Panel 23: Progressive Partnerships/Technology Trends

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Progressive Partnerships

The relationship between the community and the campus reflects one of the most positive

trendsetting relationships I’ve seen anywhere.” — Bill Holley, shortly after his arrival, reflect-

ing on the campus.

While the USF Foundation, the Advancement/University Relations offices, and the Alumni Asso-

ciation play important roles in bridging campus and community, many academic offices, faculty,

and students have also fostered “town-and-gown” ties through their research, leadership, ser-

vice, and scholarship.

The city has been real good to us, and we just want to show our appreciation.” — Student Government

President Joe Alvarez, as student leaders celebrated “City of St. Petersburg Appreciation Day” in Sep-


tember 1987 in gratitude for the city’s assistance in securing new land for expansion.

Since its inception in 1965, USF St. Petersburg has received generous support from the City of

St. Petersburg and leading community organizations. City officials offered the University tracts

of land, expanding the original eleven acre site to more than forty-six acres today. The St. Pe-

bargus Downtown Partnership, established in 1962 as St. Petersburg Progress, Inc., has pro-

vided the funds for the campus expansion, numerous fellowships and endowments, and the suc-

cessful Oceanography Camp for Girls.

“Early on, we felt that USF had the obligation to be good neighbors. We wanted to give back to the

community some of what USF receives.” —StudieTschiderer, in a June 1990 interview about the USF

St. Petersburg Singers.

The campus gives back to the community through a number of innovative programs. A variety of

lecture series programs and special events offered by Student Activities, the 1990s Academic

Frontiers courses, the marine science Eminent Scholars Series, the Schaleman Honors Collo-

quium, and other venues brought notable speakers to campus. Through their seasonal pro-

grams, the USF St. Pete Singers have delivered cheer and Merriment to nursing homes and other

facilities for more than thirty years. The USF St. Petersburg “Tiger Team” annually partici-


In addition, colleges and academic units on campus have established long-lasting partnerships.

The collaborative research conducted by the College of Marine Science, the Florida Fish and

Wildlife Conservation Commission, and the United States Geological Survey is just one exam-

ple. The Florida Humanities Council—headquartered on campus—offers its statewide re-

sources to students in the Florida Studies Program of Distinction. Also, the College of Business

and University Center.

Successful urban universities build and sustain strong partnerships with their constituencies. Throughout its history, USF St. Petersburg has benefited from strong support of individual and corporate benefactors, as well as a loyal and ever-growing base of alumni.

Technology Trends

Imagine a campus without computers, a library lacking internet access, or a classroom presentation without a laptop! Educational technology has dramatically changed over the last forty years. On the right, you will find some important milestones and changes in instruc-

tional media and technology that took place at USF St. Petersburg since the late 1960s.

Computer lab in Bayboro (now Davis) Hall, 1965.

Waiting for a printout in the computer laboratory, December 1977 (left). Videotaping a classroom presentation, circa 1979 (above).

Educational Technology Timeline

Late 1960s-1970s: Instructional media services—including film projectors, televisions, and other audiovisual equipment—provided through an employee of the Tampa campus.

1974: The campus welcomed the arrival of a single “Computer Terminal” that enriched academic programs in Engineering, Business, and Oceanography.

1975: The College of Education received a federal grant of $9,707 matched by the State of Florida to establish a non-credit instructional center on campus. Materials purchased took advantage of the prevailing classroom technology of the time (filmstrips, photo-

graphs, etc.).

1977: Computing resources on the campus included a Data 100 16-bit minicomputer and printout: four programmable calculators, two key punch machines and two terminals that were connected to an IBM Model 370 mainframe at the Central Florida Regional Data Center (CFRDC) in Tampa.

1977: As a pioneering center for distance education, USF St. Petersburg became one of thirteen “learning centers” in the Florida Higher Education Telecommunication System (FETN). This network allowed two-way, “point-to-point” communication via telephones with institutions in the University of Florida.

1977: With the purchase of a camera and videotapes, the campus tapped instructional video as a valuable classroom tool, allowing students to view lectures at a later date with televis-

ion and headphones.

Summer 1981: Audiovisual services integrated into the new Nelson Poynter Memorial Library.

January 1982: Funding allowed for a full-time position to manage the open-access computing lab in what was then Bayboro Hall. At the time, the lab had five keypunch machines, a card reader, and a line printer.

June 1982: Three Apple II computers were purchased. Most campus “computing” took place on one of the handful of terminals connected to the Tampa mainframe.

June 1983: The computer lab replaced aging keypunch machines with terminals con-

nected to the mainframe. Five Apple II microcomputers were added to open-access lab. That same month, the University-wide automation of Admissions and Records began.

1984: To encourage distance education, the campus became part of the Instructional Tele-

vision and Data Services (ITDS), which at the time allowed for audio and/or video connections via microphones so students could participate in Tampa classes.

1984: The computer lab on the second floor of Davis Hall (now two adjoining class-

rooms) welcomed the arrival of 13 additional Apple II microcomputers, as well as some Macintosh and IBM-XT personal computers. The Apple School Business Network al-

lowed staff to link computers to more efficiently store available printers and disc stor-

age.

September 1984: The campus acquired an IBM 5250 office automation system to provide academic instruction with access to word processing terminals.

June 1985: Five IBM personal computers were acquired to create an open-access lab with 16 IBM-XT microcomputers. Apple returned the primary computer available to students in the lab. The campus also acquired its first Macintosh computer. Computer terminals were added to support student services in Financial Aid and Academic Advising.

1985-1986: Library staff placed barcodes on all library materials to prepare for an online catalog and circulation system. Library began to acquire videotapes as part of this col-

lection. The college’s online LUIS system went “live” during the 1986-1987 academic year.

June 1987: Campus acquired IBM-XT computers to serve administrative secretaries from workstations to personal computers.

Summer 1990: Macintosh automation of the entire campus, with computers acquired for the lab, store faculty offices, the Business Office, Admissions, the Library, Adminis-

tration, and the Purchasing Office. Computerized local area networks (LANs) were planned and installed with all Macintosh computers and IBM PCs serving the internal network.

August 1993: Electronic voice mail arrived at USF St. Petersburg.

November 1994: A more replaceable old-fashioned photo ID. USF Tampa administra-

tion presented a photo ID to all USF students.

Summer 1996: New Nelson Poynter Library opened with enhanced technology and in-

tensive courses that could access the internet. By the fall semester, the first few satellite

transmissions of “Project Oceanography,” originated from the Poynter Library. Within a year, the program was seen by more than 140 middle school in 20 states.

May 1997: Computer lab opened on the second floor of Bayboro Hall with 190 com-

puters.

2002: First wireless network installed by Computer Center on bridge connecting Bayboro Hall and Poynter Library.