Partners in Progress : 2007

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SACS Commission Recommends Separate Accreditation

The campus achieved a watershed moment this year when it received full and separate accreditation from the Commission on Colleges of the Southern Association of Colleges and Schools.

“The Commission’s recommendation is evidence that we stand on our own academically and affirms the quality of our faculty and programs,” said Karen A. White, regional chancellor.

While the institution has always been accredited as part of the USF family, now USF St. Petersburg is a separately accredited institution. Having accomplished this, the campus can now focus on academic programs and contributing to the economic growth of the region.

V. Mark Durand, former vice chancellor for academic affairs, said that the accreditation closes an important chapter in the history of the institution.

“It signals the next stage in our development – expanding on our success as an educational innovator and further customizing its offerings on our close-knit campus,” Durand said.

The campus’ first new program is the Master of Arts degree in Environmental Science and Policy, accepting students fall semester 2007.
Barnes & Noble USF St. Petersburg
New Downtown Hot Spot

Barnes & Noble USF St. Petersburg opened its doors to the public Tuesday, Oct. 24 bringing a social and economic hub to both the campus and downtown.

Student Government President Megan Willoughby said, “You can’t beat the location. It’s down the street from the residence hall making it convenient to meet your friends for study groups, grab a bite to eat and work.”

The 10,000-square-foot superstore includes a special section for faculty authors, a cozy reading section and a café featuring Starbucks products.

Outside, the sidewalks are lined with café tables packed with people studying or working while enjoying the sunny Florida weather.

The store has even become a hot spot for neighborhood preschoolers. Children from the YWCA Family Village visit the bookstore each week for story time.

Don Shea, president of the St. Petersburg Downtown Partnership and the first to make a purchase at the grand opening said the store is making an impact on downtown’s economic development.

“Its location and ambiance have made it a big hit in downtown. It’s a perfect place for students, business people and residents to intermingle, which provides a steady stream of customers on a daily basis.”

Don Shea, President Downtown St. Petersburg Partnership
Scholarship Enables Veteran’s Education

Today's full-time students have more responsibilities than just attending class. Many work part- or full-time jobs to pay for tuition, textbooks and living expenses. The generosity of USF St. Petersburg donors provides scholarship opportunities that enable students to cut back on work hours to devote more time to their studies.

Army Reserve Sergeant Jacqueline Boyle, 25, took a hiatus from her education to serve on active duty in Kuwait. Now a senior majoring in Psychology, she is the recipient of the Richard and Robin Carpenter Scholarship.

The Carpenters’ scholarship rewards students who have overcome a personal challenge and value community service. Boyle was a perfect choice for this scholarship because of her strong work ethic and devotion to serving her country and community.

Erin Dunn, director of financial aid, witnessed the impact of the Carpenters’ kindness. Dunn said, “This scholarship provided Jackie with relief from the day-to-day financial struggle, and allowed her to focus on her studies.”

This year, 95 students were awarded scholarships totaling $125,578.

Because of her accomplishments as a Special Education major, Kimberle Noorbakhsh has been offered her pick of school placements by Pinellas County Schools.

“Kimi Noorbakhsh is an engaging and dedicated student who takes her opportunities to make a difference seriously,” said Vivian Fueyo, Ph.D., dean of the College of Education. “Her impact as a teacher of children with special needs will be considerable.”

Noorbakhsh stands out among her peers for leadership in volunteer and academic activities. She is the president of Omicron Delta Kappa and was among the first inducted into the national honorary last year. She presided over the campus chapter of the Student Education Association last year and remains an active member.

Her commitment to her teaching career is just as evident. As a junior, Noorbakhsh began substitute teaching at Largo High School, a full year earlier than required in her curriculum.

Recognizing Noorbakhsh's leadership, College Leadership Florida selected her to participate in its highly competitive program in summer 2005. The program is designed to build a diverse network of leaders dedicated to uniting communities to make Florida a better place. Students participate in seminars and activities to develop leadership skills and learn about issues specific to Florida.
Chris Girandola landed his dream internship with Major League Baseball Advanced Media Services as a reporter for MLB.com, which later translated into a position covering the most acclaimed teams in baseball – the New York Yankees and New York Mets.

