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UNIVERSITY OF SOUTH FLORIDA

AT

ST. PETERSBURG

CAMPUS PLAN

(Sept. 1987)

UNIVERSITY OF SOUTH FLORIDA

AT

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CAMPUS PLAN

September, 1987

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EXECUTIVE SUMMARY

This plan, presented by the Dean of the St. Petersburg campus of the University of South Florida, represents the fulfillment of a commitment made to the Board of Regents by President John Lott Brown in 1987, and is a cooperative effort of the administration, staff, and students.

One of the major considerations in the preparation of this plan is the current and future enrollment projections for the St. Petersburg campus. Currently there are approximately 3,000 students. By the year turn of the century, 7,000 students are possible, and ultimately as many as 12,000 students.

Eight of the 10 colleges on the Tampa campus are represented to varying degrees on the St. Petersburg campus.

In the COLLEGE OF ARTS AND LETTERS the most crucial needs are faculty positions in Mass Communication, Humanities, and Communications.

In the COLLEGE OF BUSINESS ADMINISTRATION, the largest degree program on the St. Petersburg campus, the most urgent needs are for a faculty member in management Information Systems and a computer laboratory. Future directions should address the business community need in Accounting and an expanded MBA program.

With the increase in enrollment in the COLLEGE OF EDUCATION, and the mandate to deal with the national teacher shortage, critical demands exist for faculty in Early Childhood Education, Special Education, and Math/Science Education.

For students who wish to combine course work and technology management, the BACHELOR OF ENGINEERING TECHNOLOGY is available. With increased demand, two full time faculty are necessary as well as up-to-date laboratory equipment and software.

Course offerings in the COLLEGE OF FINE ARTS are limited to 2 courses in Music Appreciation. An important first step is the acquisition of a building such as the Piano Man. With that completed, additional faculty in music, art, and dance/theatre would provide broad representation.

With the exception of the graduate courses in Marine Science, the St. Petersburg campus offers very little in the COLLEGE OF NATURAL SCIENCE. Faculty positions are needed in Biology, Chemistry, Geology, and Physics. In addition, funding must be found for multi-purpose labs and graduate scholarships for Marine Science.

In the COLLEGE OF SOCIAL AND BEHAVIORAL SCIENCES, an immediate need exists for faculty in Sociology and Social Sciences. Also important is the need to respond to the community's interest in a Master's degree in Social Work and the development of a curriculum in gerontology.

The major support system for faculty and students is the library. The POYNTER LIBRARY will soon reach its capacity of 125,000 volumes. The library must expand its physical space to accommodate volumes, study rooms, media and audio-visual labs, and an instructional materials center. Such expansion is necessary to ensure high academic quality.

In other ACADEMIC areas, there exist critical needs for Research and Scholarship to emphasize the role of scholarship throughout the university. International Programs, with an adequate staff to coordinate and support expansion, will add an important dimension to the education of students.

In the NON-ACADEMIC support divisions, the area of Student Affairs requires several key positions: a career counselor and counseling psychologist. In Finance and Administration, physical plant, public safety, personnel/services support staff are the priorities. In Development and University Relations, the addition of a development professional to concentrate on annual giving, and secretarial assistance, would strengthen the fund raising capabilities of the university.

FACILITIES play a major role in the future development of the St. Petersburg campus. Among the priorities are: The completion of the Multi-Purpose Building now under construction; the acquisition and renovation of the Fountain Inn; construction of a new Marine Science Laboratory Building; renovation of the Piano Man facility, and the expansion of Poynter Library.

July 1988

MASTER PLANNING

In Spring, 1987, President John Lott Brown presented the USF Master Plan Update for the campuses to the Florida Board of Regents. The "Physical Plan" segment relating to the St. Petersburg Campus is extracted from that report as the Appendix of this document. It was also about this time that the Dean of the USF St. Petersburg Campus had the opportunity to address the Chancellor and some of his staff members, students, faculty and staff relative to the aspirations of USF at St Petersburg. The presentation, considered preliminary, noted many of the details contained in the current Plan. A commitment was made that a complete plan would be developed and presented within a year. This Plan represents a fulfillment of that commitment and is a cooperative planning effort by the administration, faculty, staff and student representatives of USF at St. Petersburg.

One of the major considerations involved in the preparation of this Plan is the current enrollment count and enrollment projections for the USF St. Petersburg Campus.

- There are currently approximately 3,000 headcount students, which number is translated into 1,000 FTE.
- "... a 3,300 FTE population is projected by the year 2,000." (President John Lott Brown's Report to Regents, 1987). It is noted that 3,300 FTE may be calculated from 6,000-9,000 individual student enrollment.
- There will be "an ultimate FTE population of 5,000." (President John Lott Brown's Report to Regents, 1987). The actual headcount could be as many as 12,000 students or more.

Even if the extent of these projections proves to be inaccurate, it is certain that there will be appreciable increases in student enrollment. In fact, at this very moment, student enrollment could increase significantly if the campus had the resources to provide the types of academic programs mentioned in this document.

It is our intention that the people whom we serve and those from whom we ask assistance will understand, appreciate and support the nature and scope of the details contained in this Plan. Furthermore, it is our intention that as we plan for the next decade and thereafter, the hallmark of our campus will be "Academic Excellence."

ACADEMIC PROGRAMS

The academic component of the University of South Florida consists of 10 degree-granting colleges, libraries, the School of Extended Studies, the Office of Research, and Graduate Studies. Together, they support approximately 30,000 students, about 3,000 of whom are registered on the St. Petersburg Campus.

Eight of the 10 colleges on the Tampa Campus are represented to varying degrees on the St. Petersburg Campus (Figures 1 & 2). The details of each of the programs in all of the colleges on the St. Petersburg Campus will be presented in the following pages. There also will be a presentation of the needs in all supportive areas of the campus.

COLLEGES AND OTHER ACADEMIC PROGRAMS THE UNIVERSITY OF SOUTH FLORIDA

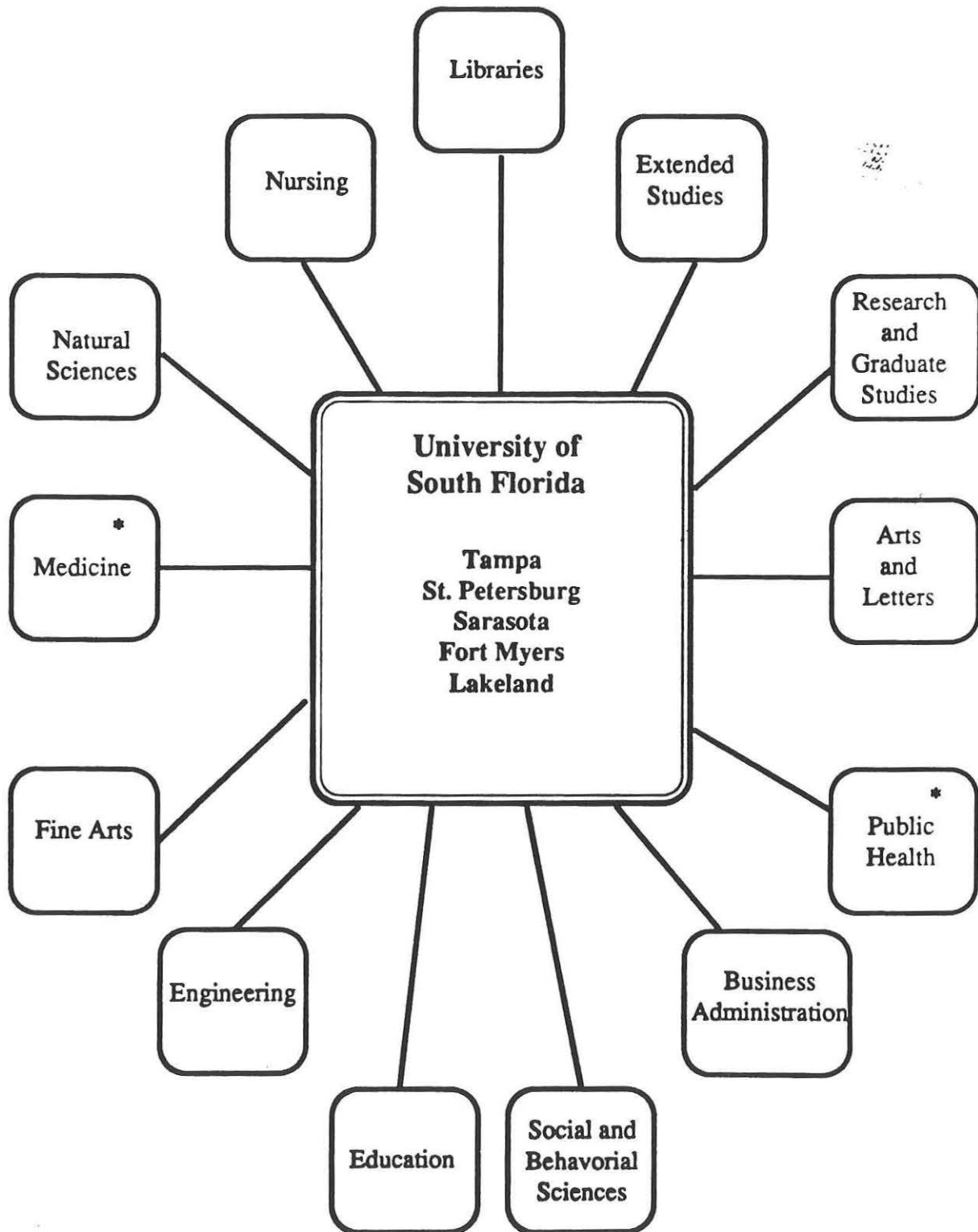


Figure 1

Asterisks indicate those Colleges and Programs not represented on the St. Petersburg Campus

COLLEGES/DEPARTMENTS REPRESENTED

Degrees Offered/St. Petersburg Campus

USF at St. Petersburg offers several degree programs. Partial programs—in which most of the course requirements for a degree are offered—are noted with a (P), full programs are noted with the degrees.

College of Arts and Letters

English, B.A.
English, M.A. (P)
European Studies, B.A. (P)
Liberal Arts, M.A.
Mass Communications, B.A. (P)

College of Business Administration

Accounting, B.A., B.S.
Economics, B.A., B.S. (P)
Finance, B.A., B.S.
General Business Administration, B.A., B.S.
Information Systems and Decision Sciences, B.A., B.S.
Management, B.A., B.S.
Marketing, B.A., B.S.
Master's of Business Administration, M.B.A.

College of Education

Administration and Supervision, M.
Adult Vocational, B. (P)
Elementary/Early Childhood Education, B., M.
Guidance and Counseling, M.
Secondary Education: English, B., M.
Secondary Education: Industrial-Technical, B. (P)
Secondary Education: Social Science, B. (P)
Special Education: Behavior Disorders, B., M.
Special Education: Mental Retardation, B. (P)
Special Education: Specific Learning Disabilities, B., M. (P)
Course Sequences in support of the following:
Educational Measurement and Research
Library Studies, M.
Mathematics Education, B.
Psychological and Social Foundations
Reading Education

College of Engineering

Engineering Technology, B.E.T.

