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TQM, Cutting Red Tape:
Top Goals of New USF St. Petersburg Dean

May 8, 2003 (St. Petersburg, Fla.) - Overcoming bureaucratic hurdles is on the top of Frank Hohengarten’s ‘to-do list’ once he moves into the office of USF St. Petersburg’s dean of Enrollment Services. “As an administrator, I have the philosophy that services should be provided efficiently and effectively, removing rather than creating bureaucratic red tape,” said Hohengarten.

Before coming to USF St. Petersburg, Hohengarten put his philosophy into practice as dean of Enrollment Management and registrar of Eastern Illinois University in Charleston, Illinois. He held similar positions at the University of Oklahoma College of Medicine in Tulsa, Tulsa Community College, the University of Tulsa, and Oklahoma State University of Osteopathic Medicine since the early 1970s. “I have spent many years working in undergraduate, graduate, and professional arenas in the areas of enrollment management, admissions, records, financial aid, orientation, and student services,” said Hohengarten. “I believe my work, as well as my educational and life experiences have prepared me to make a strong contribution as founding dean of Enrollment Services for USF St. Petersburg.”

“Mr. Hohengarten will make an excellent addition to our administration,” said Gary Olson, interim associate vice president for Academic Affairs. “With his vast experience and management abilities, we are confident he possesses the skills needed to organize and streamline our Enrollment Services department thereby allowing USF St. Petersburg to more effectively and positively serve our students.”

During his tenure as a college administrator in Oklahoma and Illinois, Hohengarten has honed his management and leadership skills. “I have found, as a supervisor, you must hire good people and steep them in the idea that the only reason their jobs exist is to offer excellent service to each and every student,” he said.

Hohengarten has published several articles on optimizing campus enrollment methods and has presented workshops and seminars on various topics related to enrollment services. He has also taught as an adjunct professor at both the undergraduate and graduate levels.

In addition to his goals of streamlining USF St. Petersburg’s Enrollment Services and practicing total quality management methods, he takes a firm stance on the importance of diversity in the workplace. “It is evident to me,” said Hohengarten, “that we must not just tolerate diversity, but accept and value it. Not just because it is right, but also because there are many tough problems and we will not have access to many potential solutions when we do not allow everyone to participate fully. This is also the true beginning and team building that are essential elements of an effective organization,” he said.

“I do not know all the answers. I do not even know all the questions. What I do have is the energy, experience, knowledge, skills, and ability to assess situations and get people involved in defining and implementing activities that will promote the continued development of USF St. Petersburg. I hope to provide strong, positive leadership for the Enrollment Services department of one of the best and most rapidly growing small universities in the nation,” said Hohengarten.