Girandola credits his achievement to his experience covering high school sports for the *St. Petersburg Times* and his study under the tutelage of Robert Dardenne, associate professor of journalism, and Lane Degregory, feature writer for the *St. Petersburg Times*.

He applied for the internship in December 2006 and received a phone call almost immediately offering him the position.

“They reviewed my writing samples and thought I was up to the challenge of working with the New York media,” Girandola said. “It has been a thrilling yet humbling experience to be standing in the Yankees clubhouse. I’ll always remember walking in to the press box on my first day and seeing reporters whose work I’ve followed. It seems surreal how everything has materialized.”

Tony Silvia, Ph.D., professor and director of the Journalism and Media Studies Program said that these are the kinds of opportunities that help students attain successful careers in journalism. Students have also interned at NASA, WFLA-TV and *Tampa Bay Business Journal*.

Girandola is pursuing a Master’s degree in Journalism and Media Studies.

The USF St. Petersburg advantage for students is small classes and the chance to work closely with their professors on research and academic projects.

Business graduate students Valerie J. Kimball and Kimberly Martyn collaborated with Professor Gerald Lander on a manuscript analyzing the types of fraud investigated by our government and steps being taken to uncover it. They presented their findings at a national presentation at the American Accounting Association this year.

Lander said their work was very well received and garnered interest from members of the Government and Financial Accounting Standards Board. They have submitted their research to the peer-reviewed *CPA Journal* for publication consideration.

Travel and conference presentations are supported by funds donated by USF St. Petersburg Town and Gown, the campus colleges and the Regional Chancellor’s Fund for Excellence. This year, 21 students presented original academic research at national conferences. Among the locations: Belfast, New Orleans, Albuquerque, New Mexico; Atlanta and Boston.
On Move-in Day, August 23, 2006, there were tears and excitement as the first students unpacked in Residence Hall One.

This year, those students made history creating a new atmosphere on campus. They started 24 new campus clubs, forming academic honoraries such as Sigma Tau Delta and special interest groups including the Film Club and Students for Social Justice.

One of the most visible changes is in the center of campus. A new recreational field added sand volleyball and basketball courts for students. Competitors in intramural sports have tripled and staff added a co-ed soccer league this year.

Students are training in the Fitness Center, but not just to lift weights. If you visit, you might catch the beat of a salsa dance class, or slow down the rhythm with Pilates or muscle sculpting. Attendance in fitness classes continues to rise.

Student Affairs Director Kay-lynne Taylor said, “As we have created new programs, the buzz across campus has spurred us forward. Our goal is to ensure our students are well-rounded and enjoy their residential college experience.”

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Kay-lynne Taylor, Student Affairs Director
Freshman Class Grows as Campus Vibe Spreads

The word is out about USF St. Petersburg. For the second year in a row freshman applications have increased as students outside of the Tampa Bay area apply.

Fall 2006 was the first record-setting semester for freshman enrollment. Last year, 260 freshmen, including two National Merit Scholars, began their university study.

An interdisciplinary enrollment marketing team developed a statewide marketing campaign to increase enrollment during the next decade. Academic leaders aided the effort by adding courses in all three colleges.

"Based on student demand, we're offering more courses including math and science," said Blaine Brownell, Ph.D., interim regional vice chancellor of academic affairs.

“We’ve also added distance learning courses, which are very popular because students can fit them into their lifestyle.”

Students attended lectures by Arun Gandhi and other guest speakers of historic proportion this year.

Gandhi, grandson of legendary spiritual leader Mahatma K. Gandhi, shared lessons learned from his grandfather with more than 600 students and community members. After his speech, Gandhi spoke with students from the Honors Program.

