Partners in Progress : 2005

University of South Florida St. Petersburg. Office of the Regional Chancellor.; White, Karen A.; Kickliter, Holly; Seligman, Alyson; University of South Florida St. Petersburg. Office of University Relations.
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During the last year, the University of South Florida St. Petersburg achieved a number of landmarks worthy of celebration.

Campus enrollment has increased more than 30 percent during the last five years to 4,600 students. After recruiting more than 60 new professors to campus, our student to faculty ratio remains a low 18:1, and 94 percent of our full-time teaching faculty is credentialed with terminal degrees.

In 2004, USF President Judy Genshaft delegated her academic authority to us to formalize the many academic activities we were already performing. This delegation enabled broader campus-specific decisions about enrollment management, class scheduling, promotion and tenure decisions and other academic endeavors.

Shovels will fly this spring thanks to Board of Trustees’ approval of our Campus Master Plan. The $100 million plan strategically directs our campus through 2015, and construction begins immediately. Groundbreaking for our first residence hall is set for March 30, 2005. This signature structure will be the gateway to our campus, linking us with St. Petersburg’s downtown corridor of shops, galleries and restaurants. After construction begins on housing, crews will begin work on the first parking garage, anchored by a Barnes & Noble Bookstore.

Many friends, old and new, visited campus this year including Governor Jeb Bush who signed the Affordable Healthcare for Floridians Act into law. We also hosted notable guests such as Presidential Candidate Ralph Nader, Nontumbi Tutu, daughter of Archbishop Desmond Tutu, and noted Harvard law professor, Randall Kennedy.

The university initiated community conversations and lectures marking the 50th anniversary of the historic Brown v. Board of Education decision, sponsored the state’s first conference on the Civil Rights Movement in Florida and held the first joint academic business conference on corporate and social responsibility.

September 7, 2005 is the 40th Anniversary of our first classes on campus. It is an honor to commemorate the milestones during our four decades, and to celebrate the legacies of our respected deans including Founding Dean Lester Tuttle, John Hinz, Lowell Davis and William Heller. We look forward to building on USF St. Petersburg’s strong traditions of academic excellence, relevant research, community engagement and to creating new standards of achievement and service.

The future of USF St. Petersburg is bright; our students are serious and highly motivated for success and are deserving of the finest university education we can provide. We hope the community we serve will continue to support the university in achieving our goals as our Partners in Progress.

Karen A. White
Regional Chancellor
Dick Beard, board chairman, said, “Over the next five years, there may be 30,000 students on the regional campuses in St. Pete, Lakeland and Sarasota. My view is that our regional campuses will be the engine that drives the USF system for long-term growth.”

USF St. Petersburg’s 2008 enrollment projections predict more than 6,000 students. University planners indicate that the campus’ current 220,000 square-foot footprint is insufficient to support that volume of students. And, even if the campus achieves support from the state to build a new Science and Technology building, total square footage will still fall short of the needed classroom and student space.

Regional Chancellor Karen A. White said, “Much has been accomplished at USF St. Petersburg during the last 40 years, and this plan will guide and support the future expansion of research, academics and student life. There is great community interest and energy behind campus expansion in St. Petersburg. Our community is excited about what we’ve become and what we plan during the next 10 years.”
Abdul Nasser, whose team led the master planning improvements and process said, “Residence halls are the gateway to our campus, linking the futures of downtown St. Petersburg and USF St. Petersburg. We can attract more local, out-of-state and international students with residence halls and increase the vibrancy on campus.”

**Waterfront Living and Learning**

Construction begins on the first residence hall with a groundbreaking March 30, 2005 at the corner of Fifth Avenue South and Second Street. The seven-story building is estimated at $18 million and will offer students apartment-style living. Unlike traditional dormitories, the suites provide private rooms for each student, one bathroom for every two students and a kitchen. Research shows that students prefer a new living style that offers both privacy and community.

Plans for the residence hall include 79 four-bedroom apartments, seven double bedroom units and a single bedroom unit. Each floor features a full laundry room and study lounge.

**Parking Garage**

Always an exciting topic for universities, parking is a priority for our booming campus. A parking structure, which will be completed in two phases to provide more than 1,500 spaces, is planned for the northern quadrant of campus. The structure will enable across-the-street parking for students living in residence halls and will benefit commuters as they exit I-175. The first floor of the garage will house the USF St. Petersburg Police Department and Parking Services.

