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University of South Florida St. Petersburg.

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When it began, 50 years ago this week, it was a tiny place with modest ambitions. It was called the "Bay Campus" of the University of South Florida, a temporary outpost selected hastily because there was not enough dormitory space at USF’s campus in Tampa, where classes had begun just five years earlier.

Nearly 260 turned out for the first day of class in St. Petersburg on Sept. 7, 1965. They lived and attended classes in old barracks that had housed training programs for thousands of young men in the U.S. Maritime Service between 1939 and 1950.

Students attending those first classes at Bay Campus were inconvenienced by having to travel between the bayside barracks and the Tampa campus, according to historian James Anthony Schnur, the Nelson Poynter Memorial Library’s special collections librarian.

Though the campus served as an overflow site for freshman and sophomores, the role changed in 1968 when USF President John S. Allen kept the facility as a place to offer a few upper-level undergraduate and graduate programs for the convenience of Pinellas County residents.

A year later, the legislature approved USF-St. Petersburg as the first branch campus in the Florida public university system.

Throughout the ‘70s, collegial entertainment and academic opportunities grew for students, faculty and staff.

Students who attended during this time may recall sharing one another’s company while watching the popular Friday Night Film series, or when Jacques Cousteau, an internationally renown oceanographer, docked in Bayboro Harbor.

Some may remember the women’s soccer team, the Sandspurs, and their funny slogan “a pain in the grass.” There was a time when everyone would cool off between studies and play volleyball near the pool.

The college grew through leadership and community partners, such as the St. Petersburg City Council and the vision of longtime St. Petersburg Times editor Nelson Poynter.

Once things were more established, students and faculty sought to expand academic programs and extracurricular activities.

Fast forward to 2000, when the university began the process of acquiring separate accreditation from the Southern Association of College and Schools. The campus gained this level of autonomy in 2006.

After all the development, renovations and achievements in the last 50 years, it may seem that there is little left to be done.

But as it turns out, Sophia Wisniewski, USFSP regional chancellor, is leading innovations to expand the university through a five-year plan called Vision 20/20.

“The plan’s purpose is to take inventory of where we are today and choosing how we are going to develop for tomorrow,” Schnur said.

The original campus consisted of buildings erected in 1939 for the U.S. Maritime Service Training Station. The university’s College of Marine Science and the state Fish and Wildlife Conservation Commission are located there now.

Future holds big changes

Ten thousand students in 10 years. That’s the goal for USF St. Petersburg - to nearly double in size by 2025, and to ultimately become a pedestrian campus by closing off Sixth Avenue, Second Street and Third Street.

Changes have already begun. The university is implementing the five-year strategic plan, Vision...
Compiled from the work of James Anthony Schnur, a historian and the Nelson Poynter Memorial Library's special collections librarian; websites of USFSP; the Tampa Bay Times; the Tampa Tribune; and "From Mangrove to Major League: A Timeline of St. Petersburg, Florida," by Rick Baker.

Why is our school called the University of South Florida? St. Petersburg and Tampa are not in South Florida.

When the Florida Legislature authorized the new university in Tampa in 1956, it became the southernmost university in the state. (The existing universities were the University of Florida in Gainesville and Florida State and Florida A&M in Tallahassee.) State Rep. Sam Gibbons (who later served in Congress for many years) thought the name South Florida would help get the support of legislators in the southern part of the state. He was right.

What about the rest of the campus?
The university began expanding to the north and west in 1978, when it broke ground on the buildings along the north shore of Bayboro Harbor that are today called Bayboro and Davis halls. They supplanted a hotel, a venetian blinds manufacturer, marine repair shops and other businesses. As the city of St. Petersburg bought more land over the years, the expansion eventually reached its present day boundaries of Fifth Avenue S on the north and Fourth Street S on the west.

So the city of St. Petersburg has been a partner of the university and its expansion?
Yes. City officials have long embraced the university and recognized its importance in the local economic and intellectual fabric of the city. They were galvanized into action in the mid-1970s when uni-

What’s the story behind the bull statute on Harborwalk in front of the University Student Center?
The 850-pound bronze statue was installed in February 2013. The anatomically correct bull cost $10,000, which came from Student Government’s capital account.

How long has Albert Whitted, the airport, been here?
Far longer than most of the buildings and institutions in St. Petersburg. The airport, which is owned and operated by the city, covers 110 acres. It opened in 1929, but the downtown waterfront had seen aviation activity since 1914, when a Benoist floatplane based there began America’s first scheduled commercial flight service with twice-daily flights to Tampa. When the Benoist went defunct several months later, the flights ended.

