

9-1-1998

Forethought

Lynn Rothman

Follow this and additional works at: https://digital.usfsp.edu/usf_mag_articles_usfsp

Recommended Citation

Rothman, Lynn, "Forethought" (1998). *USF magazine Articles about USFSP*. 53.
https://digital.usfsp.edu/usf_mag_articles_usfsp/53

This Other is brought to you for free and open access by the University Advancement at Digital USFSP. It has been accepted for inclusion in USF magazine Articles about USFSP by an authorized administrator of Digital USFSP.

USF Magazine is published quarterly by the Office of Public Affairs, University of South Florida, 4202 East Fowler Avenue, ADM 264, Tampa, FL 33620-6300

Telephone: (813) 974-4014

To reach USF Magazine by e-mail: lrthman@helios.acomp.usf.edu

Editor:

Lynn Rothman

Art Director:

Anne Scott

Publications Director:

Marilyn Stephens

Copy Editor:

Lisa Cunningham '85

Contributing Writers:

Danita Arbuckle, Jacque Bishop '96, Philip Booth, Teresa D. Brown, Ted Curtis, Michael Reich

Contributing Photographers:

Greg Fulton '73, Debe Phipps, Tom Wagner '94

University President:

Betty Castor

Vice President, University

Advancement:

Kathy Stafford

Associate Vice President, Public Affairs:

Harry Battson

Alumni Affairs

Associate Vice President:

Loren R. Taylor

Associate Executive Director:

Lisa Lewis '89

Director of Member Services:

Steve Ranieri

Director, Special Events & Student Programs:

Wendy Castleberry

Assistant Director, Chapters & Membership:

Terilee Hebert '96

Facility Manager:

Darren Pearson '91

To reach the Alumni Association by e-mail: alumni@admin.usf.edu

ADDRESS CHANGES: Send address changes to USF Magazine; Advancement Services; University of South Florida; 4202 East Fowler Ave., Gibbons Alumni Center; Tampa, FL 33620, or call 1-800-299-BULL. USF faculty and staff should contact Human Resources.

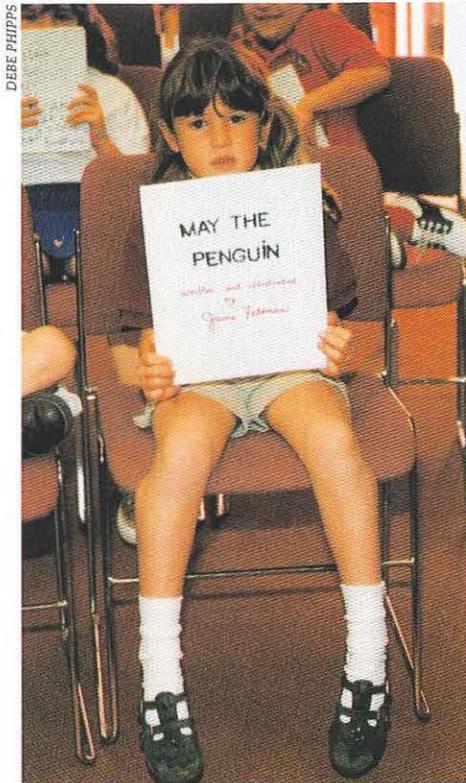
REPRINT POLICY: It is the policy of the University of South Florida to encourage reprinting materials. Permission to reprint an article in its entirety may be obtained by contacting the editor.



Events, activities, programs and facilities of the University of South Florida are available to all without regard to race, color, marital status, sex, religion, national origin, disability, age, Vietnam or veteran status as provided by law and in accordance with the university's respect for personal dignity.

The University of South Florida 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.

FORETHOUGHT



Pride of authorship: An aspiring writer shows off her handiwork at USF Sarasota's Young Authors' Conference this past spring.

ACCORDING TO conventional wisdom, there are three unmentionable topics of conversation among polite people—religion, politics and... money. Well, I guess, maybe it's OK to talk about other people's money. Hypothetically, of course. Just as long as it doesn't get, you know, personal. How much you made? How much you paid? How much you got? How much you gave? At the risk of becoming a total social pariah, I'll continue.

In this issue of USF Magazine, you'll find a number of examples of university programs and research paid for—uh—with other people's money. Not our money. Not our taxes. For example, Graphicstudio was started with other people's money. Ten people in the community each gave \$1,000. That small investment compounded over time into an internationally renowned magnet for the hottest talents in the art world. Today, 40 percent of Graphicstudio's budget is self-gen-

erated through art sales.

Professor Jay Sokolofsky, using grant money from the Florida Humanities Council, was able to generate a communitywide oral history project in St. Petersburg, rescuing 100 years of black history from inevitable oblivion.

In Sarasota, the young authors' conference was once again held on the USF Sarasota campus. The conference, which inspires young children to pursue the art and craft of writing, had been suspended for several years because of lack of funds. Because of a gift from the Hugh and Joy Culverhouse Endowment, the conference was reborn this year. More than 500 local elementary school children had the joy of meeting famous children's book writers and illustrators and learning from them.

Many people harbor the erroneous belief that state universities are funded almost entirely by the state. USF gets less than half of its funding from tax dollars—48.5 percent. Student tuition and fees cover a mere 15 percent. More than half of the university's budget supports instruction and research. The other less-than-half supports student services, operations, maintenance, salaries, scholarships and everything else. It's other people's money that pays for the rest—the scientific research, graduate education, merit scholarships, special programs and facilities.

Last year, USF announced a \$220-million capital campaign which will conclude in the year 2000. So far, the community has rallied in response to the tune of more than \$145 million with the inclusion of state

matching funds. The Alumni Association recently gave the university a \$1-million gift to fund scholarships.

Money. That's what it takes to build a first-class operation. This is not a direct appeal for money. I don't have my hand out. I'm a writer, not a fundraiser. But, wearing my journalist hat, I just wanted to state the facts and set the record straight. I'll shut up now.

"Life begets life. Energy creates energy. It is only by spending oneself that one becomes rich." —Sarah Bernhart