**Barnes & Noble Bookstore Downtown**

Plans for the parking garage feature a signature Barnes & Noble offering university students and downtown St. Petersburg great coffee and literature. One floor is designed for students, stocking textbooks, lab materials and syllabi. Nonfiction, novels and literature will fill the rest of the 15,000 square foot store.

“Much has been accomplished at USF St. Petersburg during the last 40 years, and this plan will guide and support the future expansion of research, academics and student life.”  

REGIONAL CHANCELLOR KAREN A. WHITE
Students Politic through Elections

As the presidential debates became the most talked about events of the fall election season, USF St. Petersburg students packed into Davis Hall Lobby to cast their opinions at Debate Watch Parties coordinated by assistant professor Judithanne Scourfield McLauchlan, PhD, for her American National Government course.

“Studying American politics in a battleground state during a presidential election year whetted the attention of the campus,” said McLauchlan, who served in the White House during the Clinton administration.

“We hear about student apathy toward voting, but we didn’t see it here. Students were genuinely interested in learning about the candidates so they could make informed decisions.”

To develop a hands-on understanding of the political process, McLauchlan’s students were required to intern on a federal campaign.

This is not the first time McLauchlan’s students have learned politics from the inside out. Last year, while peers across the country were watching pundits and pollsters on television, 21 USF St. Petersburg students enrolled in her Road to the White House course traveled to New Hampshire. Each student worked as a staffer on a presidential candidate’s campaign, meeting voters, working rallies and experiencing the intensity leading up to the nation’s first primary.

Another USF St. Petersburg political scientist was in high demand during the Presidential Election season providing expert opinions to media throughout the country. Professor Darryl Paulson, PhD, was interviewed by more than 25 publications, including USA Today, Los Angeles Times, London Observer, The New Yorker, Tampa Tribune and St. Petersburg Times. He also appeared on television and radio shows throughout North America.
Two-in-One Degree Merges Special and Elementary Education

A newly-designed program in the College of Education targets the critical national shortage of special education teachers. The Teachers for All Children Program offers USF St. Petersburg students a unique degree that fuses elementary and special education certification.

“Teachers today must have knowledge, skills and attitudes that prepare them to teach all the diverse learners in their classrooms,” said Vivian Fueyo, PhD, dean of the College of Education. “The TAC Program offers a comprehensive curriculum that is designed to enable graduates to excel as teaching professionals and inspire change as leaders in the classroom.”

The Teachers for All Children Program requires an eight semester curriculum that combines undergraduate courses in elementary education with graduate courses in special education. Students earn a bachelor’s degree in Elementary Education with a certification in English for Speakers of Other Languages and a master’s degree in Exceptional Student Education.

An added benefit for students, the program includes a teacher-mentor experience that pairs students with local school teachers.

“This mentor experience equips pre-service teachers with the academic background and practical experience to work successfully with all children,” said Margaret Hewitt, PhD, associate professor and one of TAC’s creators.

Nationally Accredited Academic Programs

USF St. Petersburg, as part of the University of South Florida system, is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award degrees at the baccalaureate, master’s, specialist, and doctoral levels, including the Doctor of Medicine.

Our programs are accredited by the following national accrediting associations: the Association to Advance Collegiate Schools of Business, the National Council for Accreditation of Teacher Education and the Association for Education in Journalism and Mass Communication.
USF St. Petersburg received news in October that V. Mark Durand, PhD, was awarded the largest research grant in campus history, nearly $1 million. Durand will explore the best ways for parents to help their autistic child. The five-year federal grant was awarded through the highly competitive Innovations in Research program of the U.S. Department of Education.

“If a child is acting out a particular behavior, such as banging his head, I want to help his parent figure out why he is behaving this way. In the past, our field used punishment to teach children. We have discovered better methods for positive reinforcement,” Durand, dean of the College of Arts and Sciences, said.

The goal of this longitudinal study is to work with the family, not just the child, to address severe behavior problems to prevent them from becoming worse. Durand will identify families that score high on pessimism tests and feel out of control. Families will receive one-on-one therapy at autism centers at USF and the University of Albany.

Christopher F. D’Elia, regional associate vice chancellor for Research and Community Partnerships, said, “This highly competitive research award is testimony to the scholarship of Dr. Durand, who is recognized internationally for his work on childhood behavior and autism.”