Who was Albert Whitted?
He was a native of St. Petersburg and an aviation pioneer who was killed when his plane crashed near Pensacola in 1923.

Anything notable about the airport?
The tiny facility figures in aviation history. Goodyear stationed one of its famous blimps there for 15 years starting in 1930. One of the nation’s first airline companies – National Airlines – was based there. And in 1985, the airport made national news when a retired couple from Chicago got lost, mistook one of the runways for Interstate 275 and drove off the seawall into Tampa Bay. They were fished out of neck-deep water, unhurt, by firefighters training nearby.

Has the airport impeded the growth of our city, or has it helped?
Yes, at least vertically. Under city codes, Florida law and rules of the Federal Aviation Administration, buildings that lie underneath the airport’s flight patterns can’t exceed certain heights. Over the years, some campus leaders have supported proposals to close the airport or at least close its east-west runway. Those proposals went nowhere.

How did the impressive Salvador Dalí Museum end up in St. Petersburg just northeast of campus?
It’s an improbable story. In 1980, a young St. Petersburg lawyer named James Martin read in the Wall Street Journal that a Cleveland couple were looking for a place to showcase their $70 million collection of paintings by the famously weird artist. Martin cold-called them to pitch St. Petersburg, then helped marshal a charm offensive by civic leaders, city officials and the state Legislature that ultimately persuaded the Dalí Museum to relocate to the city.

Once the southernmost state university in Florida

What happened?
A happy confluence of stuff. The Vinoy Hotel, which had been closed for 18 years, was lovingly restored – at a cost of $52 million – and when it reopened in 1992, it became a crown jewel of downtown. A now-defunct international museum at the nearby airport, been here?

What role has the university played in St. Petersburg’s surge?
It’s been huge. The growth of the university has brought thousands of young people to the city, which led in turn to stores, restaurants and night spots that serve them. The university itself is a partner to a number of museums, hospitals and research institutions that lie within a half-mile radius of the campus in an area that city leaders call the “Innovation District.

What’s the story on those two old homes on Second Street S just south of the Welcome Center?
They are two of the city’s oldest buildings. The Snell House, built in 1861 by developer C. Perry Snell, was moved to the campus in August 1993. It’s the headquarters for the university’s honors and Florida Studies programs. The Wills House was built in 1890-91 by John C. Williams, a co-founder of the city. It was moved here in March 1995.
University librarian has lived and chronicled campus history

By Jeffrey Zanker
Staff Reporter

Just a few weeks before the first classes at USF "Bay-Campus," James Anthony Schnur, 50, was born at a hospital three blocks away.

For 13 years Schnur has been the special collections librarian at the Nelson Poynter Memorial Library, but he has been at USF St. Petersburg for much longer.

"What started out as a historical coincidence seems very fateful today," said Schnur.

He grew up in Redington Beach, graduated from Boca Ciega High School in Gulfport and went on to earn an A.A. in history at the University of Tampa.

"I was more of a Viking historian," said Schnur, whose history classes were mainly on medieval Europe.

At first, Schnur pursued a bachelor’s in education at USF Tampa, but later decided to study history at the St. Petersburg campus in 1986.

"I enjoyed the smaller classes and dedicated faculty at the time," he said. "The campus was really tailored for people like me."

After working with history professor Gary Mormino in writing two award-winning historical essays on former Florida Gov. LeRoy Collins and a witch-hunt committee, Schnur was inspired to take up Florida studies.

Schnur graduated in 1991 and later went on to earn a master’s in history at Eckerd College.

"One of the things I appreciate the greatest is being here today to support the academic needs of our current students," he said.

USFSP has become a home to Schnur and he looks forward the days to come.

"It never gets boring here," he said, "and if it does, I need to take a little vacation to clean the dust out of my ears."

Defense dominates in season opening win

By David Stoner
Crow’s Nest Contributor

The 2015 football season got off to a winning start Saturday night. The Bulls posted a 53-13 home win over the Florida A&M University Rattlers. The much vaunted new up-tempo offense was upstaged by a new swarming defense that allowed just one first down in the first half.

The defense was led by sophomore linebacker, Auggie Sanchez, with 10 tackles.

Scoring by the Bulls was started with a field goal by Emilio Nadelman late in the first quarter. By the middle of the second quarter, the offense began to roll. The offense benefited from great starting field position ending up with five scoring drives under a 10:00.

Sophomore starting quarterback, Quinten Flowers, made his second career start and went 12 of 16 passing. Senior quarterback, Steven Bench, played the majority of the second half. Bench went 8 of 10 passing. Sophomore running back, Marlon Mack, rushed for 131 yards. This was his second highest total of his career including a 1 yard touchdown run.

