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POINTS OF PRIDE

ACADEMIC AFFAIRS NEWS & ACCOMPLISHMENTS

Letter from the Interim RVCAA



February was my third month as your Interim Regional Vice Chancellor for Academic Affairs (RVCAA). I'd like to tell you what I've been up to this last month.

In early February, Dr. Tadlock and I attended the American Association of State Colleges and Universities (AASCU) 2018 Academic Affairs Winter meeting in San Antonio, TX. The theme of the conference was "Public Universities in Challenging Times." There were

focused sessions on student success that included presentations by institutions that are part of AASCU's Reimagining First Year and Gates Frontier Set initiatives. Nearly 50 AASCU institutions are part of this initiative to improve retention, graduation, and learning outcomes of students. A key part of this is a set of data targets defining successful improvement in institutional performance. One of the sessions I found most insightful was, "What is the Faculty Role in Student Success Beyond the Classroom?" The session explored the increasingly important role faculty can and should play in our institution's student success initiatives, especially reforms and innovations for increasing curricular relevance and coherence.

Also, in late February, I attended the Provost Roundtable organized by the EAB in Washington, DC, and Dr. Tadlock attended the EAB Executive Forum.

The Provost Roundtable provided the provosts in attendance, the opportunity to not only engage with EAB's research on best practices, but also with each other. The broad theme for this roundtable was "A New Paradigm for Academic Leadership," with specific focus on:

- Redefining Leadership in the Face of Market and Mission Shifts;
- Academic Vital Signs: Aligning Departmental Evaluation with Institutional Priorities;
- The Future of Arts and Sciences: Understanding the Key Drivers of Shifting Demand and Engaging Faculty in Program Revitalization;
- Launching Financially Sustainable Academic Programs: Avoiding the Most Damaging Mistakes in New Program Planning.

Through my Table Talk initiative, I have had the opportunity over the last few weeks to talk to students first-hand and learn about their university experiences. For example, Brianna Patterson is an undergraduate biology major who first came to USFSP last fall. She was struggling to make her tuition payment and did not know if she would be able to return for the spring semester. Just days before the semester began, she got a Promise Grant that allowed her to return. We piloted the Promise Grants last fall, and it was gratifying to meet a recipient for whom it

really made a difference. Another thing that really made a difference for Brianne's success so far was a relationship with one of her professors. Brianne said, Dr. Noel Takeuchi, an assistant professor of biology, has been "extremely encouraging" and has "really helped my confidence as far as continuing my major." Professors and instructors are so, so important for student success and students cite the close interaction with professors as very important for their feeling of connection and sense of belonging.

I launched this newsletter last month and stated that I would use it to track our Master Academic Plan (MAP) accomplishments. Below, you'll see this second newsletter categorizes this month's accomplishments into our stated 2017-2018 MAP priorities.

As we move into March, spring is in the air and with it Spring Break, mid-term exams and grades, and the approval by the Florida Legislature and Governor of the USF System consolidation. Regardless of what changes we may incur, I remain focused on our students' success and I know you do as well. Thank you for all you do.

Sincerely,
Dr. Olufunke Fontenot



Table Talk

From left, students Brianne Michaele Patterson (Biology major), Rachel Clemetson (Graphic Design major) and Asmita Palsule (Accounting major) pose with Dr. Fontenot. The students met with Dr. Fontenot in March for the monthly Table Talk and shared their experiences, concerns and suggestions over lunch.

Letter from the AA Fellow

As my time as Academic Affairs (AA) Fellow draws to a close, I'd like to share with you a few of the highlights of my experiences in this position. I've gotten to know and appreciate so many members of our community, far outside of the colleges where I teach and serve. I have truly treasured this once-in-a-lifetime development opportunity to work closely with and learn from our Deans, Vice Chancellors, Chancellor, and community partners. I have gained a rich and broad understanding of just some of the amazing work that keeps our university community thriving and drives the broad visions that become our bright tomorrows.



I have been fully engaged in helping to move our Master Academic Plan forward. This, in particular, has given me a much clearer understanding of how we shape and grow our curriculum and move our institutional identity forward in purposeful ways, to better serve our students and our region. Attending the Campus Board and Board of Trustees meetings has been a master class in understanding the interrelatedness of the many units within our university and the dynamics of working within a system. Working with others, I've helped launch new programming including the University Awareness Series, Delicious Dialogues, a Critical Thinking Conference (August 13 and 14-Save the Dates!) and the ExLabs

Boot Camps for spring and summer. As part of the Student Experience Team, I'm helping design parts of our exciting four-year Student Experience, working together to answer Martin's call for a distinctive, experiential educational journey, giving our students something that they wouldn't get anywhere but USFSP. I've also met with colleagues from China, Japan, and Afghanistan, to share ideas about our educational practices, priorities, and plans, from a global perspective. Through it all, I've made some wonderful friends and delighted in our creative collaborations.

