

6-8-2021

## Campus Advisory Board Programs Update Workshop : 2021 : 06 : 08 Minutes

University of South Florida St. Petersburg

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## **Campus Advisory Board Programs Update workshop**

June 8, 2021

2:00pm-4:00pm

Teams Meeting

### **Minutes**

Attendance:

Lisa Brody

Susan Churuti

Lawrence Hamilton

Scott Goyer- Vice Chair- Not able to attend

Reuben Pressman

Melissa Seixas- CHAIR

Debbie Sembler

David Rosengrant (ex-officio)

Veronica Jimenez (ex-officio)

Martin Tadlock

Chair Melissa Seixas opened up the meeting and said we are looking forward to hearing the Program updates and thanked the Campus Board members for their interest and willingness to give us time to hear the program updates and thanked the faculty for the updates. Hopefully we'll have more opportunity to hear more Program updates.

Chair Seixas reported that the BOT approved the nomination of Reuben Pressman to our Campus Board.

Dr. Tadlock took roll call: All Campus Board members were in attendance except Scott Goyer.

1. [Family Study Center](#): Jamie McHale

Dr. Jamie McHale reviewed the [Family Study Center PowerPoint](#).

This is the second part of the two-part presentation. This center has been running since 2003. The mission of the Family Study Center has always been to serve families in Pinellas County with children from pregnancy to age 3. They do other work, but that is the scope of their work.

Clark University is where Dr. McHale began his career. It is a community engaged, faculty run institution, private, not public. It has a genuine commitment to community. Faculty who moved into the area to support students were given a \$20,000 stipend from the University to buy their home and then \$5000 each year for 5 years to renew. They want faculty to be engaged and living there. Students who went to high school in the surrounding area were able to come to Clark University and study for free. The university had one seat on the Community Development Association that was getting funding from HUD and other places on community development.

In Wooster, it was a large Puerto Rican population, so Clark University had ESL classes for parents, and their children would come and get tutoring. Clark University was Community immersed and engaged. Dr. McHale came here and wanted to do that at USF St. Petersburg and feels he accomplished some of that. USF SP has been incredibly supportive in the growth and development of the Family Student Center as being embedded in and with the community both in St. Petersburg as well as Pinellas County.

Dr. McHale discussed the period of time before receiving recurring legislative appropriations in the state of Florida. One of the most significant ongoing connections and collaborations they have had has been with COQEBS. COQEBS has been trying to close the educational gap between black and white children. New science came out documenting that 80-85% of all brain development was done in the first three years of life.

Dr. McHale talked about his Top 3 Priorities, one of them is getting an Assistant Director in place. He will retire in 7 years and wants to have the next Director come in, get to know the Family Study Center, get to know the community and gain trust in people.

**Question:**

Board member Lawrence Hamilton asked, with your impending retirement in 7 years, do you have an idea who can replace you?

Dr. McHale said the next Director should be a black or brown individual. 80% of the work they do support black and brown families in St. Petersburg. We need a family systems person with infant mental health experience, a man or a woman, who can take over for him.

Chair Seixas thanked Dr. Jamie McHale for the work he is doing.

2. [Innovation Scholars](#): Kasey Kobs

Kasey Kobs reviewed [Innovation Scholars Career Exploration Program 2021 Update Powerpoint](#).

Kasey is a Career coach and the Coordinator for Career Experiences and USF St. Petersburg Campus Career Services.

**Question:**

Board Member Debbie Sembler asked if they work through Compass?

Compass is working with first time students and freshman in all different ways and it's an add on to what they do. Career services works hand in hand with Compass on many projects, and are great partners getting access to students and communicating with them, but they haven't worked specifically with Compass with this program. They work mainly with Enrollment services admissions in identifying prospective students, communicating with admits and admits who have deposited. Debbie Sembler commends what Kasey is doing with this program.

**Question:**

Board Member Reuben Pressman asked what's the benefit of having the minimum GPA requirement?