Abbie Harris, a senior in the Honors Program majoring in Environmental Science and Policy said, “This was a once-in-a-lifetime opportunity and I’m glad that I was able to take part in it. Mr. Gandhi’s position on nonviolence was insightful and inspiring. Getting to meet him is something I will remember forever.”

Students also heard from Paul Rusesabagina, whose experiences inspired the 2004 film Hotel Rwanda; Florida Gov. Charlie Crist; Corey Flintoff, National Public Radio correspondent; and Joe Rogers, former lieutenant governor of Colorado.

A Year of Historic Visitors

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USF St. Petersburg Alumni Start Accounting Endowment

Business alumni Teresa and Paul Mueller made a gift of $100,000 to create a scholarship endowment for USF St. Petersburg accounting students.

The Muellers were inspired to make their donation when Paul discovered that USF St. Petersburg was celebrating its 40th anniversary.

Mueller said, “By starting the fund Teresa and I felt it was an opportunity for us to demonstrate leadership, and hope that it will encourage other alumni to give back and help the university keep developing.”

Now the managing partner and CEO of the Washington, D.C., office of UHY Advisors, one of the nation’s largest accounting firms, Paul Mueller has seen the pool of quality accountants dwindle throughout the years.

The Muellers said they hope their endowment will encourage students interested in accounting to pursue their career of choice.

“Alumni like the Muellers play such an important role in the life of the university,” said Charles Harris, national chairman for the USF Alumni Association. “Their contribution is extremely generous, a tribute to USF and a wonderful gift to our current and future students.”

Frances Stavros Recognized for Leadership

One of USF’s most cherished philanthropists, Frances Stavros, was recognized for her lifelong leadership to improve education for students in Pinellas County.

It is most appropriate that Stavros received the inaugural Regional Chancellor’s Award for Civic Leadership at USF St. Petersburg’s fall Commencement.

White said, “Frances Stavros is a parent, community volunteer and civic leader in Pinellas County whose contributions have enriched our university, our region and improved the educational excellence offered to students. Through her deep commitment and faithful service to education, she has enhanced the lives of thousands of students.”

In further tribute to her service, her husband, Gus Stavros, founding member of the Campus Board, established an endowed graduate scholarship in her honor. The scholarship will enable graduate students to pursue the study of Education at USF St. Petersburg. This is the first endowed fellowship for the campus and is the Stavros family’s second leadership gift to its College of Education.

“The Frances Louise Stavros Scholarship represents both recognition of a superb educator and countless opportunities to help those who are pursuing their dreams of teaching children,” said Vivian Fueyo, dean.
Progress Energy Gives to USF St. Petersburg

Progress Energy Florida Inc. donated $225,000 to help fund three programs at USF St. Petersburg. The College of Education received $75,000 for its second annual Teacher Leadership Institute, the College of Marine Science received $25,000 for the Oceanography Camp for Girls and the College of Arts & Sciences received $125,000 to create a Distinguished Speaker Series for the Environmental Science and Policy Program.

“Progress Energy has been an integral part of this community for more than 100 years and we feel strongly about the importance of environmental stewardship and education,” said Jeff Lyash, CEO of Progress Energy Florida. “These programs demonstrate the university’s commitment to addressing significant issues in the environment and education. As active corporate citizens in the communities we serve, Progress Energy is proud to be a partner.”

Progress Energy’s support for USF St. Petersburg dates back to the founding years of the campus. In the past three decades, it has given more than $1.3 million to support USF St. Petersburg college projects and the USF College of Marine Science.

Bishop Bequest Perpetuates Ethical Study

One of St. Petersburg’s most prominent families has established a $1 million endowment to promote the study and practice of good leadership. Established through a testamentary gift, the Wally and Louise Bishop Center for Ethical Leadership offers teaching, research and experiential learning across USF St. Petersburg’s curriculum.

The legacy of the Bishop family endowment ensures that our focus on citizen scholarship and ethics will be funded for generations.