The student section was nearly full as part of an overall attendance of 30,434 at Tampa’s Raymond James Stadium.

Up next for the Bulls is a trip to Florida State University in Tallahassee to take on the Seminoles. Students can enjoy a watch party at the University Student Center as part of the 50th
USFSP over the years

**September**
Because the 5-year-old University of South Florida in Tampa had admitted more freshmen than it could house, nearly 260 freshmen begin their college careers in St. Petersburg. They live and attend class in buildings on a small peninsula in Bayboro Harbor where the university’s College of Marine Science and the state Fish and Wildlife Conservation Commission are today.

The Legislature makes the new campus official and gives it the name University of South Florida – St. Petersburg. It is the first branch campus in the state university system.

The city of St. Petersburg acquires and clears land along the north shore of Bayboro Harbor for an expansion of the campus.

The university plans on increasing the “freshman experience.” This means more space for students to socialize and relax, as well as a new dormitory geared toward traditional campus living instead of the apartment-style housing in current dormitories.

In the next 10 years, the university plans to have a total of 1,400 beds on campus.

With the rapid growth planned for the future, Paulien & Associates Inc. conducted a utilization study and found a limited need for additional classrooms.

Classrooms are used on average of 29 hours per week, well below the Florida guideline of 40 per week. Paulien & Associates suggests the university utilize classrooms more efficiently.

Dennis Strait from Gould Evans Inc. conducted a utilization study of 29 hours per week, well below the Florida guideline of 40 per week. Paulien & Associates suggests the university utilize classrooms more efficiently.

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**Summer**
Moving without the approval of the Legislature, USF President John S. Allen and a dynamic young administrator named Lester Tuttle begin creating a “Bayboro Campus” on the 11.8-acre peninsula. Among their first moves: offering classes to juniors, seniors and graduate students in a “2+2” partnership with St. Petersburg Junior College.

Voters in Clearwater reject a proposal calling for the city to donate land for a new home for the campus.

**February**
Student editors produce the first issue of the USFSP Bay Campus Bulletin. The mimeographed publication is renamed the Crow’s Nest in 1970 and adopts a newspaper format in 1993.

USFSP is very much a commuter campus. Up to 85 percent of the students are juniors and seniors, and well over half take classes in the evening.

**April**
Coquina Hall is dedicated.

**May**
Officials dedicate two new buildings – the Nelson Poynter Memorial Library (now called the Student Life Center) and Bayboro Hall (now Davis Hall).

**June**
The U. S. Geological Survey’s new Center for Coastal Geology moves into a historic building that once housed a Studebaker auto dealership.

The campus there are no plans for expansion of the library, and the crowded parking garage could mean restricting freshmen who live on campus from having cars.

In the years that follow, the USGS and the university forge a collaborative partnership.

This chronology is based largely on the work of James Anthony Schnur, a historian and special collections librarian at the Nelson Poynter Memorial Library. Information from the Tampa Bay Times, Tampa Tribune and websites of USF St. Petersburg was used in this report.

The university’s expectations for the years to come

20/20, and updating the master plan, as required by Florida law.

Revision of the master plan is led by Joe Trubacz, the regional vice chancellor for administrative and financial services, and the consulting firm Gould Evans. Plans are tentative, but are set to be revised in the coming year.

The university plans on increasing the retention rate by heightening the “freshman experience.” This means more space for students

**USFSP by the numbers**

<table>
<thead>
<tr>
<th>Numbers of acres covered in 1965</th>
<th>11.8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Numbers of acres today</td>
<td>52</td>
</tr>
<tr>
<td>Number of campus buildings</td>
<td>26</td>
</tr>
<tr>
<td>Number of colleges - Arts and Sciences; Business; and Education</td>
<td>3</td>
</tr>
<tr>
<td>Number of undergraduate programs</td>
<td>24</td>
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</tbody>
</table>
### A day of remembrance

**A memorial for the lives lost in the Sept. 11 terrorist attacks**

**By Alex Gomez**

Crow’s Nest Contributor

In commemoration of the lives lost in the 911 attacks in 2001, a “Day of Remembrance” event will take place on Friday, Sept. 11, hosted by Student Government’s Department of Veteran Affairs. The ceremony will take place from 1-3 p.m., beginning with a soft opening of the new Military and Veterans Success Center in Terrace 301. The event will continue at 6 p.m. with a complimentary Carrabba’s catered dinner in the USF ballroom, followed by a performance of the Star-Spangled Banner by USFSP’s Autumn Hollowell. There will be multiple tables to make donations to 9/11 memorial organizations.