College of Fine Arts

Two courses

College of Natural Sciences

Marine Science, M., D.
Mathematics - 2 elementary courses

College of Nursing

Nursing, B.

College of Social and Behavioral Sciences

Criminal Justice, B.
Criminal Justice, M. (P)
Geography, B.
History, B.
Political Sciences, B.
Psychology, B.
Social Sciences Interdisciplinary, B.
Sociology, B.

Figure 2

Programs/Departments/Disciplines Not Represented

College of Arts and Letters

- Foreign Languages
- Humanities

College of Engineering

- Chemical Engineering
- Civil Engineering
- Computer Engineering
- Electrical Engineering
- Engineering Mechanics
- General Engineering
- Industrial Engineering

College of Fine Arts

- Art
- Dance
- Music Education
- Music
- Theatre

College of Natural Sciences

- Biology
- Chemistry
- Geology
- Interdisciplinary Natural Sciences
- Medical Technology
- Physics
- Professional Sciences

College of Social and Behavioral Sciences

- African and Afro-American Studies
- Communications
- Economics
- Gerontology
- International Studies
- Public Administration
- Rehabilitation Counseling
- Women Studies

MISSION STATEMENT

The University of South Florida at St. Petersburg, located on the shores of Bayboro Harbor, is a vital part of the dynamic growth taking place in St. Petersburg and Pinellas County. Integral to the five-campus network, the St. Petersburg Campus serves the Tampa Bay area at the junior, senior and graduate levels.

Since the first classes were offered in 1965, enrollment at USF St. Petersburg has grown rapidly to its current enrollment of more than 2,800 students. This waterfront campus provides 26 complete bachelor's degree programs, 6 complete master's degree programs and a complete doctoral program in Marine Science.

USF St. Petersburg embodies academic excellence in teaching, research and public service. The St. Petersburg Campus is dedicated to making quality education accessible to all motivated and qualified residents. The University assists the Pinellas County school district by offering pre-service and in-service degree programs, courses and workshops for teachers to enhance and update their skills.

Historically, the St. Petersburg campus has been largely successful in meeting the special needs of mature, working students who constitute the core of its student population. However, as the enrollment of the St. Petersburg Campus continues to increase, curriculum expands and demographic patterns change, the campus must adjust the nature and timing of its academic offerings accordingly.

Instrumental in the burgeoning development and renewal of downtown St. Petersburg, USF St. Petersburg is a leader in the professional, economic and cultural life of the community. It educates a growing number of students, particularly in business, education, the social sciences and technology. The adjacent Salvador Dali Museum, The Poynter Institute for Media Studies and the USF College of Medicine component at All Children's Hospital offer the St. Petersburg Campus immense talent and unprecedented opportunities to achieve community support. The growing number of public-private partnerships ensure the campus will continue to meet the diverse needs of the community with quality education.

It is an essential part of the mission of the St. Petersburg Campus to achieve and maintain programmatic flexibility, as well as the necessary funding and administrative support to provide an innovative curriculum which meets the changing needs of a developing community and an expanding student population.

COLLEGE OF ARTS AND LETTERS

Current Programs:

In order to fulfill its responsibility to offer USF St. Petersburg Campus students the excitement of studying culture through human expression and to cultivate independent thinking, the College of Arts and Letters offers one complete degree program, one partial program, and a sampling of courses from various departments within the college. The complete degree program, offered by the Department of English, allows junior college graduates to complete the requirements for the B.A. in English and American Literature in two years or less. The Department of Mass Communications offers a partial program of core courses and certain electives in the journalism track. The programs are irregularly enriched by elective offerings of the departments of American studies, classics, communications, humanities, linguistics, philosophy and religious studies.

As of Fall Semester 1986, undergraduate enrollment in this college totalled 78 (16 full time and 62 part time) and graduate enrollment totalled 17 (four full time and 13 part time). The college has six resident faculty members.*

Needs:

- The goal of this college is to produce educated graduates with a solid background in liberal arts. The Department of English is the only well-established component of the college. The most crucial unmet needs at present are faculty positions for at least two mass communications professors to build a graduate program in print journalism for which there is great student demand and tremendous potential for cooperation with The Poynter Institute for Media Studies; at least one humanities professor to offer a regular schedule of courses in neglected areas such as humanities, philosophy and religion; and at least one professor of communications to service the needs of students of the College of Business as well as those of Arts and Letters.
- Ultimately, a regular program of adding full-time faculty in each of the Arts and Letters component areas should be a minimal goal for the campus to meet its responsibilities to its students.

Immediate Staff Needs:

Secretary

Future Staff Needs:

Advisor

Communications professor

Humanities/Philosophy professor

Mass Communications professor (2)

*Fall '86 figures, the most current University statistics available, are utilized throughout this report. Fall '87 figures will be available in February 1988.

COLLEGE OF BUSINESS ADMINISTRATION

Current Programs:

The College of Business Administration is presently the largest degree-granting program on the St. Petersburg Campus. It provides professional career training in accounting, finance, information systems, marketing and management to satisfy the needs of the growing high technology and financial business communities of Pinellas County and the Tampa Bay area. Current college majors include undergraduate degrees in accounting, finance, management, information systems and decision sciences, marketing and general business. A Master's of Business Administration degree program is also offered in the evenings.

As of fall '86, this college enrolled 446 undergraduates (126 full time and 320 part time) and 137 graduate students (22 full time and 115 part time). The college has 11 resident faculty members.

Needs:

- Currently the greatest unmet demand has been in the Information Systems discipline where more than 50 students are enrolled but no full time faculty is available. This new and rapidly expanding program reflects the growth of relocation of many computer-based industries to the Tampa Bay area. In addition, to support the program an IBM (Industry Standard) based personal microcomputer laboratory must be established on campus.
- Future directions for the college to respond to the business community's needs indicate additional faculty and resources in the fifth year Accounting program to meet the State's CPA requirements for professionals. The addition of a full time advisor in this area also is essential.
- Another consideration is the possibility of adding an administrative structure to establish and coordinate an interdisciplinary general business administration department within the college located on the USF St. Petersburg Campus. Additional resources are also necessary to ensure rounding out the St. Petersburg MBA program which is growing because of the increased sophistication and complexity of the area's business infrastructure.

Immediate Staff Needs:

Information Systems/Decision Sciences professor

Future Staff Needs:

Accounting professor

Advisor

Finance professor

Information Systems/Decision Sciences professor

COLLEGE OF EDUCATION

Current Programs:

Presently, the College of Education at the USF St. Petersburg Campus offers complete or virtually complete degree programs in the following areas:

Undergraduate degrees—elementary/early childhood; secondary English; secondary social science; and special education (behavior disorders and learning disabilities).

Master's degrees—administration and supervision; elementary education; English education; guidance and counseling; library sciences; and special education (behavior disorders).

Additional curriculum areas covered by the college's course offerings include adult/vocational, curriculum, computers, psychological and social foundations, measurement, math education and reading education.

Approximately 40 percent of the college's courses are offered in the evening, indicating the campus' commitment to serving teachers and other working students. The college also includes a component of the award-winning Sun Coast Area Teacher Training (SCATT) honors program for exceptional students.

As of fall '86, a total of 254 undergraduates (148 full time and 106 part time) and 160 graduate students (29 full time and 131 part time) were enrolled. In addition, the college enrolled approximately 250 non-degree students. The college has seven resident faculty members.

Needs:

- The College of Education's ever-increasing enrollment and its mandate to meet the demand caused by the nation's teacher shortage dictate the need for the immediate establishment of a resident faculty position in early childhood education. In addition, there is vigorous demand by USF St. Petersburg students for a resident faculty member to provide courses in educational administration, supervision and curriculum and for additional faculty in the elementary education and special education areas. The addition of an advisor to serve the growing number of education majors also is critical.
- The addition of full time faculty in science education and math education also is imperative, as courses in these areas are currently unavailable at USF St. Petersburg.

Immediate Staff Needs:

Elementary/Early Childhood professor (2)

Future Staff Needs:

Advisor

Educational Administration Professor

Math Education professor

Science Education professor

Secretary

Special Education professor

COLLEGE OF ENGINEERING

Current Program:

For the student who wishes to combine course work in technology, management and liberal arts and sciences, the College of Engineering offers a program leading to the degree of Bachelor of Engineering Technology. The program normally provides for two years or a minimum of 60 credit hours at USF following successful completion of an A.S. degree at a Florida community college, and is designed to bridge the gap between professional engineers, technicians and management. The college also offers a four-year program in computer technology, which emphasizes software application for a business or industrial environment.

The presence of engineering technology on the St. Petersburg Campus does not provide course work for professional areas such as electrical, industrial, chemical and civil engineering. The addition of this course work would require the planning of expensive and complicated laboratories. However, certain lecture courses of the core area could be offered. These courses would include engineering statistics and calculus, statics, materials and thermodynamics, all of which satisfy requirements in the various engineering disciplines and are required prior to departmental acceptance.

Fall '86 enrollment in this college totaled 189 undergraduates (75 full time and 114 part time). The campus has the equivalent of 1.5 resident engineering technology faculty members.

Needs:

- Because of increasing student demand for courses in this field, there is a need for the addition of two full-time engineering technology faculty lines. These positions are essential to meet the requirements for accreditation by ABET (Accrediting Board for Engineering and Technology) and to reduce the current faculty-to-student ratio. Funds also are needed to provide and maintain up-to-date laboratory equipment and support software for quality instruction.
- The addition of two engineering faculty members to teach core courses in the professional area is also a priority. A secretarial staff position will also be needed to support the engineering technology and engineering faculty.

Immediate Staff Needs:

Engineering Technology professor
Secretary

Future Staff Needs:

Engineering professor (2)
Engineering Technology professor
Student Assistant (2)

COLLEGE OF FINE ARTS

Current Program:

The extent of course offerings in Fine Arts at USF St. Petersburg presently is limited to two courses in Music Appreciation. This situation exists despite the presence and contractual agreements with the adjacent Dali Museum, and the presence of other notable museums and fine arts centers in the area. The reports, comments and suggestions that the campus administration has received to date indicate extensive interest in art, music, dance and theater courses and programs.

The acquisition of the Studebaker Building from the city of St. Petersburg, which is currently pending, presents an ideal location, accommodation and opportunity to embark on the development of a solid Fine Arts program. This facility can adequately house studios and workshop spaces which will be appropriate for use by Fine Arts students and instructors.*

Because of the paucity of course offerings in this college, only six Fine Arts majors were enrolled at the USF St. Petersburg Campus as of fall '86. The college has one resident faculty member.

Needs:

- To begin building a fine arts program in St. Petersburg, there is a need for one faculty member in music and two faculty members to initiate an art program. Additionally, faculty members in the dance and theater disciplines will be required to provide a full representation of College of Fine Arts offerings at the USF St. Petersburg Campus.
- In the future, a steady program of adding faculty in each department according to student and community demand should be instituted to maintain the viability of the college.
- Also, the eventual acquisition of the Studebaker Building as mentioned above will present the campus with an obligation to obtain funding for restructuring and/or remodeling the facility to maximize its capacity for use by fine arts students and staff.

