for expansion of the campus. The late Nelson Poynter, former chairman of the board of The Times Publishing Co., was instrumental in establishing the campus. Together, their efforts garnered the campus 35 acres for classrooms, laboratories, administrative offices and a library.

USF-St. Petersburg, Pinellas County's only public university offering bachelor's and graduate degree programs, is celebrating its silver anniversary this year.

USF-St. Petersburg first opened its doors in the fall of 1965 to 257 students, overflow from the freshman class at the Tampa campus. Classes were held in what was once a Merchant Marine training base. The base also doubled as dormitories that housed the students.

Today, the campus serves more than 2,700 junior, senior and graduate students. The campus is known nationally for its marine science program, and the U.S. Geological Survey recently estab-



The St. Petersburg campus was established 25 years ago.

lished its national headquarters for coastal geology at the campus. The Suncoast Area Teacher Training (SCATT) program on campus is ranked as one of the country's best by the American Association of State Colleges and Universities.

From converted, World War II barracks to seven modern, gleaming buildings, the campus is still going strong. The latest addition, the Campus Activities Center, will be dedicated Jan. 26. The campus has grown from 40 classes to 250 - the largest number ever offered. The original four-member, full-time faculty has blossomed to 70. The 2,248 volumes of books in the Nelson Poynter Memorial

Library has burgeoned to 115,000.

A total of 26 bachelor's and four master's degrees are now offered, as well as a doctorate degree in marine science.

Some of USF-St. Petersburg's historical highlights include:

1900 - Bayboro area was known as "Fiddler's Paradise," a mud flat mecca for thousands of fiddler crabs.

1940 - U.S. government built Merchant Marine training base facilities on Bayboro Harbor.

1959-63 - Classroom space in con-

verted barracks utilized by Florida Presbyterian College.

1963-65 - Facilities operated as Pinellas Center for FICUS (Florida Institute for Continuing University Studies).

1965 - St. Petersburg campus approved by Board of Regents. First USF classes offered for freshman at Bayboro location.

1966-67 - St. Petersburg campus served as USF Continuing Education headquarters. Elementary education program began with 67 students.

1967-68 - USF Marine Science program organized. Florida Institute of Oceanography opened facilities on land leased from campus.

1968-69 - Upper-level, beginning graduate study program began with fall enrollment of 629 students.

1969 - First degrees conferred to 51 graduates of Elementary Education program. Library opened with 2,248 volumes.

1969-70 - State Legislature passed bill establishing St. Petersburg as a branch of USF.

1978 - Board of Regents designated Marine Science Department as a "Center of Excellence."

1981 - Phase one expansion completed (Bayboro Hall, Nelson Poynter Memorial Library).

1984 - Coquina Hall opened.

1989 - U.S. Geological Survey opened its national Center for Coastal Geology.

1990 - Campus Activities Center opens.

## USF-Lakeland marks second year

Two years ago USF Lakeland welcomed its first students.

In that short time the campus has grown significantly and become an integral part of the central Florida community, according to USF Lakeland director Yvonne Ralston.

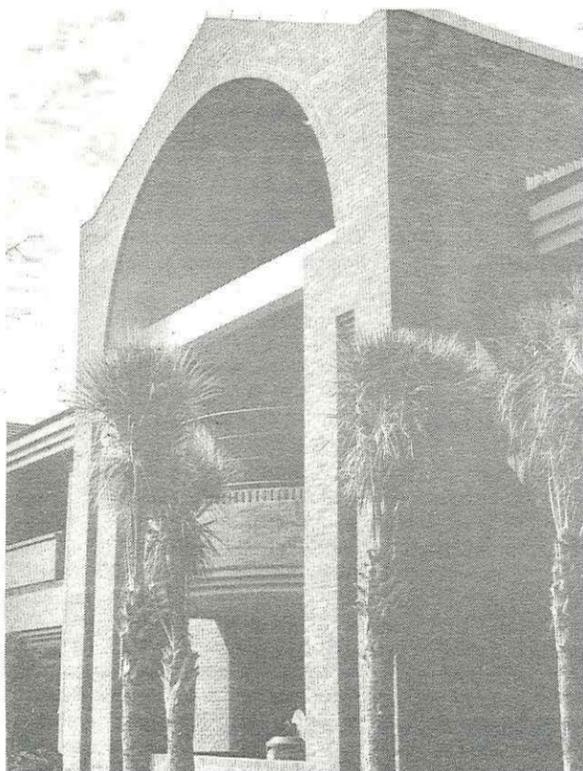
"It's been a marvelous experience," Ralston said. "The people of Polk, Highlands and Hardee counties have been very supportive of the University."

Since the campus opened in January 1988, enrollment has doubled to more than 700 students while the number of courses offered has more than tripled to 80, according to Ralston. In the past year financial aid and student activities have been expanded for the many students who attend evening classes, including faculty/staff receptions. Brown bag lunch forums and the Fine Arts Festival, both open to the community, have also become very successful, she said.

Ralston said that students enrolled in education courses have increased from 52 in Spring 1988 to an estimated 450 this year with 35 courses available for completion of their degree or teacher certification. The Educational Advisory Board has been an important link in responding to the educational needs of the school districts in the three county area.

The USF Department of Criminology has already graduated four students from its program while four more students have been accepted into the national criminal justice honorary society, Alpha Phi Sigma.

When USF Lakeland opened in January 1988, there were just three undergraduate engineering courses available.



The Lakeland campus is the youngest USF campus. Classes have been offered there for two years.

Today the University has expanded to include a master of science degree in Engineering Management.

All engineering courses are taught through the Florida Engineering Education Delivery System (FEEDS) which transmits live TV courses from USF in Tampa.

According to Ralston, 90 students have now have enrolled in three core business courses. Organized in Novem-

ber 1988, The Business Advisory Council has helped USF improve its business program by providing valuable information on the educational needs of the business community.

Construction began in 1989 on a second classroom building. The \$7 million building will house a new library, computer classroom, art studios, auditorium and criminal justice technical laboratories, Ralston said.

## Briefly

### Special events coordinator named

### Volunteers needed

Carla Callahan was recently named special events coordinator of USF. The new position is part of the Division of University of Relations. Callahan began her work at USF in that division and has more recently been a researcher in the Development Office.

She will now be responsible for managing University-wide events and social occasions, especially those initiated in the president's office. She will coordinate mailing lists and calendars for events, and will also consult about event planning, protocol and promotion.

Callahan will be located in the administration building but for now is in the Development Office (LIB 654) and can be reached at ext. 2651. Let her know when planning begins on any event so her calendar can be complete and she can be of assistance.

### Clarification

It is a policy of the University of South Florida and the Office of Public Affairs not to endorse any product or service not directly affiliated with the University.

The Center for Swallowing Disorders needs volunteers for research on a heartburn medication.

People between the ages of 18 and 75 who suffer from heartburn can participate in this study if they have at least a six-month history of heartburn occurring on three separate days per week. Volunteers should have experienced at least some relief of their symptoms by antacids for 75 percent of their episodes. They must be free from major medical conditions and meet specific eligibility criteria before being considered for study participation.

Individuals accepted into this study receive the study medication, medical evaluation, laboratory tests, EKG and abdominal sonogram at no cost. Compensation for participation will be offered.

Anyone fitting the above criteria and interest in participating in this study should contact Candy Harley, research coordinator at the Center at ext. 3374.

### Correction

The new interim dean of the Sarasota campus is David P. Schenck. His name was misspelled in the last issue of Inside USF.