



1-1-1995

## Dean's Report

H. William Heller

University of South Florida [System]. University Communications and Marketing.

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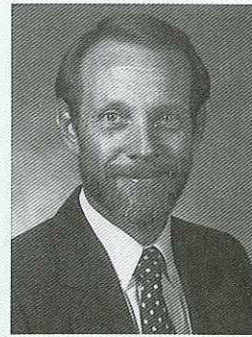
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Heller, H. William and University of South Florida [System]. University Communications and Marketing., "Dean's Report" (1995). *USF Magazine Articles about USF St. Petersburg campus*. 47.  
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## USF Fort Myers

The Fort Myers campus is celebrating its 20th year! The anniversary is being recognized at honors convocation, commencements and other events.

USF Fort Myers is ahead of schedule in expanding to be the core of Florida Gulf Coast University at the amalgamation in 1997. Fall 1994 enrollment is 22 percent larger than fall 1993 and 46 percent larger than fall 1992. Along with adding 13 full-time faculty, degree programs have been added in Social Work, English, History and Mathematics. There have been significant increases in numbers of younger, traditional, full-time students and parallel increases in daytime classes along with non-traditional schedules of evening and Saturday classes. There are six new student organizations and the new Green and Gold Corps of community volunteers.

Expansion has required special efforts — increased marketing, publicity, outreach, visibility of university personnel in the community — to enhance public awareness that USF is serving the region well while Florida Gulf Coast University is being organized.

David C. McCormick  
Dean,  
USF Fort Myers

## USF Lakeland

In its seven years of existence, USF Lakeland has gained the reputation as a student-centered campus. It was commended by the 1994 Southern Association of Colleges and Schools (SACS) team for implementing a one-stop shopping concept that has saved time for its busy students. Our unique organizational structure limits the number of top-level administrators and emphasizes the bridging of key functions across instructional and non-instructional divisions of the campus.

Our successful marketing effort has been reinforced by free advertisements displayed on 26 city buses, on marquees in several cities each term, radio talk show interviews and many radio and newspaper public service announcements.

The campus collaborates with 60 business leaders who promote and involve the university staff and students in the community and the economic development of the region. The Lakeland campus also collaborates with the other regional campuses, loaning its TV courses to other USF campuses at no charge each term. It created an Open University course for the College of Fine Arts this past summer.

Yvonne Ralston  
Dean,  
USF Lakeland

## New College

With the aim of "internationalizing" the curriculum, New College has sought creative ways to increase foreign exchange opportunities and build additional connections with foreign institutions. We succeeded in bringing a visiting Fulbright Scholar to campus for 1994-95, a Syrian scholar from the University of Damascus teaching courses concerning Islamic history and culture.

We have also sought opportunities to enhance an already strong program in the natural sciences. The National Science Foundation recently approved a request for \$668,000 to improve our facilities for research and instruction in marine biology. A proposal for a \$100,000 grant under the federal initiative, "Leadership Opportunity in Science and Humanities Education," has also been approved, which will enable us to offer team-taught, interdisciplinary seminars to first-year students. These grants indicate a strong endorsement of New College's mission and a recognition of its tradition of superior teaching—reflected in New College's number one ranking in *Money Guide's 'Best Buys'* for the second consecutive year.

Gordon Michalson  
Dean and Warden,  
New College

## USF Sarasota

USF Sarasota is celebrating its 20 years in Manatee and Sarasota with major events on the bayfront for 650 community leaders and 300 alumni. During academic year 1994-95, we will formalize a model partnership between USF at Sarasota and the Manatee/Sarasota area we serve.

The College of Business Administration had two accounting students who scored in the top 10 on the nationwide CPA exam. Liberal Arts initiated an information systems program and worked with Sarasota Memorial Hospital to establish selected Allied Health Programs. Off-site programs continue at Sarasota Memorial Hospital and the Sarasota County Administration Building. A Master of Business Administration program began at Tropicana Products, Inc. in January. Community-based programs include Camp CanDo, an annual summer camp for the mentally disabled, and a joint drop out prevention program with the Sarasota Ballet of Florida. USF Sarasota also plans a joint recruitment effort with Manatee Community College and joint scholarships for disadvantaged children.

David P. Schenck  
Dean,  
USF Sarasota/New College

## USF St. Petersburg

Enrollment has steadily risen on campus; fall semester we exceeded 3,200 students. Our enrollment goal is 6,000 students by the year 2000; consistent with this goal, the new Poynter Library is about to begin ground breaking.

Dr. Peter French became our second eminent scholar, filling the Marie E. and E. Leslie Cole Chair in Ethics. The Marine Science Department has moved to its new building, the Knight Oceanographic Research Center, part of the joint-use facility shared with the Florida Department of Environmental Protection. We also celebrated the ground-breaking of the new United States Geological Survey (USGS) building.

Our collaborations with St. Petersburg Junior College, Pinellas County Schools, Eckerd College, Poynter Institute and Stetson Law School continue to be strong and positive. We are especially proud of our partnership with Eckerd College in presenting a spring Monday night lecture series, "Russia: Past and Present" in conjunction with the "Treasures of the Czars" exhibit.

H. William Heller  
Dean,  
St. Petersburg Campus