Immediate Staff Needs:

Art professor
Music professor

Future Staff Needs:

Art professor
Dance professor
Secretary
Theater professor

* Another location could be considered, if necessary.

COLLEGE OF NATURAL SCIENCES

Current Program:

Excepting the excellent faculty and facilities associated with the graduate-level marine science program detailed on the following page, the University of South Florida offers very little in the natural sciences on the St. Petersburg Campus. Normally one course in astronomy (taught by a resident professor from the College of Education) and three courses in lower division mathematics (serving the colleges of Business and Engineering) comprise the total of the regular undergraduate offerings on this campus.

This lack of courses in the natural sciences —biology, chemistry, geology and physics— is not only unfortunate, but also seriously disadvantages students who need enrichment and major courses and must travel to Tampa to find even the most elementary of offerings.

Only 18 undergraduate students who have declared majors in this college were enrolled at the USF St. Petersburg Campus as of fall '86. However, student comments and suggestions to the campus administration indicate that enrollment would show tremendous gains if Pinellas County residents who choose science majors could take their required curriculums in St. Petersburg. The college has only one resident faculty member at present on this campus.

Needs:

- The needs in this area are obviously great. With the exception of one mathematics professor, there are currently no resident faculty for undergraduate natural sciences. Faculty positions in the departments of biology, chemistry, geology and physics—at the absolute minimum—must be approved in order to begin developing this college. One full time faculty to teach "lecture courses" until better facilities are available is needed immediately.
- To offer quality instruction in these areas, the USF St. Petersburg Campus also must obtain funding for the construction and equipping of at least two multipurpose laboratories that can be utilized for projects and research in the various disciplines. These same laboratories can also be utilized cooperatively by the College of Engineering and the Department of Marine Science, thereby maximizing their utilization by USF St. Petersburg Campus students and instructors.

Immediate Staff Needs:

Chemistry or Biology professor

Future Staff Needs:

Biology professor
Chemistry professor
Physics professor
Secretary

Department of Marine Science

Current Program:

Except for New College of USF, the Department of Marine Science is the only academic group in the University of South Florida system which is solely located on a regional campus. It consists of 22 faculty and 80 graduate students pursuing either master's or doctoral degrees. The department occupies a two-story building on the USF St. Petersburg campus. The disciplines covered by the faculty include biological, chemical, geological and physical aspects of marine science. Although many research projects are focused on nearshore, shallow-water realms along Florida's west coast, the faculty also have a host of deep-water research programs that reach from the Antarctic into the Arctic and through the Pacific, Indian and Atlantic oceans. In response to important state/local needs, a State University System Center for Nearshore Marine Research was created in 1987. This program of scientific outreach should play a pivotal role in helping local communities make informed environmental decisions.

Needs:

- A substantial base of federal support exists for ongoing research programs. However, additional funding from both the private and government sectors will be necessary to enable the department to expand.
- Using the top five marine institutions in the United States as a comparison point, the optimum size for this department is 35 to 40 faculty members which requires the addition of 14 to 19 members over the next several years. At least two of the new faculty should be experienced in remote sensing and computer modelling.
- A key part of any graduate research program is the participation of talented graduate students and postdoctoral fellows. Currently this department has only a limited pool of state money to support graduate students and no resources for postdoctoral fellows. State support needs to be increased so that all first-year students (currently 15) are supported by university funds. The department is also seeking funding for five postdoctoral fellows.
- The department's current facility is inadequate for its planned expansion. The department envisions constructing a six-story building to accommodate a larger faculty group and requisite support programs, along with programs of the Department of Natural Resources and Florida Institute of Oceanography. This new building should also house a center for ecological modelling and a remote sensing facility.

COLLEGE OF NURSING

Current Program:

The College of Nursing of the University of South Florida offers an R.N.-B.S. completion sequence at the St. Petersburg Campus.

Registered nurses can pursue the Bachelor of Science degree, with a major in nursing, while continuing their employment. It is vital that the St. Petersburg Campus provide educational opportunities for registered nurses in the community to work toward personal and professional advancement.

Needs:

- Additional courses required by this program include the natural sciences (biology, chemistry and microbiology), algebra and statistics, humanities, political science, life cycle and physiology. Library resources and computer resources also are required.
- Future offerings could include graduate-level nursing courses.

Immediate Staff Needs:

Can be met by adding faculty positions requested by the colleges of Natural Sciences and Social and Behavioral Sciences.

Future Staff Needs:

Physiology professor
Graduate-level Nursing professor

COLLEGE OF SOCIAL AND BEHAVIORAL SCIENCES

Current Programs:

Education in the College of Social and Behavioral Sciences emphasizes the liberal arts and sciences as preparation for advanced study, life and work. Complete undergraduate upper-level degree programs are available at the USF St. Petersburg Campus in criminology, geography, history, political science and pre-law, psychology and sociology. Students may also complete most of an undergraduate degree designed to meet special needs and interests in interdisciplinary social sciences. Most of the courses leading to the Master of Arts in Criminology are available at USF St. Petersburg. Graduate-level course work is offered selectively in the fields of history, political science, public administration and sociology. Some of these courses may be applied, along with offerings in fine arts, art history and the humanities, toward the Master of Liberal Arts degree.

Fall '86 enrollment in this college totalled 218 undergraduates (69 full time and 149 part time) and 15 graduate students (one full time and 14 part time). The college has 12 resident faculty members.

Needs:

- Based on student demand, this college has an immediate need for the addition of full time faculty members in the sociology and interdisciplinary social sciences programs. An advisor to serve students, and a secretary to support the college's efforts are also considered crucial additions.
- Comments and suggestions received from the greater community indicate widespread interest in the establishment of a graduate-level program in social work (MSW) to serve working professionals who wish to continue their education as part time students. This program would be unique within the USF system (the existing social work program in Tampa enrolls students on a full time basis only) and would provide an invaluable service to the area's large number of social workers who wish to keep pace with new developments in their field and upgrade their professional skills. To meet the needs of this community's significant proportion of elderly residents, it is proposed that this program incorporate a gerontology component. Creation of this program will require the initial hiring of two social work faculty members, including one with experience in and gerontology.

Immediate Staff Needs:

Advisor
Geography professor
Secretary
Sociology/ISS professor

Future Staff Needs:

ISS professor
Social Work professor (2)

POYNTER LIBRARY

It is not difficult to be upbeat and excited about Poynter Library. In the past seven years, a library has risen from a corner in the barracks of Building A to a model emulated by many around Tampa Bay. However, having been designed and planned when this campus was in its infancy, the assessment for the library's growth rate could not have been accurately projected. A brief profile of some figures indicate the rapid growth the library has experienced and the added pressure that requires it to grow further.

	FY 79/80	FY 86/87	% Increase
Circulation	16,129	31,551	96%
Community Circulation	1,106 (1982)	2,081	88%
Reserves	7,378	8,243	12%
Reference/Information	4,826	33,078	585%
Microfilm & Self-Serve Copiers	2,277	314,274	13,702%
Interlibrary Loans/Intralibrary Loans - Handled	1,663	5,365	223%
Bibliographic Searches	1	188	188%
Door Control (5 years - 1981/82 first year counted)	110,471 (1982)	140,423	27%
Staff	9.25	13.25	41.19%

Thus at this exponential rate, growth has surpassed most previous plans and resource allocations. The projected development of new programs and the enhancement of existing ones have created a very serious need for expansion of the physical facilities as well as proportionate staff and budget support. These two areas are listed and their interdependence demonstrated below.

Space Needs for Existing Programs:

- Currently, the library is one year away from reaching the maximum capacity of 125,000 volumes for which it was built. We are now forced into disposing the back issues of our magazines and buying the same disposed issues on microform, because of lack of space. This has led to serious complaints by students and faculty.
- The Instructional Materials Center has been forced to be housed in another building and its accessibility and usefulness have been greatly curtailed. Book donations and gifts from the public have been discouraged, because of unavailability of space.

- Library support for new courses and programs has been inadequate since each requires additional collections and subsequent space, e.g., marine science, mass communications, local history, engineering technology and media services.

Space Needed for New Programs:

The following are some of the academic and instructional functions that demand space and are currently being met inadequately or not at all:

- More space for periodicals, books, reference sources and state documents.
- Student group study rooms — no such facility exists now in the library.
- Local history, archives and rare book room — no such facility exists now in the library.
- Faculty and graduate student carrels — no such facility exists now in the library.
- Marine Science — currently very poorly provided for in terms of space.
- Audiovisual and Media labs — currently very cramped facilities.
- Language labs — no such facility now exists in the library.
- Children's library — a very small corner allotted to it now.
- Instructional Materials Center — currently housed in a different location.

Projected space requirement is 40,000 gross square feet. Estimated cost, at \$100 per square foot, is \$4,000,000.

Library Personnel Requirements

Immediate Needs:

SPECIAL COLLECTIONS/UNIVERSITY ARCHIVES LIBRARIAN **\$29,000**

As the number of courses and interest in local history increase, pressure is placed on the one area in which the library is not well-equipped. The needs in the area of local history, rare books and university archives has been apparent for some time. A special collections/archivist, in addition to regular reference duty, will start an active local history collection program which will enable us to keep local documents at the Poynter Library. The archivist also will develop programmatic relationships with the St. Petersburg Historical Society and Florida Historical Society to make Poynter Library a center for local history and archives.

LIBRARY TECHNICAL ASSISTANT II - AUDIO VISUAL **\$16,661**

The amount and types of services offered by the AV Department have more than doubled in the past few years, yet the support staff has remained the same. An additional person in the AV Department is needed to help with the following: cataloging, classification, processing, ordering, evaluation, and storage of software; statistics, money control, bibliographies; routine media services, such as dubbing, typings, etc. The emphasis for this position will be on the ever-expanding software services and collections, rather

than equipment, which is presently staffed adequately.

FISCAL ASSISTANT/SECRETARY

\$15,757

To take over responsibility for all accounts, including book budgets, auxiliary accounts, budget preparation, statistics reporting, typing and filing relating to budgets, as well as providing secretarial support for six professional librarians.

OPS

\$15,000

More OPS help is needed to maintain present services, open the library for longer hours, to cover expanding AV services and aid in development of special collections.

EXPENSE

\$15,000

To be able to meet increasing expense needs resulting from increased programs, inflation and increased computer-related maintenance contracts.

TOTAL\$91,418

Future Needs:

CATALOG/REFERENCE LIBRARIAN

\$ 25,000

The Poynter Library needs a cataloger to catalog, classify, create name authority and process special collections. This would reduce the amount of original cataloging needed to be done by the Tampa Catalogers, which sometimes require the materials themselves to be absent from the library for months. The cataloger also would help with Reference Desk duty, increasing the amount of time that the other professional librarians could devote to their departments.

SPECIAL COLLECTIONS LIBRARY TECHNICAL ASSISTANT II

\$16,661

This person would assist the Special Collections/Archivist with typing, filing, ordering, shelving, preservation, promotions and programming as the collections and services expand.

AUDIO VISUAL CLERK

\$14,000

Over the past 2 1/2 years, the demand of AV sources and services has doubled. In the next five years, the increases will at least double or triple again, especially with the foreseen move of the Instructional Materials Center into the Library. An additional staff person will be needed to assist with these.

