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Virginia Littrell : Green and Golden

University of South Florida St. Petersburg, Office of University Advancement.

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Virginia Littrell has long and deep roots in her native St. Petersburg. Hence, it is no surprise that she has rendered diligent and life-long service to her state and hometown – it is part of her family’s tradition. Of the last four generations on her mother’s side of the family, three have held elected office in St. Petersburg – two as City Council members and one as a judge.

An eminent member of the St. Petersburg City Council from 2001-06, Virginia also represented the City on the Regional Planning Council during these years. In 2012 she was appointed by the Mayor to serve on the St. Petersburg Charter Review Commission and was elected as Chair by her fellow commissioners.

An ardent conservator of Florida heritage and culture, Virginia was a member of the Florida Historical Commission in 2002-03 and the Historic Preservation Advisory Council in 2000-01, by appointment of the Secretary of State. From 2001-04, she served on the Board of Trustees and the Executive Committee of the Florida Trust for Historic Preservation.

Other professional experiences allowed Virginia to merge her fine-tuned business acumen, resourcefulness, and advocacy. As a former Executive Director of the Florida Consumer Action Network (FCAN), Virginia was a formidable ombudsman. At the time, FCAN was the state’s largest consumer and environmental lobby. An artist by nature, Virginia was also drawn to area arts organizations. She became the Executive Director of The Arts Center (known today as the Morean Arts Center) and later served as the Development Officer for the Museum of Fine Arts (MFA).
While at the MFA, Virginia created Art in Bloom, one of the Museum’s signature fundraising events. She was also an active member of the MFA’s Stuart Society.

A past president of the Junior League of St. Petersburg, Virginia also served on the Board of Directors of both the St. Petersburg Museum of History and Pinellas County Education Foundation. Additionally, she was a Trustee of the First United Methodist Church.

As a USFSP student leader in the 1980s, Virginia spearheaded many cultural projects as Chair of the Campus Lecture Series. She also designed and curated campus art exhibits, including an impressive display of Aboriginal art from Australia. Virginia was appointed to represent the USFSP student body on the university-wide Capital Improvement Trust Fund (CITF) task force. In this critical role, she ensured that CITF funds generated by USFSP tuition fees were returned to USFSP students for major projects such as the Haney Landing Sailing Center and the Campus Activities Center. And always, Virginia graciously tackled both major and minor projects with equal aplomb, whether or not she was in the spotlight.

Virginia is a second-generation USFSP graduate – her mother Betty Littrell is also a campus alumna. The USF Pinellas County Alumni Chapter recognized Virginia’s extraordinary achievements by bestowing its Distinguished Alumni Award on her in 2001.

“I consider myself lucky to have known this campus from the very early years when professors in every discipline knew students in other colleges, and exchange of ideas was common between students and professors. In those first years amenities were few, our library consisted of volumes shelved along hallways in the Marine Science building. Each week I looked forward to Gary Mormino’s Immigration History class and loved every day of the very first class taught at USF by Ray Arsenault. There were so many, Harry Schaleman and Bob Hall were favorites, too. We may have had a campus lacking standard college amenities, but the caliber of our professors was impeccable and our education comprehensive.

Our recreational opportunities were limited to a single leaky sailboat, but somehow we managed to sail all night, sometimes just barely making it back for a morning class. Our entertainment consisted of Friday evenings at the Magic Mushroom, a coffee house where students could hang with local musicians and artists. Between classes we took naps on the seawall in the afternoon sun or played soccer on the lawn. The campus was so casual that I was given my own key to a campus building so I could work in my art studio on the weekends. It was the only art studio on campus and the University made it available to me just because I asked. It was home and we loved the languid pace of the campus which is probably why so many students stayed far longer than their degrees required. Back then we wondered if future predictions of a 2200 student enrollment were a little too hopeful.

It’s been gratifying to see our campus grow and thrive. As a city council member in St. Petersburg, I was asked by the City to review and comment on the campus master plan and was pleased to see there on the page, “... future enrollment will exceed 12,000
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