I am especially grateful to have been mentored by not one, but two exceptional RVCAA's this transformative year. Martin and Funke both lead and serve with their hearts, heads, and hands. I truly love working with and learning from them.

I encourage you to consider applying for the AA Fellowship for next year. This is a richly challenging and rewarding opportunity to develop as a leader, to serve our campus and wider community in creating and sustaining marvelous programs, and to get to know so many wonderful and passionate colleagues across our campus-administration, staff, faculty member, students, and community partners.

All the best,
Kathleen Gibson-Dee, Ph.D.

Staff Spotlight: CeCe Edwards

Assistant Director

The Debbie Nye Sembler Student Success Center

CeCe has been on staff for more than six years and her focus at USFSP was, is, and has always been student success. As Assistant Director of the Debbie Nye Sembler Student Success Center, CeCe has expanded the scope and use of the center, starting in a small modular room with a few small tables, into an expansive dedicated space housing collaborative workstations, a computer lab, a conference room, and several offices.



CeCe has developed and delivered a wide and ongoing array of workshops intended to assist students in developing excellent study, time-management, writing, and critical thinking skills. Most recently, CeCe founded our first Testing Center, a revenue generating service, providing secure proctoring for regional students who may be taking classes online, anywhere in the world. CeCe also initiated and maintains a rigorous research-based tutor training program, the International Tutor Training Program Certification, and currently employs 25 student peer tutors who provide free face-to-face and online tutoring services in most of our major content areas. Student utilization of these services has skyrocketed under CeCe's leadership and responsive care.

CeCe is superbly equipped with best practices in pedagogy, motivation, active and experiential learning, and assessment. Her passion for teaching led her to pursue a Ph.D. in Curriculum and Instruction with an emphasis in Adult Education. Her research on the impact of the First Year Experience course on student retention and success is eagerly awaited by our upper administration.

CeCe's commitment to student success is clearly demonstrated on a daily basis, in her classes, her work with students who come to the Success Center, her research and presentations, and in her pursuit of continuing professional development in her field.

Dr. Kathleen Gibson Dee nominated CeCe for this spotlight.

Grants Awarded

The following 10 faculty members had internal grant awards funded this month for a total of \$96,545:

- **Karina Hensberry**, Assistant Professor of Mathematics Education in the College of Education, "Supporting the Growth of Culturally and Linguistically Relevant Teacher Leaders in Urban Math Classrooms" awarded: \$9,762
- **Heather Judkins**, Assistant Professor of Biology in the College of Arts and Sciences, "Searching for cryptic squid species in the eastern Gulf of Mexico using molecular techniques" awarded: \$9,900
- **Jennifer O'Brien**, Assistant Professor of Psychology in the College of Arts and Sciences, "Age-related changes in reward-biased attention and interactions with dopaminergic genotypes" awarded: \$9,900
- **Richard Mbatu**, Assistant Professor of Environmental Policy in the College of Arts and Sciences, "Forest governance and equity in REDD+ benefit-sharing: a case study of sustainable forest management in the Northwest Region of Cameroon" awarded: \$10,000
- **Jill McCracken**, Associate Professor of Verbal and Visual Arts in the College of Arts and Sciences, "Sexuality Education with Foster-Care Involved Youth: Exploring Values, Boundaries, and Risk of Vulnerability to or Perpetuation of Violence" awarded: \$9,994
- **Tiffany Chenneville**, Associate Professor of Psychology in the College of Arts and Sciences, "Healthy Adolescent Sexual development: The role of father involvement, parenting characteristics, and acceptability of the intervention" awarded: \$10,000
- **Karen Ramlackhan**, Assistant Professor in the College of Education, "Superintendents as Leaders for Social Justice" awarded: \$10,000
- **Bahaa Gameel**, Assistant Professor of Journalism and Digital Communication in the College of Arts and Sciences, "Investigating the Effects of Immersive 360-Degree Video on Media Consumers' Knowledge Retention, Perceived Credibility and Sense of Being There" awarded: \$10,000
- **Christopher Davis**, Professor of Information Systems in the College of Business, "Neurophysiological aspects of information systems design" awarded: \$9,989
- **Elizabeth Herrmann**, Assistant Professor of Graphic Design in the College of Arts and Sciences, "Cards for humanity: constructing meaningful communities through unsolicited do-good design" awarded: \$7,000

Master Academic Plan 2017/ 2018 Priorities and Accomplishments

This section is organized by [Master Academic Plan \(MAP\)](#) priorities chosen by the Deans Council for this academic year will and highlight activities within the purview of Academic Affairs that contribute to those priorities. View the [MAP Work Plan](#) here.