OPS

\$28,000

More OPS help is needed to maintain present services, open the library for longer hours, to cover expanding AV services and aid in development of special collections.

EXPENSE

\$20,000

To support the increase in services, especially those in special collections, AV, shelving and interlibrary loan.

TOTAL\$103,661

SUMMARY OF ACADEMIC PROGRAM NEEDS

Immediate:

	Art Professor	\$21,000	
	Chemistry or Biology Professor	30,000	
1- ✓	Elementary/Early Childhood Professor (2)	46,000	
	Engineering Technology Professor	30,000	
6	Geography Professor	25,000	
5	Information Systems/Design Sciences Professor	30,000	
16	Music Professor	21,000	
9	Secretaries (3)	39,000	
	Social/Behavioral Advisor	18,000	
A	Sociology/ISS Professor	27,000	
	Library	91,418	
	OPS/Expense/OCO	120,000	*
	Total:	\$498,418	**

US PS

library needs also reflected
under other items

Future:

10	Accounting Professor	\$38,000	
	Art Professor	23,000	
	Arts and Letters Advisor	18,000	
	Biology Professor	24,000	
	Business Advisor	18,000	
	Chemistry Professor	25,000	
2	Communications Professor	27,000	✓
	Dance Professor	23,000	
7	Education Administration Professor	26,000	✓
	Education Advisor	18,000	
	Engineering Lab Assistants (2)	10,000	
	Engineering Professor (2)	75,000	
	Engineering Technology Professor	30,000	
	Finance Professor	36,000	
3	Humanities/Philosophy Professor	26,000	✓
	Information Systems/Design Sciences Professor	30,000	
	ISS Professor	27,000	
8	Mass Communications Professor (2)	50,000	
	Math Education Professor	28,000	
	Nursing Professor	35,000	
	Physics Professor	25,000	
	Physiology Professor	35,000	
	Science Education Professor	28,000	
	Secretaries (3)	39,000	
	Social Work Professor (2)	52,000	
	Special Education Professor	25,000	
	Theater Professor	23,000	
	Library	103,661	
	OPS/Expense/OCO	70,000	***
	Total:	\$987,661	**

* A base budget increase of \$35,000 in Expense, \$35,000 in OPS and and annual OCO allocation of \$50,000 is required to meet present needs.

** Fringe benefits of approximately 25% not included in salaries listed here.

*** Future needs consist of base budget increases of 5% annually (\$10,000 Expense, \$10,000 OPS) and an ongoing commitment of \$50,000 in OCO annually.

OTHER ACADEMIC/ADMINISTRATIVE CONSIDERATIONS

Research/Scholarship/Faculty Development:

A climate that encourages faculty research and scholarship is a critical element in all great universities.

This aspect of faculty life at the USF St. Petersburg Campus needs radical improvement and can be remedied through relatively simple means which are dependent upon the allocation of additional financial resources.

The USF St. Petersburg administration has established three objectives aimed at increasing scholarly opportunities for its resident faculty:

- 1) Emphasize the role of scholarship in all aspects of faculty personnel decisions;
- 2) Increase faculty involvement with their respective professional and scholarly communities;
- 3) Improve campus research facilities.

The provision of funding for research or sabbatical leave coupled with a selective reduction in teaching responsibilities to encourage scholarly activity is the key to accomplishing the first two objectives. In addition, more resources are required to fund faculty attendance at national and international professional meetings and to develop campus-based symposiums and seminars which will allow faculty to interact and share interests with scholars in their respective fields and scholars of other disciplines.

As detailed in another section of this report, the campus' primary research facility, the Nelson Poynter Library, is in dire need of expansion of its facilities and collections. The construction or conversion of multipurpose laboratories to support the natural science and engineering disciplines is another top priority. Art studios and workshop space are also necessary additions to allow College of Fine Arts course offerings on this campus. The Studebaker Building may be the logical site to house the Fine Arts program.

Immediate Needs:

A modest beginning for providing opportunities for occasional course relief time (i.e. to hire adjuncts and release full-time faculty) for small amounts of funding for research purposes, travel to professional meetings, etc., a sum of about \$20,000 per year would be reasonable.

International Programs:

A strong element for the successful development of the USF St. Petersburg Campus resides in the establishment of international programs and the internationalization of campus curriculum.

The following four areas are of special interest:

- 1) **International Language Institute.** Fledgling efforts in this area already have begun on campus. The International Language Institute office in Coquina Hall, which opened in the fall of 1985, currently offers English as a second language (ESL) instruction to area immigrants and refugees, foreign businessmen and others. The program needs additional resources to provide a broader range of programs and services of benefit to the campus as well as the greater community.
- 2) **International Student Exchange.** An international student exchange program with West Germany's Hochschule Bremen brought its first German student to USF St. Petersburg during the 1985-86 academic year. This program needs financial support to accommodate and increase the number of students—both German and American—who may participate in the exchange. Furthermore, additional student exchange opportunities with other universities and in other countries need to be explored. The exchange agreements waive tuition costs but all other university fees and living expenses must be paid by the student or the host institution. Finally, opportunities for faculty exchanges will be highly encouraged. The complexities, however, of this aspect require appropriate

- advance planning and substantial financial support.
- 3) **Special Caribbean Programs.** The campus administration has established ties with universities and governments in the Caribbean that may be utilized to develop solid and unique academic programs for students and faculty. When adequate funding is obtained to initiate new international programs, USF St. Petersburg proposes to begin by establishing several intensive two-week, credit-bearing travel and study programs with English-speaking nations in the Caribbean Basin, in cooperation with the University of the West Indies. Such programs will facilitate communication without prior language instruction and will allow USF St. Petersburg students, most of whom are employed full time, the opportunity to plan to study abroad during their earned vacation time. It is expected that the programs will involve courses in subject areas such as Caribbean history, art, economics, political science, sociology, literature, geography and international business. Travel costs will be economical because of Florida's proximity to the Caribbean, and these programs will also be available to non-student residents who wish to participate in the educational experience. It also will be an objective to expose students to other Caribbean countries in which English is understood but may not be the official language. These include Haiti (French), Martinique/Guadeloupe (French), Puerto Rico (Spanish) and Aruba (Dutch). The possibilities are even more exciting if the countries bordering the southern edge of the Caribbean Sea (i.e. northern South America) are considered.
 - 4) **State University System:** In addition to the programs cited earlier, there are many other foreign study opportunities sponsored by the University System. They provide semester-long and year-long programs which are especially attractive to the traditional college-age student and involve a range of locations and centers throughout the world.

Immediate Needs:

Coordinator for International Programs
Secretary (.50)

Endowed Chairs:

All major universities and colleges have their share of eminent scholars who occupy endowed chairs. The presence of such scholars has enormous benefits to any campus—not only through teaching, but also through collaboration with resident faculty and staff.

Eminent scholars invigorate, accentuate and encourage the educational quality of the institutions they serve. In addition to serving as a catalyst for excellence in academic programs and attracting more individuals of their caliber to the campuses where they are based, these scholars benefit their host communities by presenting public lectures, workshops and seminars and conducting significant research.

The USF St. Petersburg Campus presently has only one endowed chair which is restricted to the marine science discipline. The acquisition of additional endowed chairs is a campus priority. In order to present even greater diversity among the various disciplines housed on campus, it is proposed that future endowed chairs be designed to rotate among disciplines (for example, history, economics, fine arts and political science) and that the eminent scholars who fill these chairs be initially appointed for one-year periods.

The Martin Luther King Jr. Blue Ribbon Committee, the city government of St. Petersburg and the community have supported in several different ways the recent recommendation for the creation of an endowed chair in social progress at the USF St. Petersburg Campus. This might indicate a significant phase in the development of the campus' academic enterprise.

Symposia/Seminars/Conferences:

Campus-based academic activities and gatherings which attract scholars from throughout the state of Florida, the nation and abroad are an important element in faculty development.

Such programs will also benefit the local community by bringing national and international recognition to the area. The scenic beauty of the campus and surrounding cities and communities, combined with Pinellas County's cultural and educational activities, quality services and accommodations, and attractive weather conditions and recreational opportunities is a perfect draw for attracting participants from around the world.

With its renowned marine science research program and internationally-recognized pediatrics program based at All Children's Hospital, as well as outstanding scholars in other disciplines, USF St. Petersburg already possesses faculty and programs of sufficient stature on which to base initial conferences. Colleagues at the Florida Institute of Oceanography and the Department of Natural Resources, located immediately adjacent to the Campus, have expressed enthusiastic cooperation and support for this venture.

Since the opening of the Hilton Hotel has made downtown housing available, St. Petersburg, St. Petersburg Beach, Clearwater and adjacent communities are ready for development as a major conference site. However, additional facilities, personnel and funding will be required to plan, promote and conduct academic programs of a nature that will reflect most positively upon the campus and community.

In considering the various possibilities for international programs and the hosting and accommodation for symposia, seminars and conferences, an appropriate campus site will be required.

Immediate Needs:

Conference Coordinator
Secretary (.50)

Affirmative Action:

The USF St. Petersburg administration acknowledges the fact that development of its affirmative action programs has not kept pace with the growth of the institution. The administration has decreed that it is unacceptable to continue business as usual with an obvious neglect for affirmative action principles. USF St. Petersburg will not continue to be oblivious to opportunities for minorities and all affected classes—in student recruitment and retention or employment and advancement of faculty and staff. The campus leadership pledges to do that which is right and honorable to achieve equity for all affected people.

USF Policies Concerning Campuses:

The most recent revision of the *Operating Guidelines for the Development and Administration of Academic Programs on USF's Regional Campuses* occurred in fall 1985. Although only two years have elapsed, the document is in serious need of revision. This is because of the growth and development of the campuses and the particular needs of the communities in which they are located.

The 1985 version of the *Operating Guidelines* contains, in part, the following introductory statement: "The local opportunities and faculty interests present in each geographic area of USF's system encourage each campus to develop its correspondingly unique character to serve better the particular needs of those communities." Ironically, the nature and extent of development and improvement have caused a conflict with some of the operating guidelines.

Some of the areas which need revision and appropriate modification include:

A & S Fees

Faculty promotion/tenure

Faculty salary increments

Faculty evaluation

Hiring: Tampa full-time faculty—on load/overload adjuncts

Terminating faculty

Sabbatical leaves (faculty)

Participation in international programs (faculty)

Salary equity (faculty/staff)

It is our intention to prepare, with the appropriate staff and faculty, a revised plan.

Immediate Needs:

\$50,000 annually for faculty development

Future Needs:

Additional personnel

Additional facilities

Dean's Office:

There are four senior administrators and a coordinator in the Dean's administrative area. (Two other senior administrators are located elsewhere on campus.) The dean is supported by an executive secretary. Only one administrative secretary is available to four other staff members—a condition which is absolutely intolerable from every point of view.

Immediate Need:

Administrative Secretary	\$13,000
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Future Need:

Administrative Secretary	\$13,000
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Research Graduate Assistant (2)	\$8,500
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Student Academic Advising:

Student advising and counseling are considered important responsibilities of faculty and specific staff members. This function is especially needed and helpful in view of the type of students enrolled on this campus (see Student Profile, page 36).