Durand has worked with children’s psychological issues for more than 20 years and has written five books including the best-selling abnormal psychology textbook, currently used at more than 330 universities worldwide.
New Hands-On Curriculum Excites 6th Grade Scientists

A USF St. Petersburg science education professor is teaching Pinellas County sixth graders and their teachers to solve real problems through an analytical approach to earth science, thanks to a grant awarded by University of California Berkeley. USF St. Petersburg is the only field test center in Florida and one of only 10 in the country.

Chin-Tang Liu, PhD, is implementing *Issues in Earth Science*, at Meadowlawn Middle School. Students become scientists through class experiments. For example, students can test plants to see if they can grow in specific soil and environments. This experiment expands into a lesson on what could happen if homes are built on wetlands.

“Students need to recognize how science applies to their lives every day to make sound decisions. Students become active scientists and are challenged to discover how to enrich the soil to make plants grow,” said Liu, assistant professor in the College of Education.

Most students learn science in a traditional format sticking strictly to textbooks. Liu said he hopes this curriculum that offers more laboratory experiences will challenge students to relate scientific knowledge to their personal lives and the community.

“Asking why becomes easier when you’re immersed in a laboratory experiment. Students see the scientific method is a living, breathing thing, and begin to visualize science as an integral component of how the world functions.”

USF St. Petersburg by the Numbers

USF St. Petersburg’s total budget is almost $40 million for FY 04-05. The campus employs nearly 340 faculty and staff members.

During the last two years, faculty have recruited more than 60 new professors and 13 administrators to St. Petersburg. With a payroll that exceeds $26 million, the campus is one of the largest employers in downtown St. Petersburg.

Campus enrollment has increased more than 30 percent during the last five years. More than 4,600 students are enrolled in undergraduate and graduate classes.
Faculty Notes

This spring, Florida Studies Program of Distinction co-director and the Frank E. Duckwall Professor of Florida Studies, Gary Mormino, PhD, will release his book Land of Sunshine, State of Dreams—a culmination of 20 years of research examining the emergence of modern Florida. A review on the book’s jacket predicts Mormino’s work “will be the book by which all histories of modern Florida will be measured.”

Business professor Todd Shank, PhD, was the only North American invited by the Korean Academy of Business Ethics to speak at its 2004 International Conference on Corporate Social Responsibility in Seoul, Korea. Shank presented Doing Well While Doing Good Revisited: A Study of Socially Responsible Firms’ Short-Term versus Long-Term Performance. Shank’s presentation was based on a paper he co-wrote with USF St. Petersburg professors Ronald P. Hill, PhD, and Daryl Manullang.

Former White House staffer and assistant professor, Judithanne Scourfield McLauchlan, PhD, has a new book Congressional Participation as Amicus Curiae Before the U.S. Supreme Court out in March that examines the implications of growing Congressional participation in U.S. Supreme Court cases.

English assistant professor Lisa-Anne Culp, PhD, was one of only 16 educators nationwide selected to participate in the competitive Fulbright-Hayes Seminar Abroad in China. The month-long program examined History & Culture in China: Social Trends/Popular Culture Focus.

USF St. Petersburg’s Excellence in Teaching Award Winner Brett Jones, PhD, is studying the impact of the FCAT on students, teachers and principals in Florida with Robert Egley, PhD. In addition, Jones and J. Thomas Kellow, PhD, are investigating factors that might be contributing to the achievement gap between black and white students in Pinellas County to help improve test scores of minority students.

Bob Dardenne, PhD, associate professor of Journalism, just returned from Nigeria where he was an invited speaker on journalism and democracy. Hosted by the Nigerian Journalists’ Union and Ogun State University, Dardenne spoke in villages and cities throughout the country. He will return this spring to speak at the 145th Anniversary of Journalism Conference honoring Nigeria’s first newspaper.

Taxation professor James A. Fellows, PhD, CPA, was recently awarded the 2005 Accounting Educator of the Year by the Florida Institute of Certified Public Accountants. This recognition is a testament to more than 30 years of teaching economics and accounting, more than 10 of them on campus in St. Petersburg.
Endowed professorships are one of the most powerful tools in higher education to attract and retain fine scholar-teachers. The Bank of America Endowed Professorship of Corporate and Social Responsibility, currently held by Dean Ron Hill, was created to support faculty enhancement for the College of Business.