Special programming is offered both on- and off-campus. This summer students will take a three-credit study-abroad course in Greece, Italy and England. Their classroom, in several cases, will be the very place where philosophers wrote or taught their own classes years ago. For example, students will debate the proper aims of leadership and justice at the location in Athens, where Plato taught Aristotle.

Closer to home, the Bishop Center and the USF Alumni Association united the campus and community through a public lecture series on ethics, philanthropy and Florida’s future.
If you loved *Key Largo* or *Cocoon* then don’t miss *Sunshine in the Dark: Florida in the Movies*, a detailed history of Florida-themed movies gathered by Associate Professor of History Susan J. Fernandez and USF Tampa Historian Bob Ingalls. The book examines the role popular media has played in creating images of Florida.

2007 Book is a Collaborative Project

Deanna Michael and Larry Johnson, associate professors of education, are participating authors in the collaborative book *Education Reform in Florida – Diversity and Equity in Public Policy*.


Ainscough Wins Award

Thomas Ainscough, assistant professor of marketing in the College of Business, was recently awarded the Martin Opperman Best Article of the Year Award for “The Price on Consumer Evaluation of Travel Services.” The article was published in the *Journal of Travel & Tourism Marketing*.

Best-Selling Textbook Author

The majority of students majoring in Psychology in universities across the country learn from two books written by Psychology Professor V. Mark Durand. These best-selling Abnormal Psychology textbooks, *Abnormal Psychology: An Integrative Approach* and *Essentials of Abnormal Psychology*, are used at more than 500 universities around the world. Co-authored by David H. Barlow, these now classic texts are reprinted in Spanish, French, Hindi and Chinese. Also this year, Durand gave invited addresses at the annual conferences of both the American Psychological Association and the Autism Society of America.

Faculty Elected to Office

USF St. Petersburg is honored to have two distinguished public servants as part of its campus family.

H. William “Bill” Heller, professor in the College of Education, and Charlie Justice, College of Business academic advisor, were officially declared winners in the Nov. 7 elections. They were officially sworn into office at the Organizational Session in Tallahassee on Nov. 21.

Heller, won the District 52 seat in the Florida House of Representatives. Justice, formerly in the Florida House from 2000-2006, was elected to the State Senate in District 16.

Bean Wins Emerald Award

Cynthia J. Bean, Ph.D., assistant professor of management, won an Emerald Reviews Citation of Excellence for her article “Leader framing and follower sensemaking: Response to downsizing in the brave new workplace.” Her article was selected as one of the top 50 articles published on management in 2006.
Arsenault’s Book Receives Many Praises

Since the publication of his book *Freedom Riders: 1961 and the Struggle for Racial Justice* in 2006, Ray Arsenault is reaping frequent flyer miles galore. Arsenault, the John Hope Franklin Professor of Southern History and co-director of the Florida Studies Program, has delivered at least 50 lectures on the Freedom Rides across the country and in England. He has spoken at book festivals, university and museum symposia, Freedom Rider reunions and professional conferences. Arsenault is also teaching at the University of Chicago as a distinguished guest professor this semester.

*Freedom Riders* received stellar book reviews and accolades from admiring readers, some of whom were former Freedom Riders and movement veterans. Additionally, the book has been nominated for several prestigious national book awards, including the Pulitzer Prize.

Among other related activities, Arsenault and Robert Bickel, law professor at Stetson University College of Law, organized and team-taught Legal and Social History of the Civil Rights Movement last summer. This innovative class, a partnership between USF St. Petersburg and Stetson, included a bus tour through the South with stops at key places in American civil rights history. Two dozen students participated, 12 from each university. The class and bus tour will be offered again this summer.

New CAS Dean Marks a New Era

A new dean takes the helm of the College of Arts and Sciences this year. Sociologist Frank Biafora, Ph.D., was a Professor and Associate Dean of the College of Liberal Arts and Sciences at St. John’s University.

This deanship is particularly important as the campus considers its Strategic Plan for the next five years.