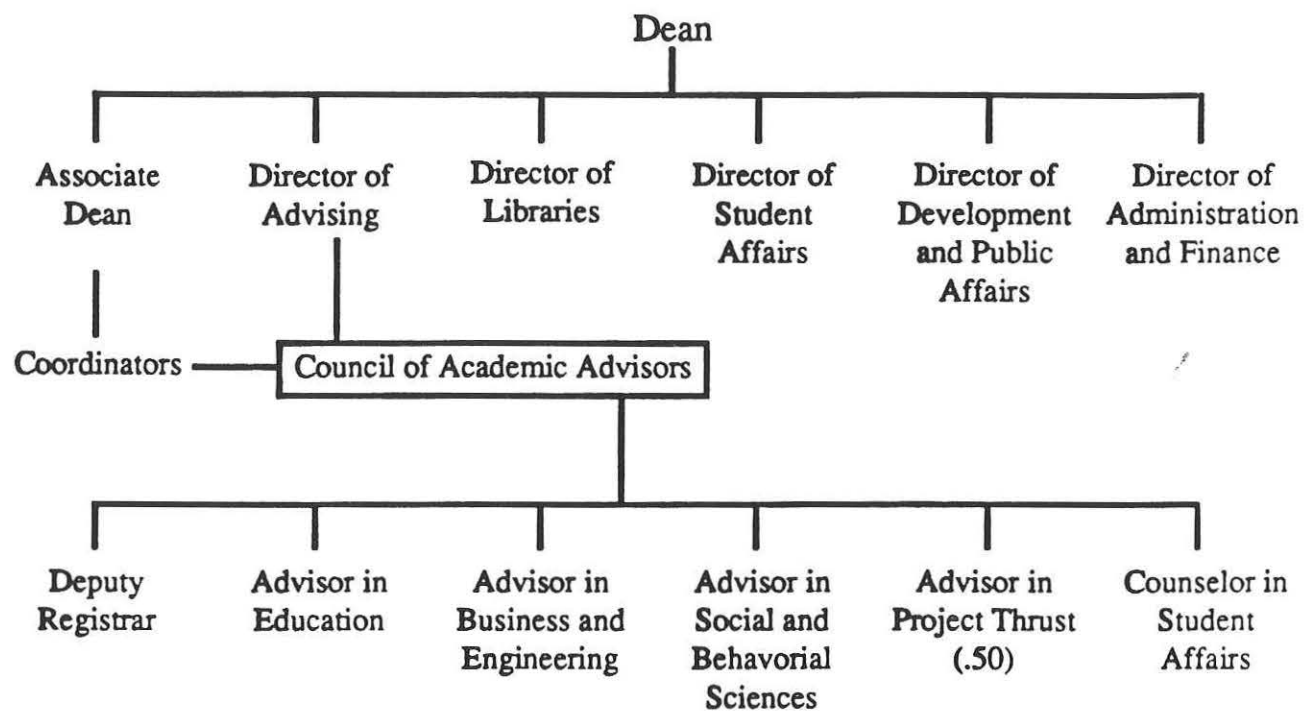
Our academic advising is strong and good in certain areas, while in others it is unorganized, non-systematic and requires immediate attention. A plan, shown schematically on the following page, is being developed for a Council of Advisors. The plan takes advantage of individuals already on faculty and staff lines and requires only a comparatively small amount of additional funding:

- **DIRECTOR OF ADVISING:** It is anticipated that this position will be a faculty line with adjusted teaching responsibilities in order to permit active participation and coordination of all advising and counseling on campus.
- **ADVISOR IN EDUCATION:** Already available on campus.
- **ADVISOR IN BUSINESS AND ENGINEERING:** Already available on campus.
- **ADVISOR IN SOCIAL AND BEHAVIORAL SCIENCES:** The availability of this position is currently being negotiated. It is expected that approval will be granted in order to begin in Spring 1988.
- **COUNSELOR IN STUDENT AFFAIRS:** This is a full-time position already available in Student Affairs. The responsibilities of the position are already considerable in Student Affairs, and in fact, Student Affairs needs another counselor. However, until additional staffing is obtained, only a modest but important degree of involvement will be expected.
- **ADVISOR, PROJECT THRUST:** This position is currently a part-time position. Its effectiveness is limited, because of the great need for full-time services. Its effectiveness requires close coordination and involvement with other academic and general advisors, counselors, faculty and counterparts in junior colleges. The success of this program requires an appropriate esprit de corps between the advisor and current minority students, prospective minority students to USF and minorities in the community. A plan already has been developed to create a community Advisory Committee on Minority Affairs. It is expected that this committee will work closely with the Project Thrust Advisor on all matters relative to minorities on campus.
- **DEPUTY REGISTRAR:** Already available on campus. This position deals with the maintenance of academic records and adherence to academic regulations. It is also a position which is involved in academic advising.

Immediate Need:

Academic Advisor (.50)

12,800



This schematic presents the proposed creation of the
Council of Academic Advisors
and its relationship to the Campus administration

SUMMARY OF OTHER ACADEMIC/ADMINISTRATIVE CONSIDERATIONS AND RESOURCE NEEDS

Immediate:

Conference Coordinator	30,000
Dean's Administrative Secretary	13,000
Faculty Development	50,000
International Programs Coordinator	30,000
Research/Scholarship/Faculty Development	\$20,000
Secretary for Conference Coordinator (.50)	6,500
Secretary for International Programs (.50)	6,500
Total	\$156,000 *

Future:

Advisor (.50)	12,800
Dean's Office Secretary	\$13,000
Research Graduate Assistant (2)	8,500
Total	\$34,300 *

* Fringe benefits of approximately 25% are not included in the salaries listed here.

STUDENT AFFAIRS

SERVICE AND DEVELOPMENT FOR STUDENTS

With an average student enrollment of almost 2,900 students, the St. Petersburg Campus comprises 10 percent of the University of South Florida's student population. The average age of St. Pete Campus students is 33 which, along with other demographics such as 50 percent married and 75 percent working, makes this campus USF's largest concentration of so-called "non-traditional" students. Accordingly, Student Affairs programs and policies are based on research and planning which recognize the needs of this more mature, non-residential student population. The needs of regional campus students are just as extensive as those of the Tampa Campus students, but unique; therefore, resources must be directed in different ways. Current programs are concentrated in the broad areas of financial assistance, counseling, activities and organizations, recreation, food service and general administration. Future programs are anticipated in student publications and student health/wellness and, possibly, intercollegiate athletics. More specific rationale for each of these areas is provided below.

USF St. Petersburg Campus students have significant needs for career development counseling relative to career changes as opposed to choosing an initial career. Mental health issues are critical but focus on different themes such as mid-life crises, marital problems and parent-child relationships where the student is the parent, not the child. One counselor cannot possibly keep abreast of all areas, much less serve more than 2,900 students. St. Petersburg needs a career counselor as well as a counseling psychologist to serve students' needs, thus reducing the ratio to approximately one counselor for every 1,000 students. This ratio should be maintained as the campus grows.

Activities and Organizations, and Recreation need staffing and resources to provide appropriate programs for "non-traditional" students. An advisor is needed for the more than 20 student organizations currently in existence on this campus. Expansion of our fine lecture and concert series requires a significant increase in expense money and appropriate staff to manage the growing body of details involved in such programs. The future opening of our Multipurpose facility will require staff to operate and to program the additional activities this expansion will make possible.

Financial Aid and Veterans Affairs currently needs an evaluator so students can be served without substantial dependence on a distant campus. As USF decentralizes this vital function, more evaluators will be needed if we are to provide acceptable service to our students.

Food Service, while staffed by a food service vendor, requires additional attention from the director. Eventually, as we approach maximum enrollment it will be necessary to provide an assistant director to assist the director in this and other services.

On-going discussions with the Office of Vice President for Student Affairs include consideration of development of several new programs. For example, the growth of Mass Communications programming may create the need for a student "laboratory" newspaper and related publications. Moreover, the Multipurpose facility would allow programming to address wellness and other health issues including fitness and nutritional programming.

All of these programs will require clerical and administrative assistance. There is an immediate need for an administrative secretary/fiscal assistant to provide proper accountability and timely processing for a variety of fiscal materials.

Immediate Needs:

Career Counselor	\$19,000
Administrative Secretary/Fiscal Assistant	13,000
Counseling Psychologist	28,000
Expense	8,192
OCO	9,500

Total\$77,692

Future Needs:

Financial Aid Evaluator	\$13,730
Activities and Organizations Program Advisor	18,600
Assistant Recreation Supervisor	17,600
Assistant Director	30,000
Counseling Psychologist	30,000
Secretary, Counseling and Financial aid	13,000
Expense	8,500
OCO	11,000

Total\$142,430

- Positions are listed in priority.
- Salaries do not include benefits.

NOTE: The position levels are projected using present classifications. Growth in complexity and numbers will result in position upgrades. Additional sums will need to be allocated in anticipation of these upgrades.

ADMINISTRATIVE AFFAIRS

The Administrative Affairs area on the St. Petersburg Campus includes budget, finance and accounting, personnel, purchasing, space, public safety, physical plant, computer operations, records, registration and admissions.

Priority staffing needs within the Administrative Affairs functions include:

Immediate Needs:

FINANCE AND ACCOUNTING CLERK SPECIALIST

\$10,255

To expedite payment to vendors for goods and services purchased by campus departments, we plan to initiate local invoice processing rather than send everything to the Tampa Campus for processing.

PERSONNEL CLERK TYPIST SPECIALIST (.50)

5,364

At present there is a half-time position assisting our personnel officer on this campus. This position needs to be increased to full time for the personnel officer to be freed from receptionist, typing and other clerical duties that must be performed by the personnel officer when the half-time individual is not available.

PURCHASING CLERK TYPIST

9,417

The campus has recently opened a Purchasing Office with the addition of a purchasing agent. With local purchasing capability we expect that the workload will quickly increase and require the addition of this position.

PUBLIC SAFETY RADIO TELEPHONE OPERATOR

12,361

The University of South Florida and the Department of Education have recognized the requirement for law enforcement radio/telephone operators on regional campuses. Although five career service radio/telephone operators are needed to provide full 24-hour-a-day, seven days a week service, only one is being requested now.

PUBLIC SAFETY LAW ENFORCEMENT OFFICER

15,933

The University of South Florida and the Department of Education have recognized the requirement for 16 full-time law enforcement personnel to provide minimum staffing for a branch campus having a population of 0-5000 students. The addition of this position would provide seven law enforcement officers to the ultimate goal of 16 officers.

PHYSICAL PLANT GROUNDSKEEPER (2)

19,650

We anticipate that the University will assume ownership of approximately 20 additional acres within the next six months. It will be the responsibility of the University to maintain this additional property and this requires the addition of two groundskeepers.

PHYSICAL PLANT CLERK TYPIST SPECIALIST (.50)

5,364

At the present time we have 1.50 FTE clerical assistance in the Physical Plant Department. The workload associated with secretarial, clerical and fiscal responsibilities for this 34 FTE department is overwhelming and requires another half-time position.

PHYSICAL PLANT MOTOR VEHICLE OPERATOR

9,825

The Sarasota Campus has notified us that its courier who currently also provides that service for the St. Petersburg Campus has become overburdened and will no longer provide that service to St. Petersburg.