The inaugural class of the College of Education’s Progress Energy Scholars begins classes in May. Twenty-five teachers will be selected for the rigorous core curriculum in educational leadership with school-based experiences designed to develop effective educational leaders and administrators. These scholars will receive special mentorship from a practicing administrator and a scholarship covering half of their tuition.

For the sixth year, USF St. Petersburg’s top accounting students have earned generous scholarships and internships from Gregory, Sharer and Stuart, P.A., one of the city’s finest accounting firms. This partnership rewards advanced accounting students by offering them real-world practice while they complete their degree, and several scholarship recipients have been hired to full-term positions with the firm. The firm has also shown its support for faculty by creating the Gregory, Sharer and Stuart, P.A. Term Professorship in Forensic Accounting.

“Professor Gadget” Eric Steimle, PhD, has built buoyant computerized data collection devices called Guided Surface Vehicles for monitoring water quality and health at or below the water’s surface. A recent grant from the Edmund and Afton Greenwell Family Foundation will support improvements to this important research vehicle being used by researchers in Engineering, Marine Science and the Environmental Science, Policy and Geography Program of Distinction.

Thanks to a grant from Verizon Corporation, College of Education professors Barbara Frye, PhD, and Gwyn Lightsey, PhD, offered intensive personal instruction last summer to 22 Pinellas County teachers in reading camps. Teachers earned nine hours toward master’s degrees in reading instruction and three of five courses needed to add a Florida Reading Endorsement to their teaching certificates.

Endowments created by the St. Petersburg Times impact the life of every student and represent the paper’s ongoing commitment to USF St. Petersburg. Their funds support academic initiatives including scholarships for underrepresented students, graduate student fellowships and library enhancement in the Nelson Poynter Memorial Library.
Students Talk to the Animals

Students in a new robotics program created life-like animal robots to communicate with and mimic real animals. Robots were created in two undergraduate courses that integrate a multidisciplinary approach of biology, behavior, engineering and art.

Behavioral Robotics students studied the behavior, movement and interactions of animals to design and build robotic lizards and squirrels. The robotic squirrel could bat its tail to simulate a warning sign. The lizard also exercised a territorial mechanism by doing mini-push ups.

Psychology Senior Bridgette Puertas said it was interesting “to combine something so technically advanced with psychology and possibly study something that has never been looked at before.”

Behavioral Robotics and Biological Robotics, taught respectively by Sarah Partan, PhD, and Deby Cassill, PhD, received funding from the USF Center for Teaching Enhancement.

The assistant professors have written about $2 million in National Science Foundation grants to fund equipment, and continue the integration of engineering and information into undergraduate courses.

This is not the first time Partan has integrated animal observation into her psychology courses. Last fall, six students worked with Lowry Park Zoo to observe flamingos and siamang gibbon birds. They presented their findings to 200 zoo docents who work with the animals daily.

Psychology senior Sarah McDougal is the first USF St. Petersburg student to earn a $5,000 Freeman-ASIA Scholarship.

The scholarship funded her semester-long study abroad at Nankai University in China where she studied Chinese culture and language. An additional award from the USF St. Petersburg Regional Chancellor's Fund for Excellence provided further support.

During her trip, McDougal lived in a student dorm and attended language classes for four hours each morning with independent study in the afternoon. At night, she had the chance to explore the city and get to know locals.

McDougal said this opportunity was a once in a lifetime chance to interact with new people and hear the Chinese language every day. Since her return she has led lectures on her experiences to encourage other students to pursue study abroad. After graduation, McDougal plans to return to China and study cross-cultural psychology.
Making a Mark in Midtown

Business Students Take the Pulse of Midtown Commerce

Although he is knocking door to door on businesses in Midtown, Management senior Samuel Dowels isn’t looking for a job. He’s building a report of the most-needed services to help neighborhood businesses.

Three USF St. Petersburg business students in the Social and Corporate Responsibility Program of Distinction are querying proprietors with a 20-point questionnaire. Questions probe for primary customers and competitors, and include roadblocks to their success. The survey also quizzes business owners about changing business trends.

“Not only do we want successful commerce in Midtown, this project is looking into the future to support their profitability as property values rise. This survey can reveal stability and gaps on the path to success,” said Ronald P. Hill, PhD, dean of the College of Business.