The college is the core of this liberal arts institution. Academic leadership must be bold in its vision while informed with assessment data and the needs of students.

Biafora’s teaching and research focuses on adolescent development, juvenile delinquency, substance use and research methodology. A recent recipient of a Fulbright Scholars award in Vietnam, Biafora is also the principal investigator of the Ronald McNair Scholars Program.

Cartoons Teach Math

College of Education faculty member Andy Reeves, Ph.D., is working on a book for the National Council of Teachers in Mathematics due out summer of 2007. The book is a compilation of math activities for middle school students that turn cartoons and comic strips into real-world math exercises while taking advantage of the humor. This unique teaching approach was suggested by Reeves while working at NCTM in 1993 and became a regular feature, called *Cartoon Corner*, in NCTM’s journal *Mathematics Teaching in the Middle School*. Reeves is currently the co-editor of *Cartoon Corner* with Mary Lou Beasley, a local middle school mathematics teacher.
The College of Education is offering more classes to students outside of Pinellas County.

This year, the college expanded its five-year partnership with Pasco-Hernando Community College to offer future teachers a two-plus-two Bachelor of Arts degree with teacher certification in Elementary Education.

Thanks to the leadership of Gwyn Senokossof, Ph.D., the program is now offered at both PHCC’s New Port Richey and Brooksville campuses.

Burt Harres, PHCC provost said, “The collaboration between PHCC and USF St. Petersburg’s College of Education has been an outstanding partnership. I’m particularly impressed with the progressive attitude and high level of responsiveness demonstrated by Dean Vivian Fueyo and Dr. Senokossof in addressing the needs of PHCC students who are interested in pursuing baccalaureate degrees.”

Students enrolled in the program complete their first two years of general education classes at PHCC. In the last two years of the program, College of Education faculty members teach program-specific courses in elementary education, such as classroom management, mathematics and science for elementary teachers.

A Florida Department of Education grant program to recruit new teachers revealed a strong interest in teaching.

Thirty-five USF St. Petersburg Education students received the competitive scholarship to pursue their Master of Arts degree and certifications in Special Education and ESOL; Elementary Education and ESOL; and Reading.

“It is promising to see that there are so many people interested in teaching in Pinellas County. We believe the program is contributing in important ways to help meet the state’s critical need for teachers,” said Vivian Fueyo, Ph.D., dean of the College of Education.

The grant was developed in response to a growing need for teacher retention in Florida. “Preliminary research indicates that teachers with certifications through master’s degree programs remain in their careers longer,” said Joyce Nutta, associate professor of education and project coordinator.

Countryside High School Reading Coach Elizabeth Smith said, “I’d been thinking about returning to school for a while, but never had the resources. When I heard about this scholarship opportunity I thought this is my chance.”
MBA Program Gains Notoriety

In just three years USF St. Petersburg’s MBA Program is already making a name for itself.

It was named Top Small School in the Nation by “Beyond Grey Pinstripes,” a biennial survey and ranking of business schools conducted by the Aspen Institute. This survey ranks the most innovative MBA programs and faculty for infusing environmental quality and social equity concepts into the business school curriculum.

With concentrations available in Corporate Social Responsibility and Forensic Accounting, USF St. Petersburg’s MBA is distinctive from other Tampa Bay programs.

Its unique focus leads students to examine issues of ethical behavior, effective corporate governance, corporate social responsibility and taxation. These important concepts are infused throughout the MBA curriculum.

Study-Abroad Experience for Business Majors

Each summer USF St. Petersburg faculty and students in the College of Business travel to Asia for a three-week study-abroad program. The group explores Asia’s financial, trading and entertainment centers while learning first-hand the cultural differences in business practices. Learning experiences have been held in Hong Kong, Beijing, Shenzhen and Shanghai, China.

This year the group will also visit Saigon, Vietnam. Vietnam will be especially interesting since the country recently joined the World Trade Organization explained program leader Todd Shank, Ph.D., associate professor of finance. During the last thirty years, Vietnam has transitioned from war to communism and then to capitalism.