Therefore, in order to provide for inter-campus mail, transportation of supplies, etc., we need to initiate our own courier service.

COMPUTER OPERATIONS COMPUTER OPERATOR 12,363

Our computer center coordinator requires an assistant to free him from some of the less technical aspects of operation of the St. Petersburg Campus Computer Center so he can concentrate on providing a better level of service to those faculty, staff and students needing higher level service and technical advice.

TOTAL SALARIES \$100,532

OPS \$11,000

Campus Police Department \$2,000

The Campus Police Department needs to provide radio/telephone coverage of the Department's telephones into the evening hours while students are still on campus and beyond the time when the full-time position of radio/telephone operator requested in our new position request would be available.

Custodial Departments 5,000

The Custodial OPS funding is required for part-time assistance in the early morning and early evening to clean exterior corridors, benches and other exterior seating as well as for evening policing of campus rest rooms.

Computer Center 4,000

The Computer Center needs to expand evening and weekend access.

EXPENSE \$27,000

Routine on-going operational expense budget requirements necessitate increasing the allocations to the following departments by the amounts indicated:

Purchasing \$5,000

Campus Police 6,000

Custodial 5,000

Grounds 5,000

Physical Plant Administration 3,000

Computer Operations 3,000

OCO \$25,000

All departments within the Administrative Affairs area have annual need for OCO in order to continue progress in office automation and replace worn out vehicles, grounds and custodial equipment. An allocation of \$25,000 will meet basic needs.

TOTAL SALARIES, OPS, EXPENSE,OCO\$163,532

Future Needs:

MAINTENANCE MECHANIC (2)	\$30,586
GROUNDSKEEPER	9,825
LAW ENFORCEMENT OFFICER	15,933

The University expects to acquire the Studebaker Building and the Fountain Resident Inn within the next several years and the resultant expanded campus facilities and area requires the above additional positions.

CLERK SPECIALIST	\$10,255
SECRETARY SPECIALIST	11,804

Expanded local invoice processing and the increased workload associated with the Campus Business Office and the Business Managers' function requires adding these positions.

RADIO/TELEPHONE OPERATOR	\$12,361
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To provide improved communication and back-up capability with our Police Officers who will be patrolling a larger campus area, we need to add this position.

SENIOR CLERK	\$12,363
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Expanded student enrollment and increasing the level of service to our large number of night students by expanding the hours our Records and Registration is open in the evening requires adding this position.

OPS	\$7,000
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An expanded Computer Center open more hours requires hiring more student assistants as Computer Operators/Assistants.

EXPENSE	\$15,000
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Increased building square footage and campus acreage requires increased expense support in all administrative departments.

OCO	\$25,000
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As stated in the Immediate Needs section of this Plan, there is an annual need to replace worn out and obsolete vehicles and equipment in various departments including but not limited to police, maintenance, postal, receiving, grounds and custodial. An annual allocation of \$25,000 will permit these Departments to meet their campus-wide responsibilities.

TOTAL SALARIES, OPS, EXPENSE, OCO	\$150,127
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DEVELOPMENT AND UNIVERSITY RELATIONS

While development and university relations are considered separate areas within the organizational structure of most colleges and universities, there is, in reality, a very close association between the two. In fact, a more appropriate term to apply to this alliance between development and university relations would be "university advancement," for it is the advancement of the university that is the common mission of both areas.

Presently, the areas of development and university relations are emerging. It would not be fair to characterize them otherwise, since there were progress spurts, only to be offset by turnover in personnel and an absence of defined goals and objectives for each area. At the present time, personnel for each area are in place, and the leadership is available to provide the necessary vision and impetus. With the appropriate people in place, the next critical steps involve defining precise goals and objectives to address the articulated vision for the USF St. Petersburg Campus.

There cannot be any short-term versus long-term goals and objectives in the area of university advancement, for it is the short-term successes that assure the long-term stability of the university, whether in the area of fund raising or public relations.

Two major endeavors need to be supported to assure the stability of the St. Petersburg Campus: the Annual Fund and the Comprehensive Campaign. The Annual Fund is best described as an on-going program of annually recurring unrestricted gifts provided to enhance the current operation of the university. Gifts to the Annual Fund are normally expended in the same year they are received. The Comprehensive Campaign, on the other hand, is an extensive effort to raise significant funds to support the continuous growth and expansion of the campus. Gifts to the Comprehensive Campaign include endowments for student scholarships, professorships and libraries; facilities, including buildings and equipment; and specific operating expenses which allow for the expansion of already-successful programs and activities.

Annual Fund goals for 1987-88 will total \$50,000. Major objectives include: three direct mail appeals, an alumni phonathon, creation of a special giving club, development of one new community volunteer group and the revival of the USF St. Petersburg Campus Alumni Association.

Comprehensive Campaign goals will total \$4,750,000 for a 5- to 7- year period. The Comprehensive Campaign goals are interwoven very closely with the needs identified by the respective colleges. While in most cases the colleges describe the need for faculty and staff positions, the funds raised through the Comprehensive Campaign would significantly augment those stated needs by providing endowments for professorships or endowed chairs for a particular college or department.

In fact, the major goals of the Comprehensive Campaign are directly related to the needs of the faculty and students.

To achieve the long-term stability of the St. Petersburg Campus, the areas of development and university relations have identified the following needs:

Immediate Needs:

FULL-TIME DEVELOPMENT PROFESSIONAL	\$25,000
To assist the Director of Development and University Relations.	
SECRETARY	\$13,000
To handle donor records and correspondence for the director and associate director.	
OPS GRADUATE ASSISTANT (.50)	\$5,600
To provide support in the areas of fund raising and public relations.	
EXPENSE	\$10,000
TOTAL SALARIES/EXPENSES/OPS	\$53,600

SUMMARY OF NON-ACADEMIC NEEDS

Immediate Needs:

Career Counselor	\$19,000
Computer Operator	12,363
Counseling Psychologist	28,000
Development Administrative Secretary	13,000
Development Officer	25,000
Finance & Accounting Clerk Specialist	10,255
Personnel Clerk Typist Specialist (.50)	5,364
Physical Plant Clerk Typist Specialist (.50)	5,364
Physical Plant Groundskeeper (2.00)	19,650
Physical Plant Motor Vehicle Operator	9,825
Public Safety Law Enforcement Officer	15,933
Public Safety Radio/Telephone Operator	12,361
Purchasing Clerk Typist	9,417
Student Affairs Administrative Secretary/Fiscal Assistant	13,000
OPS/Development Graduate Assistant (.50)	16,600
Expense	45,192
OCO	34,500

TOTAL SALARIES/OPS/EXPENSE/OCO\$294,824 *

Future Needs:

Activities And Organizations Program Advisor	18,600
Assistant Recreation Supervisor	17,600
Business Office Clerk Specialist	10,255
Business Office Secretary	11,804
Counseling Psychologist	30,000
Counseling/Financial Aid Secretary	13,000
Financial Aid Evaluator	\$13,730
Physical Plant Groundskeeper	9,825
Physical Plant Maintenance Mechanic (2.00)	30,586
Public Safety Law Enforcement Officer	15,933
Public Safety Radio/Telephone Operator	12,361
Records & Registration Senior Clerk	12,363
Student Affairs Assistant Director	30,000
OPS	7,000
Expense	23,500
OCO	36,000

TOTAL SALARIES/OPS/EXPENSE/OCO\$292,557 *

* Fringe benefits of approximately 25% are not included in the salaries listed here.

SUMMARY OF IMMEDIATE AND FUTURE NEEDS

Immediate Needs:

Academic Program	\$498,418
Other Academic/Administrative Considerations	158,000
Non-Academic	294,824
Total	\$849,242

Future Needs:

Academic Programs	\$987,661
Other Academic/Administrative Considerations	34,300
Non-Academic	292,557
Total	\$1,314,518

FACILITIES

A detailed presentation of current and proposed facilities may be found in the Appendix. (See especially pages 105-110.) Only a brief itemized list of required/needed facilities will appear below:

Immediate Building Needs:

- **Multipurpose Building**
(For Student Services and Academic Affairs) NOTE: CIT funded.
- **Marine Science Expansion**
It is expected that a new building will be located where B-Building is currently located.
*B-Building will have to be demolished.
- **Poynter Library Expansion**
- **Renovation and upgrading of Studebaker Building**
- **Piano Man property**

Future Building Needs:

- **Fountain Inn - Temporary replacement for some of B-Building's activities. Center for International Program Symposium/Conference**
- **Office/Classroom Building**
- **Science/Engineering/Computer Laboratories**
- **Administration Building**
- **Campus Entrance**

*Current functions and activities now located in B-Building will have to be relocated in a suitable building.

THE USF ST. PETERSBURG STUDENT PROFILE

There is no "typical" student on the St. Petersburg Campus. Perhaps the only common denominator among our students is that they work, raise families, volunteer for civic causes and remain in St. Petersburg and surrounding communities. They enrich themselves and, in turn, enrich the areas in which they live.

A few statistics help to draw a profile of USF St. Petersburg's students. In a 1986 survey the student profile was as follows:

60% are female; 40% are male

75% are part-time; 25% are full-time

The average age is 33; the median age is 29

75% work; 38% work full-time

93% are white; 4% are black; 3% are Asian or Hispanic

75% are independent; 25% are dependent upon their parents

33% have children of their own

25% support children without the assistance of a spouse

53% live in St. Pete; 42% live in mid-Pinellas; and 5% live in Tampa

65% plan to seek employment in the St. Petersburg/Tampa area;

13% plan to seek employment in Florida; and

22% would work out-of-state if necessary

When compared to traditional college students, St. Petersburg Campus students are older, more mature, more likely to work, have families and remain in the local community.

OTHER RELEVANT DATA

Number of Full-Time Faculty	61
Number of Part-Time Faculty (Tampa Faculty, Adjuncts)	150
Number of Courses Offered (Fall/Spring/Summer 1986/87)	520
Number of Credit Hours (Annual Estimate)	37,500
Number of Employees (Excluding Faculty)	95

FACULTY POSITION PRIORITIES

•Childhood Education (1 position)

October 1990

This position is needed to meet the demand still present in this area and expected to continue.

•Engineering Technology (2 positions)

October 1991

This program continues to be staffed largely by adjuncts; if we are to receive accreditation in Engineering Technology, we must utilize permanent resident faculty.

•Sociology/Social Work (2 positions)

October 1991-1993

This is a position which we would hope to realize wherein an applicant could function in somewhat related disciplines. A portion of one of these positions may be considered a replacement.

•Mass Communications (2 positions)

October 1991-1993

If warranted, we wish to enhance what is now a promising start towards excellence in graduate journalism. These hires are necessary if we are to attain distinction in this area.

•Finance (1 position)

October 1990

This area continues to grow and hence to demand quality instruction that at present falls short of quality standards: we need more resident faculty to staff this area.

•IS/DS (2 positions)

October 1990

Too many adjuncts and too few courses still prevent this program from attaining excellence; to become accredited, we need Ph.D. coverage.

•Communications (1 position)

October 1991

This is an area that is presently serviced by adjuncts and Tampa faculty. Even economically it makes sense to replace these with a full-time resident faculty member.