The event is open to all of the USFSP community.

“My goal and reasoning in creating the Day of Remembrance is to have an event on campus for all of us to be able to have an uplifting day full of unity, remembrance and reflection,” said Kaitlyn Mollo, student government secretary of veteran affairs and event coordinator.

And for Mollo, there is more to the day than just sadness. She wants her peers to feel that, too.

“Even though Sept. 11 marks a cheerful day, I also wanted to make sure there was some fun involved,” she said. “I deeply hope that this event will fulfill all of these goals.”

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### Key Dates and Events

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>Bill Heller, who led the campus as dean and CEO for a decade, is ousted by USF President Judy Genshaft. He goes on to champion higher education during four years in the Legislature and is now dean of USFSP’s College of Education.</td>
</tr>
<tr>
<td>August</td>
<td>The school’s first dormitory, Residence Hall One, opens at the corner of Fifth Avenue S and Second Street.</td>
</tr>
<tr>
<td>April</td>
<td>Scientists at the College of Marine Science are among the first researchers to begin researching the impact of the disastrous Deepwater Horizon oil spill in the Gulf of Mexico. Their findings make national news. Their studies continue today.</td>
</tr>
<tr>
<td>October</td>
<td>The USF Board of Trustees approves a strategic plan—called Vision 20/20—that would increase USFSP’s enrollment to 10,000 over the next decade while strengthening the university’s commitments to teaching, research and ties to the local community.</td>
</tr>
<tr>
<td>September</td>
<td>The USF Board of Trustees approves the purchase of nearly 4 acres from the Poynter Institute for Media Studies for $6.2 million. The land, between Eighth and 11th avenues S and Third and Fourth streets, might eventually be the site of a new building for science, technology, engineering and math.</td>
</tr>
<tr>
<td>March</td>
<td>International entrepreneur Kate Tiedemann donates $10 million to the university—the largest gift in its history. The university names its College of Business in her honor, and late in the year it breaks ground on a new building along Seventh Avenue S at Third Street. The building is scheduled to open in fall 2016.</td>
</tr>
</tbody>
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### Graduate Programs and Student-Faculty Ratio

<table>
<thead>
<tr>
<th>Program</th>
<th>Count</th>
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<tbody>
<tr>
<td>Number of graduate programs</td>
<td>12</td>
</tr>
<tr>
<td>Number of students who live on campus</td>
<td>580</td>
</tr>
<tr>
<td>Total enrollment, fall 2014</td>
<td>6,700</td>
</tr>
<tr>
<td>Average high school GPA of incoming freshmen, fall 2014</td>
<td>3.85</td>
</tr>
<tr>
<td>Average SAT of incoming freshmen, fall 2014</td>
<td>1153</td>
</tr>
<tr>
<td>Average ACT of incoming freshmen, fall 2014</td>
<td>26</td>
</tr>
<tr>
<td>Student-faculty ratio</td>
<td>22 to 1</td>
</tr>
</tbody>
</table>
The nifty fifty

Celebrate USF St. Petersburg’s 50th history and future with special events that are scheduled throughout the year.

By Angelina Bruno
Staff Reporter

INNOVATION PANEL
Listen to a panel on innovation and learn answers to big questions like ‘What is innovation?’ The panel will include business leaders and entrepreneurs, such as the founder of NPR Commentator Shawn Dixon. Sept. 10, 2-3:30 p.m. // USC Ballroom

USFSP BLOCK PARTY
Celebrate USFSP turning 50 at the USFSP Block Party. The event will feature food trucks, live music, and free t-shirts. Come out and meet Mayor Rick Kriseman and see the co-naming of Second Street S, soon to also become University Way. Sept. 10, 12 p.m. to 3 p.m. // USFSP

SCREEN ON THE GREEN
Watch a movie on Harborwalk lawn with your friends. Grab a blanket and head over and enjoy the show. Food and free gifts will be provided. There’s no need to worry about rain either, USFSP will move the show into the University Ballroom in the USC if needed. Sept. 16, 8-11 p.m.

ANDREI CODRESCU: AVIDA DOLLARS — ART IS THE NEW CURRENCY
NPR Commentator Andrei Codrescu will be giving a talk on the commercialization of art. Codrescu, who is also an author will discuss how Salvador Dali plays a role in such matters. Sept. 24, 6-7:30 p.m.