It is called scholars. Having a minimum GPA helps sets the program apart, makes it more distinctive, and it justifies the word scholars. Most of our admits come in with a high GPA. It was reinstated to justify why they are calling it scholars and to say this is a serious program, but it's available for anyone and they aren't excluding anyone.

Board Member Reuben Pressman stated students who may have a lower GPA may be challenged with inspiration of where they want to go and if this program can help them it may result in helping them increasing their GPA.

**Question:**

Board Member Reuben Pressman asked can you clarify the goal on who in the long term do you hope will be able to attend the program?

Every first time in college student, we hope will be paired with a mentor for their first fall semester. This is a first time in college program for that cohort of students. Students who may be academically challenged may need these programs even more, for retention, but we're not excluding anyone because our admission pool meets that minimum GPA requirement, which is 3.75 now. We're not trying to be exclusive, but trying to set an expectation in terms of professionalism and culture.

We have many students come in with their associate's degree and they only have two years to get an idea of what they want to do post-graduation, so that's another reason we need to grab them as FTIC's and enhance their career exploration opportunities very early because they have a much shorter timeframe to change their major or create a career path, identify their job or graduate school goals.

**Question:**

Chair Seixas asked what is the cost of this program?

There is no cost for participating. Dr. Tadlock stated its people time. Kasey has done a phenomenal job. It started with Caryn Nesmith and Kathleen Gibson-Dee with dedicated time to launch this program and it moved over to Career Services.

3. [Florida Studies and La Florida](#): Michael Francis

Dr. Francis reviewed the La Florida [PowerPoint](#).

This is a project that was launched formally in 2018, called la Florida the Interactive Digital Archive of the Americans. It began with a generous grant and the goal is to make colonial Florida history much more accessible to a far wider audience, to make it engaging, to combine innovative historical research with cutting edge technology. Dr. Francis showed a mockup of what the site will look like when they launch their next major initiative on February 1, 2022.

**Question:**

Board Member Reuben Pressman asked do you have the resources in the USF system to collaborate with someone on automating a lot of that and potentially putting it out there to be used for other purposes in the future.

Dr. Francis said because of the difficulty of some of that text, he doesn't know if in the next 10 years they'll have that. They're collaborating with a company in Europe called Transkribus and they're doing precisely that. Part of the reason we're doing the polygons, they're working on this with Dutch, English and French and they had no partner doing Spanish. We're basically giving them our work and collaborating with them with the hope that down the road that there will be some mechanism that will allow documents simply to be fed through this software and it will transcribe. If they had the investment to do that, it wouldn't take 10 years. It's very difficult to raise money for humanities type projects and is difficult to convey how this could be relevant to a global audience. Our goal is to create all kinds of levels where this could be used by 5<sup>th</sup> grade Colonial Florida history students.

Chair Seixas finds this incredibly fascinating because the technology seems like a complete breakthrough for the depth of research that scholars and students will be able to conduct with this kind of access.

**Question:**

Chair Seixas asked if the city of St. Augustine expressed any interest in using this data to more accurately reflect from a historical standpoint within their own city the role that African Americans played?

Dr. Francis stated we received \$60,000 in grant money from the city to support this work. When Dr. Francis gave a presentation of the Free and enslaved talk in St. Augustine, the President of the Historical society was surprised because they were not aware of that history. He has a conference call with him to talk about what they're doing. Dr. Francis said when they finish entering the data, about the people in those records, they will have more than 100,000 people. The city has been quite interested. There has been culturally a shift in the city to talk about their challenging past.

**Question:**

Chair Seixas asked how Dr. Francis would see the application of this technology in the Tampa Bay area from a historical standpoint.

Dr. Francis said that anyone interested in building a database where they can track people and the movements of people and create custom infographics, this software when we launch it, will be a gamechanger for that. It's software built on historical data, and that is rare. This is technology designed and created by us. Dr. Francis would like to come back to the Board after they launch this technology in February.