•Accounting (1 position)

October 1993

The fifth year accounting program on this campus needs to be enhanced by hiring a Ph.D.

•Special Collections/University Archives Librarian (1 position)

October 1990

As the number of courses and interest in local history increase, the addition of a special collection/archivist will enhance both the university and community resources.

July 1988

NON-ACADEMIC RESOURCE PRIORITIES

(1988-1990)

The non-academic resource priorities of the USF St. Petersburg Campus consists primarily of the need to add staff positions in the various support areas where campus growth has exceeded the ability to provide services or, services have been non-existent that should reasonably be expected to be provided for our students, staff, and community constituencies. These needs are diverse and include but are not limited to the following high priorities:

- The establishment of a full time staff position in career counseling on the St. Petersburg campus (1988-1989).
- The addition of a staff position in our greatly expanded computer center (1989-1990).
- The addition of a second counseling psychologist (1990- 1991).
- A clerical staff position to assist with the work load of University Relations/Development (1988-1989).
- A second Development officer to assist in this greatly expanded campus function (1988-1990).
- One clerical staff position to assist with our purchasing, personnel, and physical plant clerical requirements (1989-1990).
- One clerical staff position to assist with our purchasing, personnel, and physical plant clerical requirements (1990-1991).

July 1988

FACILITIES PRIORITIES

•Multipurpose Building

(Phase I Completion September 1989)

A contract recently has been awarded for construction of Phase I of this facility. The project budget for this facility including architectural engineering fees, furnishings, contingency, etc. is 2.1 million with the construction budget set at 1.8 million. A number of alternates had to be deducted from the base bid in order to stay within the construction budget and therefore the facility will need to be constructed in two phases. Based upon contractor prices for the alternates which comprise Phase II, it is anticipated that approximately \$500,000 additional will be required to complete this project. The University is currently examining potential avenues of identifying needed funds for the balance of this project. It does not seem hopeful that a way can be found to complete Phase II at this time. Therefore, it may be three to five years until the Board of Regents distributes another allocation of Capital Improvement Trust Funds, the source of funds utilized in constructing Phase I of this building.

•Fountain Inn Acquisition and Renovation

(Planning 1989,
Construction 1990)

The need for early consideration of acquisition of the Fountain Inn has been highlighted by the recent commitment of the USGS to locate a contingent of their research team in St. Petersburg and specifically in the Studebaker Building. The need for acquisition of the Fountain Inn is further buttressed by the probability that the new Marine Science Laboratory facility is expected to be situated where Building B is now located. There currently exists approximately 22,000 net assignable square feet of space use in B Building for which replacement space will need to be found before B Building can be removed. The plan for the acquisition of the Fountain Inn calls for the City of St. Petersburg to purchase the land with the University seeking funds from the State Legislature for acquiring the building. Because of budget and cost considerations this acquisition had been placed on the back burner by agreement between the city and USF. It now appears that this acquisition needs to be moved up as a high priority.

•Marine Science Laboratory Building

(Planning 1989,
Construction 1990)

This project involves the construction of a new Marine Science Laboratory facility adjacent to the present Marine Science Laboratory on the peninsula of the campus. The present project budget is 8.5 million dollars with planning funds to be sought during the 1989 legislative session and construction funds to be requested in the 1990 legislative session. In addition to the construction of a new laboratory facility, some budgeted funds will be utilized in renovating certain areas in the present Marine Science Lab facility.

•Piano Man Facility Renovation

(Renovate 1989)

At the time the campus master plan was finalized it was anticipated that a significant portion of the Studebaker building would be utilized for the initiation of a Fine Arts program and activity for the St. Petersburg campus. With the assignment of that facility to the US Coastal Geological Survey Team, an alternative facility needs to be available in order to begin the envisioned Fine Arts program. A cursory review and visual examination of the Piano Man facility would lead us to believe that this facility would have

the capability of providing space to initiate such a program, assuming renovation funds could be identified, and if after careful examination by USF Facilities Planning personal, the building was determined to be structurally sound and worthy of renovation. We have tentatively identified a goal of \$100,000 in support of this program in the soon to be announced USF St. Petersburg Campus Capital Campaign.

•Poynter Library Expansion

(Planning 1990,
Construction 1991)

The Poynter Library is one year away from reaching the designed maximum capacity of 125,000 volumes. This priority envisions an addition to the existing Poynter Library of approximately 40,000 gross square feet at an estimated cost of approximately 4 million dollars. In addition to the need for more space for periodicals, books, references sources and state documents, this library addition would include such facilities and space as: student group study rooms; local history archives and rare book room; faculty and graduate student study/research carrels; audio visual, media, and language labs; a children's library and instructional materials center. This facility is not now included in the University's five year capital improvement plan but serious efforts need to be undertaken to have it advanced to this timeframe.

July 1988

A P P E N D I X

St. Petersburg

USF/ST. PETERSBURG REGIONAL CAMPUS

VI. PHYSICAL PLAN

OVERVIEW

The most urban of the USF regional campuses, St. Petersburg enjoys an inherently dramatic and attractive setting on Bayboro Harbor in a redeveloping area immediately south of downtown St. Petersburg. Through the cooperative effort of the City, approximately seven blocks of land adjacent to the existing campus are being acquired and transferred to the Board of Regents and the University for the expansion to an ultimate FTE population of 5000 from the current 1000 FTE. Of this amount, a 3300 FTE population is projected by the year 2000. The bulk of the land area lies south of 5th Avenue South and east of 4th Street South. The other two sides of the campus are bounded generally by the Albert Whitted Airport on the east and Bayboro Harbor on the south. The airport's landing and approach zones impose restrictions on building heights on the campus.

Other significant neighbors whose influence will be felt on the future of the campus include the downtown area north of the campus; Bayfront Center, a convention facility northeast of the campus; the growing Bayfront Medical Center two blocks to the west and a planned mixed-use redevelopment of the area south of the campus incorporating multifamily housing, specialty retail use and a large marina that will fill a sizeable portion of the immediate harbor. Three other individual neighbors that contribute compatibility to the academic program and attractiveness to the physical character of the campus are the Poynter Institute, the Salvador Dali Museum and Poynter Park connecting these facilities with the campus along the harbor.

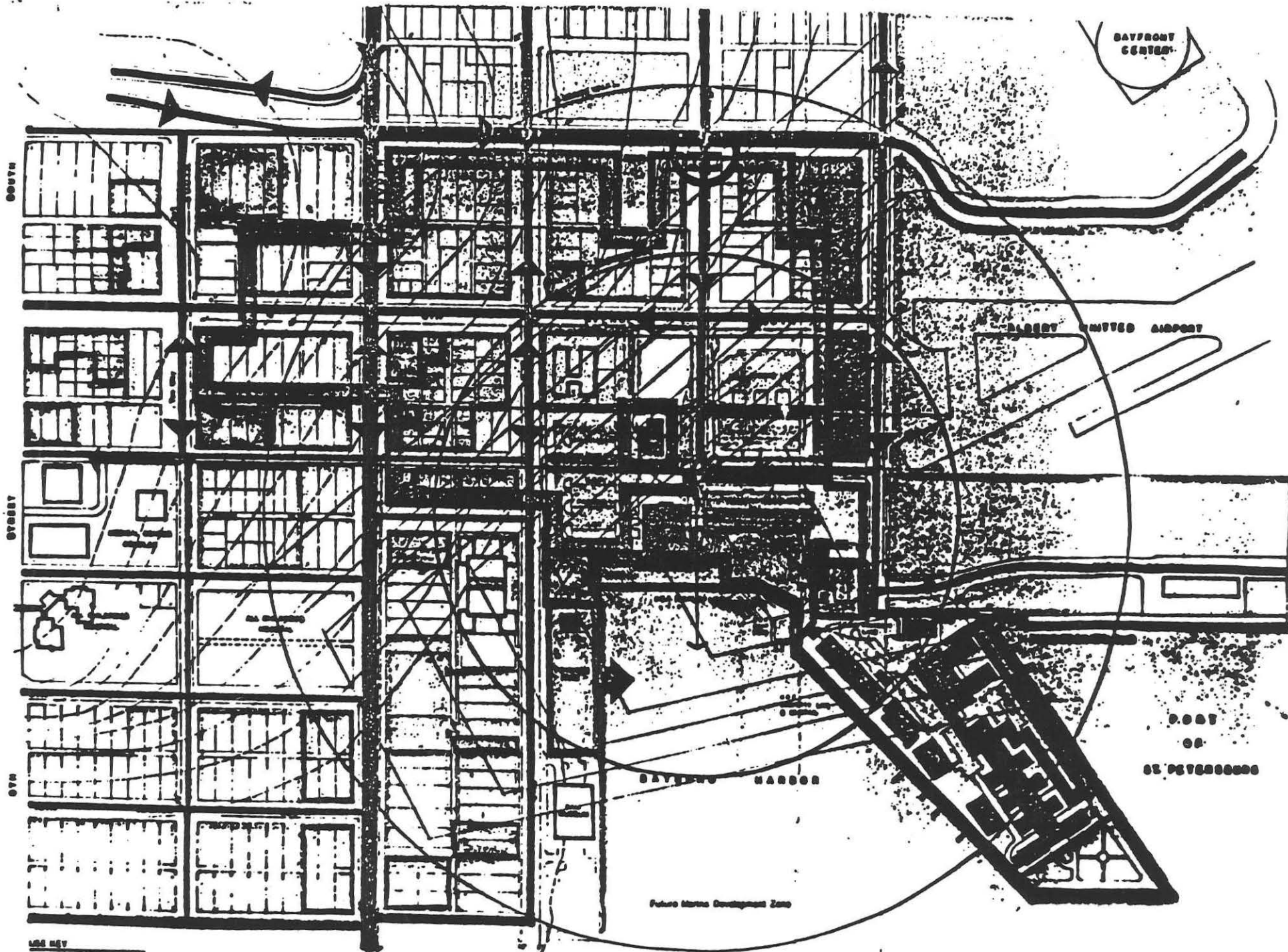
USF/ST. PETERSBURG REGIONAL CAMPUS

Regional access to this commuter campus is expedient via I-275 which deposits traffic onto the city street system at the northwest corner of the proposed expanded campus, the intersection of 5th Avenue South and 4th Street South. Due to the city's one-way street system, traffic returns to I-275 via 3rd Street South or 6th Avenue South, north and west of the campus respectively.

USF/ST. PETERSBURG REGIONAL CAMPUS

EXISTING PLAN

The existing facilities at USF/St. Petersburg are concentrated about the north edge of Bayboro Harbor basin and on the pier peninsula extending into it in a southeasterly direction. Marine Science Laboratory facilities, USF physical plant, an academic building, the SUS marine facility and the Florida Department of Natural Resources occupy the majority of the pier. Classroom and office functions continue west of the pier on the second floor of Coquina Hall and Bayboro Hall with the main Administrative functions on the lower level. The Library continues the building massing to the west across the 2nd Street South axis. Central utilities are housed in a structure north of the Library. Two structures planned to be acquired and converted to University use are the Fountain Inn, an apartment building near the center of the campus and the Studebaker Building immediately east of 4th Street South at the northwest corner of the existing campus. Property being acquired for the University extends northward to 5th Avenue South and westward across 4th Street South from the existing developed campus.