“I look forward to being able to compare Vietnam’s newly opened economy to China’s. I am sure it will be an experience like no other!” said USF St. Petersburg student Kelsey Kempker. She will participate in this summer’s upcoming trip.

The study-abroad program gives both undergraduate and graduate students the unique perspective of first-hand exposure to international business prized in today’s increasingly global business environment.

Strategic Plan Means Business for College

Dean Geralyn McClure Franklin, Ph.D., and business faculty members have charted the course of the College of Business. The College has built its strategic plan through 2012, and is preparing for a fall 2007 maintenance visit by AACSB International – The Association to Advance Collegiate Schools of Business.

During the last year, College enrollment has risen sharply, particularly in Accounting. From spring 2006 to spring 2007, the MBA Program grew by 90 percent. College leaders expect to see additional student interest following an MBA marketing campaign it launched this year.

Franklin said, “It’s a privilege to lead the College of Business during such an exciting time. The College is fortunate to have a dynamic group of faculty who are leading experts in their fields and who have been instrumental in leading continuous improvement efforts to benefit our students.”

The College’s plan also identifies new opportunities for community engagement. This spring it opened an office of the USF Small Business Development Center to offer technical assistance for small and entrepreneurial businesses in Pinellas County. The SBDC brings an important resource to entrepreneurial businesses as well as those interested in specialized training and counseling.
Hosted by USF St. Petersburg, the national meeting of the American Synesthesia Association opened with a request most don’t hear often: “Leave your cell phones and pagers on so many of us can experience a world of colors and shapes,” said Pat Duffy, co-founder of the ASA, “although, we may argue upon which colors and shapes.”

Her opening set the stage for a conference focusing on a topic unlike any other and attracting an eclectic mix of attendees including synesthetes, scholars, researchers and students.

Synesthesia, meaning joined senses, affects an estimated one in 2,000 people in the world. It is a neurological condition in which two or more bodily senses are combined.

“It is only within the last decade that this condition has been authenticated through the use of neuroimaging and scientific investigation,” said Eric Odgaard, assistant professor of Psychology and conference organizer. “Having the national meeting of the ASA on campus was a fantastic opportunity for our students to experience the cutting edge of scholarship. We had speakers from eight different countries, representing 10 different scholarly disciplines.”

Odgaard studies cross-modal perception, in particular, the different ways in which vision and hearing interact. His research on synesthesia has focused on the perceptual reality of the synesthetic experience.
The Department of Journalism and Media Studies celebrated the grand opening of the Neighborhood News Bureau and dedication of the Peggy M. Peterman Neighborhood Newsroom Sept. 30.

Located at the James B. Sanderlin Center in St. Petersburg’s Midtown community, the News Bureau gives students the opportunity to hone their journalistic skills as they write features, personality profiles, business stories and neighborhood announcements for local media outlets.

Journalism and Media Studies Director Tony Silvia said, “The goal is for students to gain awareness of multi-ethnic cultures and learn about servicing the community.”

Peterman worked for 30 years as a reporter, columnist and editorial writer for the St. Petersburg Times. She fought the twin battles of racism and sexism in the newsroom while consistently setting high standards for herself and serving as a role model for others.

The event featured the inaugural Peggy M. Peterman Lecture given by Pulitzer Prize-winning author Leon Dash and was sponsored by the Poynter Institute for Media Studies, Tampa Bay Association of Black Journalists and the James B. Sanderlin Center.
What’s It Like On the Inside?

While students elsewhere were reading about Florida politics, USF St. Petersburg students were getting an insider’s view from the state’s chief executive. Governor Charlie Crist, who maintains an office on the campus, flew in from a Cabinet Meeting in Tallahassee to meet with students in Professor Darryl Paulson’s Florida Politics class. Speaking from the parlor of the historic John C. Williams House, Crist impressed the students with his bipartisan spirit and challenged them to join him in making Florida’s future even brighter.