The project is financed by the Minority Business Council of the St. Petersburg Chamber of Commerce, and includes participating business owners of storefronts indigenous to Midtown between Central and 22nd Avenues South. Close attention is also being paid to north-south business arteries between Martin Luther King Jr. and 34th Streets.

A preliminary report is anticipated for early summer, with a Midtown forum planned to discuss findings.

Corporate Ethics in a Cookie

Donald Trump’s next Apprentice has nothing on Maximo Elementary’s fifth grade class. Adopted by the College of Business as part of the Mayor’s, Mentors and More Program, the fifth grade class visited the College of Business to test their skills in ethics and teamwork.

Ron P. Hill, business dean said, “These fifth graders already have advanced aptitudes that, if nurtured properly, will serve them well as they become competitive for college and mature to the age of employment.”

During their first challenge, Maximo students created a new product and the requisite marketing plans to sell them to consumers. Students created a new cookie – the favorite was peanut butter and raisin – and planned the proper marketing elements to sell them.

Their second task was to design a job selection process when qualified candidates offered different experience levels and genders. Competition closed with teams presenting their plans to campus ethics experts.
2005 USF St. Petersburg Legislative Priorities

The USF System is on track to become one of the nation’s top 50 public research universities within five years. With continued support from the Florida Legislature, USF will reach its goals. We thank the Florida Legislature for their support in 2004, and we look forward to continued commitment during 2005.

The USF System’s Critical Legislative Priorities include:

- Preserving funding and fully funding enrollment
- Adopting the Board of Governors’ New Enrollment Formula
- Funding Matching Gifts

USF St. Petersburg has identified additional initiatives for support.

Capital Construction

For the past three years, USF St. Petersburg’s top priority has been a Science and Technology facility that would add 140,000 square feet of lab and classroom space to campus. This $33 million project is currently ranked by the Board of Governors in the top 25 of proposed construction projects.

Salvador Dali Museum Acquisition

More than 75 percent of St. Petersburg’s voters approved the November 2004 referendum to allow USF St. Petersburg to obtain the Dali Museum site. USF St. Petersburg has requested $6 million in acquisition funds to acquire the site. The contiguous property would offer critically needed academic and student space as well as parking.

Statewide Workforce Development

In collaboration with the USF College of Nursing, USF St. Petersburg is poised to address the critical nursing shortage in Pinellas County. The Board of Governors has recommended funding to establish a joint baccalaureate nursing program at USF St. Petersburg. If funded, the program will add new professors and science classes in St. Petersburg to educate BSN-trained nurses.
Fast Tracking the MBA

Traditional business programs can require up to two years of prerequisites for non-business undergraduates interested in pursuing a MBA. The College of Business at USF St. Petersburg has built an accelerated program to complete core prerequisites in one semester.

MBA Essentials condenses classes spanning from accounting to operations management into seven two-week modules and one 16-week module. Online assignments and weekend classes prepare students to proceed directly to MBA study.

“We researched several good MBA programs that offered boot camp or pre-MBA programs,” Jeannie Gaines, PhD, MBA director, said. “Then we combined the best attributes of each into a unique program for USF St. Petersburg students.”

The program, which includes coursework, books and supplies, is $2,500, roughly half the cost of completing traditional undergraduate coursework.

After successful completion of MBA Essentials, students are admitted to the MBA program and select a concentration from Corporate Social Responsibility, Forensic Accounting, Managing Knowledge Resources and Taxation. Ethical decision making, social responsibility and corporate reporting are integrated into every concentration to prepare and challenge tomorrow’s business leaders.

Fast Tracking the MBA

High Performing Classmates
The average GPA of the 2004 Fall Freshman Class was a weighted 3.7. The average SAT score was 1100.
USF ST. PETERSBURG
Upcoming Events

Spring Fling 2005 ...................................................................................................... March 7-11, 2005
Residence Halls Groundbreaking ........................................................................... March 30, 2005
Honors Week ........................................................................................................... April 18-22, 2005
Tomorrow’s Leaders Student Research Symposium ............................................. April 19, 2005
USF St. Petersburg Commencement ........................................................................ May 8, 2005
USF Pinellas County Alumni Distinguished Awards ............................................. May 12, 2005
40th Anniversary Kickoff ....................................................................................... September 7, 2005

For more information or to join our mailing list, please call (727) 553-4256.