USE KEY

--- EXISTING LANE
--- PROPOSED EXISTING LANE
--- PROPOSED NEW LANE

USF/ST. PETERSBURG REGIONAL CAMPUS

MASTER PLAN CONCEPTS

Future expansion of the campus adopts the classic "commuter" campus prototype (academic core ringed with parking) to the site and suggests an orientation of the "front door" of the campus from the west along 7th Avenue South. This recognizes the potential of developing a closer affiliation with the Medical Center, the Poynter Institute and the Dali Museum. It also places the main entrance to the campus on a more important thoroughfare that offers arriving visitors an open view of the harbor and the campus' relationship to it.

USF/ST. PETERSBURG REGIONAL CAMPUS

MASTER FRAMEWORK PLAN

The final framework plan focuses on a western image entrance that utilizes the closely spaced rights-of-way of 7th and 8th Avenues South. The academic area extends west and north of the present facilities. All of the proposed academic expansion is within a comfortable 3 minute walking radius of the campus center. Administration functions are suggested to be relocated from Bayboro Hall, a major classroom facility, to a building located at the new entrance and preferably raised to preserve eye-level view from within the campus to the harbor. Thus visitors arriving at this urban regional campus will view the harbor and Marine Science facilities and sense the significance of this unique program in this attractive campus setting. The visual qualities of the arrival area are enhanced by the architecture of the Poynter Institute and Dali Museum and the open landscape of Poynter Park. The closeness of the Bayfront Medical Center is perceived along the 7th Avenue South corridor axis that extends into the heart of the campus.

Buildings in the academic core should generally be taller at the west and north edges in recognition of height limitations imposed by the airport . This pattern will also facilitate views from the taller buildings over the lower structures to the Bayboro Harbor.

Parking, located at the outer edge of the property, is accessible from 4th Street South, 5th Avenue South and 1st Street South. The latter via short penetrations on existing rights-of-way.

USF/ST. PETERSBURG REGIONAL CAMPUS

Additional surge parking is provided west of 4th Street South on either side of 6th Avenue South, perhaps to be shared with the future expansion of Bayfront Medical Center. All streets within the center of the campus are proposed to be vacated and converted to pedestrian walkways and utility corridors.

The open-space proposed in the master plan update focuses upon the harbor, preserves as much water front open space as feasible and protects views of the harbor from within campus via view corridors, pedestrian plazas and promenades.

USF/ST. PETERSBURG REGIONAL CAMPUS

PHASING

The Master Framework Plan illustrates land use circulation patterns for the 5000 FTE ultimate enrollment goal. The 3300 FTE population projected for the year 2000 fits the same pattern. Differences occur in the density of land area coverage and the increase in parking from surface lots to structured decks. While three parking decks will be necessary to accommodate the ultimate enrollment, only one is expected to be needed by the year 2000. Due to height restrictions imposed by airport landing and takeoff patterns, buildings in the southeast half of the campus will not exceed 2 to 3 stories. To reach 5000 FTE, it will be necessary to plan and fund structures of 4 to 5 story average height in the north and west areas of the campus. While these will likely be needed in phases of development beyond the year 2000, provision for their location and planning for their size and cost will need early attention if the ultimate enrollment is to be achieved. Careful stewardship of the land is required to prevent premature land area coverage with low density facilities.

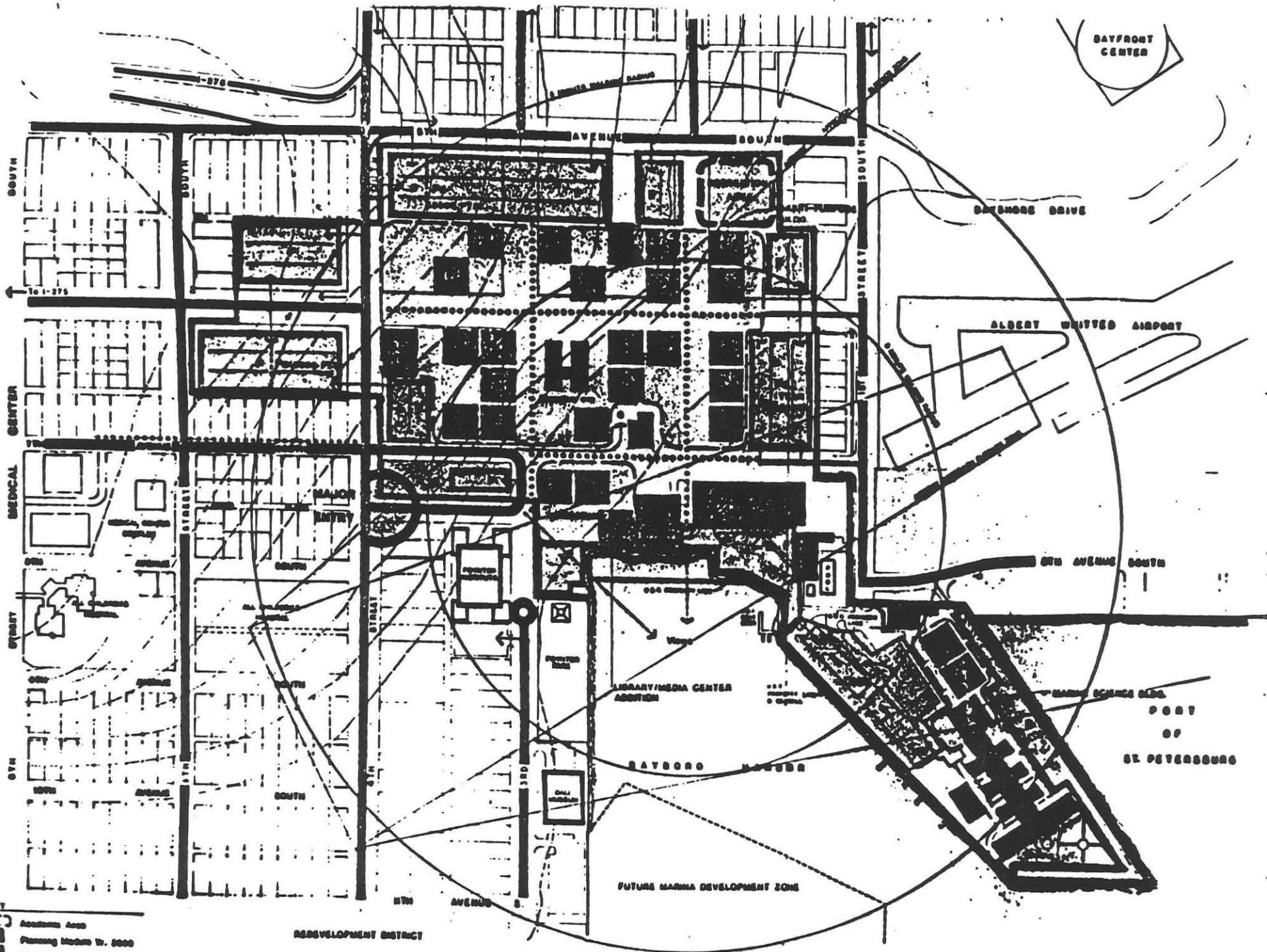
Specific facilities anticipated in the year 2000 plan include a Marine Science Building to be constructed on the peninsula. The site is currently occupied by a structure housing academic programs which will require advance relocation in order to continue existing academic programs. Expansion of the Library with a media center is suggested immediately west and north of the present facility. Its architectural configuration should permit maximum opportunity to view the harbor from the new entrance and from the academic core further north.

USF/ST. PETERSBURG REGIONAL CAMPUS

Two structures, in the acquisition mode, are planned to be retained and adapted to University functions. The Fountain Inn apartments could be converted to offices. The Studebaker building on the west edge of the campus could be adapted for uses oriented externally to the community and student services.

A CIT-funded Multi-purpose Building is in the process of being planned for the northeast corner of the academic zone. This location fits the campus land-use pattern. A tennis court facility, to be constructed privately and transferred to the University in five years, adjoins the proposed Multi-purpose Building at the north edge of the campus in a zone designated for recreation.

The density inherent in accommodating 5000 FTE on this urban regional campus suggests follow-up study to the Master Framework Plan update to assure some degree of unity and neighborliness between individual buildings. Also, a visual corridor study is suggested to delineate methods of protecting and enhancing waterfront views from within the campus and external views of parking lots and structures. Landscape guidelines addressing appropriate plaza pavements, lighting standards, benches, other exterior furniture and planting is suggested to describe the intended urban character of the proposed open spaces.



KEY

Academic Area

Planning Module W. 0000

Planning Module FTO 0000

Public Area

USF/ST. PETERSBURG REGIONAL CAMPUS

ACTION PLAN

- . Phase out the existing streets within campus and convert them to landscaped pedestrian walkways and utility/service corridors.
- . Create a new "front entrance" to campus on the west side.
- . Provide parking (at a ratio of 1 space/2 FTE students) at the perimeter of the campus with landscaped setbacks from street.
- . Develop academic facilities at up to 4-5 story average building height except where airport restrictions prohibit.
- . Arrange academic buildings and configure their massing to achieve maximum visual access from the campus to Bayboro Harbor.

**USF/ST. PETERSBURG REGIONAL CAMPUS
Projected Space Analysis**

	PROJECTED YEAR 2000	EXISTING 1986	NEED	PLANNED AVAILABLE
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ENROLLMENT	3,300 FTE	1,000 FTE		
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BUILDING SPACE

Classrooms	32,921 NASF	23,318 NASF		
Teaching Labs	16,773	9,184		
Research Labs	141,156	19,604		
Offices	124,240	52,873		
Library	45,160	22,661		
Media/AV	2,485	324		
Auditorium/Assembly	10,041	5,088		
Gymnasium	38,000	--		
Student Services	25,103	14,143		
Support Services	<u>15,557</u>	<u>15,557</u>		

Adjustment:	451,436	-	162,752	=	288,684 NASF
					<u>-65,423 (1)</u>
					223,261 NASF
					<u>X 1.5</u>

Planning Modules
(100 ft. x 100 ft.):

2 @ 1 story	=	20,000 GSF
6 @ 2 stories	=	120,000 GSF
7 @ 3 stories	=	<u>210,000 GSF</u>
		350,000 GSF

PARKING

334,892 GSF
@ 1 sp/2 FTE
= 1,650 spaces

450 spaces (structure)
1200 spaces (surface)

**BEYOND
YEAR 2000**

2000

NEED

**PLANNED
AVAILABLE**

ENROLLMENT	5,000 FTE	3,300 FTE		
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BUILDING SPACE

342,500 GSF (2)

PARKING

@ 1 sp/2 FTE
= 850 spaces

850 spaces (structure)

USF/ST. PETERSBURG REGIONAL CAMPUS

NOTES:

- (1) The Studebaker Building and the Fountain Inn, two structures to be adapted to University program needs, will reduce the total need for new space to be constructed by 65,423 NASF.**
- (2) Additional building space to accommodate increase to 5,000 FTE from 3,300 FTE assumes that the proportion of GSF per FTE will remain the same.**