4. [Graphic Arts](#) (renovation of Harbor Hall): Jennifer Yucus reviewed the [Graphic Arts Program and Harbor Hall renovation update](#).
  - a. Jenny had the privilege of presenting last summer about the Dose of Gratitude campaign.
  - b. Last summer they were approved to be an official Shine Mural Festival location. It was created by two of their alumni from the program. Jenny appreciates all the support from campus leadership to get this project completed.
  - c. Josephine Hall gift- In 2018 they were gifted \$1,000,000 gift from Joseph Hall.
    - i. They completed a 17-station computer lab and the current round of renovations. The renovations should be done by the start of the Fall semester.
    - ii. First space is in the front lobby- updated lighting and flooring and updated monitors in the building.
    - iii. Down the main corridor they installed stainless steel magnetic walls and new track lighting. They still have to redo flooring. Student work will go up on the walls.
    - iv. Since Consolidation, Harbor Hall has been dedicated to just the Graphic Arts Program and they transformed the space into studio space. Two classrooms were combined into one, they have new lighting, stainless steel walls, new monitors. Other classrooms received a facelift too. In the back where the community room is, will have new lighting and flooring and will be a gallery space.
  - d. The support from the community has been fantastic. If you would like to stop by the building, Jenny would be happy to give anyone a tour. If you have any ideas for future projects, that would be great.

Chair Seixas stated that is a tremendous transformation of that space. St. Petersburg has become renowned for the Arts. She loves the fact they will have this open and using the space for the Saturday Art Walk.

Jenny stated once the renovations are completed, they will make plans for the Saturday Art Walk. After consolidation, the Graphic Arts Program became part of the College of the Arts, they will also be housing Architecture classes and Arts administration courses on the second floor of Harbor Hall. The more programs we get within the College of the Arts, the more community engagement we can get.

**Question:**

Chair Seixas stated the Campus Board members have seen some of the numbers for the fall admissions, can you talk about the admissions within the Graphic Arts Program.

Jenny stated they are a portfolio review program. Anyone can take the freshman sophomore courses and foundations and between sophomore and junior year, they apply to get into the program. They accept about 50% of their applicants and they get the cream of the crop. Their students are doing excellent award-winning work. They usually sweep the Addy awards and nationally they do a lot with AIGA. Their numbers are great and are emphasizing quality over quantity and really want the select students they have to excel and they're getting jobs at Major League baseball, Facebook, design firms, and they're doing great things.

Chair Seixas stated it is fantastic they are finding exciting careers and great they're finding them here. They make great ambassadors for the university. Perhaps when our campus board gathers together in person again, maybe they could do a tour of Harbor Hall.

**Question:**

Board Member Susan Churuti stated that someone left a legacy gift to support digital arts and the Campus Board helped make the decision how to spend that legacy gift, and it demonstrates our role as a campus board.

5. [Sustainability Studies](#) (interdisciplinary--across colleges): Magali Michael reviewed her [PowerPoint](#)
  - a. Dean Michael discussed the Sustainability Studies Program. It is one of the newest programs launched in Fall 2019. It is an important program and is one of a handful of Arts and Sciences programs that is only offered on the St. Pete campus.
  - b. The major was created based on student demand. So many students are interested in the field of Sustainability Studies but not all of them want to be scientists and we had nothing for them. This program was specifically designed as an Interdisciplinary program that could prepare people to work in all sorts of for profit, nonprofit, governmental agencies, all around the field of Sustainability studies.
  - c. They started with 3 students, and for the fall they now have 33 students. During that period, we had consolidation and covid and the numbers of new students on campus was much lower. They are now expecting a larger class, so it could grow larger than 33.
  - d. There is a Senor Capstone course and it brings together students who are doing internships or working on projects. They encourage internships in the community but there are some students that because of the jobs they hold or family obligations can't do internships, so they are allowing students to work on a series of projects. They have to wait until their last year to do this, and they meet weekly to talk through their internships and projects and also present them to each other throughout the semester.
  - e. There are a lot of Co-curricular activities created by students and staff.
    - i. There is a Green Virtual Festival planned for September 24, 2021.