A.4 Increase external recognition of distinctive identity

- The Center for Civic Engagement (CCE), in cooperation with the Campus Compact National and Florida offices, and the Swearer Center for Public Service at Brown University, hosted a one-day hands-on institute facilitated by Dr. John Saltmarsh, called "Preparing for the 2020 Carnegie Elective Community Engagement Classification." This event brought colleagues from across Florida (including St. Petersburg College, USF, Eckerd College, Valencia College and Florida Atlantic University) and from Georgia, Oklahoma, and New Jersey (e.g., Stockton University, University of West

Georgia, Oklahoma City University). Our USFSP Carnegie Task Force Steering Committee (Judithanne McLauchlan, Diane McKinstry, Heba el-Tall) spent the day at the Institute, learning more about the just-released 2020 application.

- The CCE has identified 38 Citizen Scholar courses for the Spring 2018 semester, and, for the first time, these are coded as such in OASIS. The CCE is distributing student surveys to the faculty teaching those courses to administer once the civic engagement/community engagement project is completed in their courses. The CCE awarded four Faculty Course Development Grants for the Spring 2018 semester.
- College of Education (COE) students are consistently performing at the top of their field in the state. The COE is in the Florida Department of Education's (DOE) Top 5 Highest Performers in four categories among all 4-year state-funded colleges and universities. Based on statewide tests, COE students rank first on the Florida Education Leadership Examinations for organizational development and second in system leadership in written performance. They rank second overall on the Florida Teacher Certification Examinations in middle grades English and are fourth in professional education, based on results from the Exceptional Student Education K-12 exams. The Florida DOE requires education students to pass these exams before they can teach in the state. Numbers are based on performance data from 2015-2016. Read more [here](#).

B.5 Create affordable international opportunities for students

- To promote awareness of Fulbright opportunities to the campus community, the Office of Global Initiatives partnered with USF World and the Office of National Scholarships to coordinate presentations on these prestigious awards. Dr. Darlene DeMarie, the USF System Faculty Fulbright Advisor, presented a session for faculty titled "Steps to Apply for a Faculty Fulbright Award." Ms. Lauren Chambers, the Associate Director for the Office of National Scholarships, held a Fulbright Student Program Information Session.
- The Weifang University Student Exchange Agreement has been executed and promotion is underway for student semester abroad programs at this Chinese university.
- The Office of Global Initiatives is finalizing summer faculty-led program enrollments. There has been high interest in the language programs in Spain and in France; they both set enrollment records with 15 students committed to each program for Summer 2018.

D.1 Become the partner of choice for education, business, non-profits, and governmental entities in Pinellas County

- On March 1, the Kate Tiedemann College of Business unveiled the naming of the Merrill Lynch Wealth Management Center, thanks to a Bank of America Charitable Foundation award of a \$500,000 grant to support the state-of-the-art venue for students to analyze stocks, assess investment opportunities and apply skills learned in class to manage wealth. "Bank of America and USF St. Petersburg share a mission of supporting the development of young people in the business world," said Bill Goede, Tampa Bay president, Bank of America. Read more [here](#).

- The Academic Advising Director submitted four additional FUSE plans to St. Petersburg College (SPC) for 2018. Forensic Studies was accepted for 2018 inclusion in FUSE. SPC has agreed to collaborate on adding English and World Languages to our FUSE opportunities for 2018.

D.3 Develop academic programming sensitive to the needs of regional businesses, governmental and non-profit agencies, and academic institutions

- In the new Merrill Lynch Wealth Management Center, students will get hands-on experience with investments while in school so they are fully prepared to assist clients when they enter the job market.
- USFSP welcomed 220 new graduate students to USF St. Petersburg in the fall and spring semesters, and ushered in its newest graduate program in Conservation Biology as well as a new concentration in Business Analytics as an added option of the Masters in Business Administration.
- Several new graduate certificates are also now available in Data Analysis, Sustainable Entrepreneurship and Business Analytics.