HOMECOMING 5K
Run the perimeter of the campus. Non-students can gain entry with a fee. Oct. 4, 5-7 p.m. // USFSP

HOMECOMING OPENING NIGHT
Kick off homecoming week with a pep rally celebration on campus. Oct. 5, 5-9 p.m. // USFSP Harborwalk

CARDBOARD BOAT RACE
Bring your homemade boat and sail across the harbor at this annual event. Oct. 7, 11:30 a.m. – 1 p.m. // USFSP Bayboro Harbor

HOMECOMING CARNIVAL
Oct. 7, 1-5 p.m. // USFSP Harborwalk

USF HOMECOMING FOOTBALL GAME
USF vs. Syracuse Oct. 10, TBA // Raymond James Stadium

RADMUND JAMES STADIUM
ST. PETERSBURG SCIENCE FESTIVAL
Oct. 16-17, 8 a.m. to 4 p.m. // USFSP

USFSP NIGHT AT THE ROWDIES
From 6:00 pm to 7:15 pm, tailgate at the ‘Tavern and then head to the Rowdies game. Oct. 24, 7:30 p.m. to 10 p.m. // Al Lang Stadium

FOOD FOR THOUGHT LECTURE
Watch the documentary “The Search for General Tso,” and discuss the film with the director. March 21, 7 p.m. // USFSP University Student Center Ballroom

FLORIDA FOOD CONFERENCE
AT USFSP
April 2, 8 a.m. to 4 p.m. // University Student Center Ballroom

USFSP CELEBRATES 50!
A fundraising ball to celebrate USFSP’s 50th year. April 7, 6-10 p.m. // University Student Center Ballroom
USFSP celebrates 50

SATURDAY 9.12
10am–3pm

USFSP: 6th Avenue S. & 2nd Street S.

Join USF St. Petersburg as it celebrates its 50th Anniversary!

• Saturday Morning Market Vendors
• All Children’s Hospital Kite Zone • Live Music • Food Trucks
• USF vs FSU Watch Party • Rowdies Soccer Clinic
• A Special Announcement by Mayor Rick Kriseman

Thanks to our Sponsors:

For a complete calendar of events, please visit www.usfsp.edu
Alums have fond memories, big jobs

Pioneers recall special times, special people

By Julia Marcuzzo
Staff Reporter

For many, diplomas led to achievement

By Iveliam Ceballo
Crow’s Nest Contributor

A 13-time sailing world champion. A Guinness world record holder. Several current and former elected officials. A marine biologist renowned for her study of Florida’s red tide. And a former marine, blinded in Iraq, who now works with guide dogs.

These are some of the many USF St. Petersburg alumni who went on to achieve success after earning their degrees. As the university celebrates its 50th anniversary, the alumni relations department published a section on its website called the “Green and Golden” to recognize successful alumni.

Philip “Ed” Baird, B.A., General Business Administration ’82

The sailing competitor and coach is a 13-time world champion.

A sailing career was not something he imagined possible, according to the Quantum Racing Team helmsman.

“When I was a kid the sport was amateur only. It wasn’t until after I got out of the university that the sport changed its rules and allowed professionalism,” Baird said. “I’ve always loved it.”

After completing his first two years of college, Baird took two years off to join an Olympic campaign in sailing. He said USFSP was the right place for him to complete his education.

“I would suggest to anybody who’s going to school at USF St. Pete to make sure to take the opportunity to enjoy the waterfront that’s made available from the school,” he said. “That makes that school very, very special. There aren’t a lot of universities in the world that can provide you that unique opportunity.”

The sailor is competing with a 22-man crew in Sardinia, an island off the Mediterranean, in the Maxi Yacht Rolex Cup, a 12-day world championship race for 72-foot boats.

Baird isn’t the only bull whose passion is to be out at sea.

David Mearns, M.A., Marine Science, ’86

As director of Blue Waters Recoveries Ltd., an ultra-deep-sea operations company, Mearns has led the discovery of more than two dozen major shipwrecks.

He and his company hold three Guinness World records for the discoveries. One was the German World War II blockade-ade-runner Rio Grande at 5,762 meters, the deepest shipwreck located in history.

As a student, Mearns switched disciplines and worked several part-time jobs to pay his way through school. But most of his time was spent at sea, collecting and analyzing geophysical data.

The aspiring marine scientist sent about 80 resumes after earning his degree. Only three companies showed interest in him. One was performing groundbreaking work, and offered him opportunities to become an expert in his field.

“There is no way I could have imagined what kind of career I would wind up having when I graduated,” Mearns said. “I can only say what has worked for me and that is to follow your interest and passion because by nature you’ll do far better in a field you truly love.”

Alumni relations officer Heidi Hamlin has the opportunity to connect with some of the university’s distinguished alumni.

“It is impressive to know what different folks have done with their degree since graduating,” Hamlin said. “They’ve done some incredible things.”