E.1 Facilitate faculty proposed programs that will drive enrollment and meet BOT and BOG identified critical needs for the state

- During the System Academic Leadership Council (SALC) meeting, the Council approved the USF System Five-Year Master Plan for new degree programs. Attached is the [approved plan](#).

Ongoing MAP Priorities

Deans identified these priorities as ongoing across academic years.

B.2 Review/enhance student success indicators

- Academic Advisors completed a post-registration review of all 2014 FTIC cohort students for potential four year graduation rates. Advisors have also completed outreach to make adjustments in summer schedules to ensure these students stay on the path to graduation.
- The Academic Advising Director completed an excess credit hour review of all 365 undergraduates who were awarded a bachelor's degree in the fall 2017 semester and will be providing this data to colleges within the next few weeks.

E.2 Promote system-wide retention and achievement

- Based on a full analysis of course scheduling practices, the Registrar's Office proposed a new clock schedule, new meeting

patterns, and specific guidelines for scheduling course sections to be effective as of May 2018. The goal is to provide a schedule of course sections each term that maximizes students' ability to plan their schedules for completion within four years.

- Advisors began registration outreach to all undergraduate students based on student level and grade point average as part of an effort to bring students in early for advising appointments to review all aspects of their degree progression and future term registration.
- The Registrar's Office is finalizing the backlog of curriculum and course requests. Of 98 old requests, one remains with the State and 2 are undergoing concurrent review. All others have been completed.
- Advising representatives collaborated with faculty, staff, and administrators across the university to develop our new Advising mission statement and our new list of Advising goals. Many thanks to all those in other departments who worked with us to accomplish this.
- Advising formed a new university-wide committee to develop new student learning outcomes for Academic Advising.
- Our Upper Level Academic Success Coordinator participated in a system-wide committee to enhance the capabilities of Archivum, the new USF System early alert system and a Canvas link for faculty to make referrals when seeking additional support for students was implemented and is in use.
- Advisors will go to veterans! As a special outreach effort, advisors will be spending the morning (9:00 am until 1:00 pm on March 20th) in the Veteran's Center to provide one to one assistance and learn other ways we can further assist this student population.
- The Quality Enhancement Plan (QEP) may have successfully completed the SACSCOC Impact Report process, but it's not over! Our QEP, The Success Equation, implemented an innovative instructional strategy called Jam, Quest, ReQuest with three math courses, back in the fall of 2012. After piloting the program and analyzing student learning and math anxiety data, we discovered that this strategy was helping students learn and become more confident and less anxious about their math skills. Our student success rates tripled in College Algebra and increased substantially in Introductory Statistics and Finite Mathematics. We expanded the program to include Intermediate Algebra and Math for Liberal Arts a few years later. A few courses in other disciplines are also using this strategy to the great benefit of their students. Starting this spring, both Business Calculus and Precalculus classes embraced Jam, Quest, ReQuest. Already, many students have reported that this is helping them learn and be successful and confident in their coursework. The Math ReQuest Center now employs three student proctors and is open four days a week. Also this spring, we are piloting a strategy called Skills Quest to help students identify and refresh any background math skills that they need to be successful in the math course they are taking. The Skills Quest is embedded into their course, doesn't cost anything, and the self-paced learning work is done online. Math faculty and tutors are always ready to help! If the pilot data shows that students are benefiting, we will offer customized Math Skills Quests to any math intensive course, in any discipline, expanding the program in the fall. The QEP is all about improving student learning, so let me know if you have a math intensive course and would like to know more about the Math Skills Quest project.
- Graduate Studies has recently acquired access to a Communications Relation Management (CRM) platform, CampusNexus. This will optimize the way that Graduate Studies is able to communicate with both current and prospective students, and allow us to conduct personalized email campaigns to

thousands of people while tracking the effectiveness of our marketing, recruitment and admissions efforts.

E.3 Require evidence-based assessment plan and program goals as part of the justification for every new curricular endeavor

Nothing to report.

C.3 Review, maintain and enhance the Center for Innovative Teaching and Learning

The Center for Innovative Teaching and Learning (CITL) and Online Learning and Instructional Technology Services (OLITS) held the third annual Bay-to-Bay Learning Symposium on Feb 9, 2018. Faculty and staff from USFSP, USFSM, USF Health, and Saint Petersburg College attended the event. The symposium focused on critical thinking as a skill to be developed and infused in discipline-based courses. The full-day event featured two speakers, each of whom approached critical thinking from their expertise in research and instruction. See more [here](#).

USF St. Petersburg, 140 7 Ave South, St. Peterburg, FL 33701