- f. Students also have the option of doing Leed Training and Certification which adds to their credentials when they graduate. This is a national certificate we participate in.
- g. Faculty and staff have applied for a number of grants.
  - i. One of them is a \$25,000 Ford Motor Company grant to fight food insecurity through urban farming. The Fresh and Local Greenhouse Project could help address food inequality in South St. Petersburg where access to affordable and nutritious food is limited. About 30 students will participate in this project per semester, and they are also recruiting students from the high school, hopefully recruiting them to the campus in the future.

**Question:**

Chair Seixas asked if she has done any work with or talked to anyone at Brook Street Farms? They are growing acres of produce in containers and have a non-profit arm, Desert Farms and is an incredible business model. They've been able to bring in investors. They may make a great partner in the College of Arts of Science.

Dean Michael said the College of Arts and Sciences has a dedicated internship coordinator and they do have students placed there.

**Question:**

Chair Seixas asked Dean Michael what would you see as your next step in growing the Sustainability Studies? It's already very interdisciplinary.

Dean Michael said they probably need to increase our faculty. Right now, the program is being taught completely by faculty from other programs. When the proposal was submitted, part of the proposal was that we would add two new faculty, but we never did given consolidation and budget cuts. We don't have dedicated faculty to this program which makes it difficult, particularly through the consolidation process. A lot of our faculty workloads have dropped to align with their colleagues in Tampa, so it's difficult to get faculty to teach courses for this program when they're dedicated to another program. When they get more students, they will not have enough faculty to teach the courses that are required for the program. The goal is to build more faculty and keep the participation of the various programs that are part of this.

Board Member Lisa Brody was excited to hear about the opportunities for high school students because that will be very important moving forward in recruiting, especially for local students. There is a growing number of students interested in sustainability and are already doing work in this area in high schools.

Dean Michael said because this program is not in a department in the consolidated College of Arts and Sciences and it's a program just on the St. Pete campus, we are administering it in the College office and our Associate Dean, Susan Toler, is administering the program, so we have a lot of flexibility in working with the community. Dean Michael would like any names or ideas



the Campus Board members have because they'd like to grow those connections. Their internship coordinator really wants to reach out to more community organizations.

**Question:**

Chair Seixas asked if Dean Michael foresees an opportunity as the concept of Flood Hub takes place with the College of Marine Science, as a direct link to sustainability?

Dean Michael said they were hoping to partner with the college and Dean Frazer has been very positive about that. They don't know what the new college will be right now, but there was discussion about it encompassing the Graduate program in global sustainability, and if it does, that partnership is even clearer. They are hoping some of their undergraduates move onto the graduate program. They have already partnered with some of their instructors to teach courses. That partnership should be developing.

Board Member Debbie Sembler said she's happy to hear it's offered on the St. Pete campus because that subject is growing in interest from so many students and she believes that corporations are trying to brand themselves as doing things with sustainability. She thinks there's a big opportunity not only with Ford, but with other organizations in our community to partner with.

Dean Michael wants to stress sustainability and the environment on this campus. The other program we are hoping to launch in Fall of 2022 is the Environmental Chemistry program. The students who want a science degree and are interested in those issues would choose that one. That one will be offered only on the St. Pete campus for the time being.

Chair Seixas stated the thing that jumped out to her was the sheer diversity of the activity, the research, the initiatives and the programs underway on the St. Petersburg campus. It's really quite impressive work that changes future methodologies around research and changes future lives. As students hopefully attend our university, we can prepare them for the future, and how we can make the world greener. Duke Energy teams do a lot of work with students and faculty here. Programs that are trying to help members of our community to get the right start in life, such as the Family Center as well. Chair Seixas stated that her and Chancellor Tadlock worked hard to get the right sequence of this meeting which helps us to move onto our June 16<sup>th</sup> budget workshop. The next Campus Board meeting is in August. We would like to speak as informed members on your behalf. We appreciate you all putting these presentations together.

Board member Susan Churuti said as we go forward with new initiatives, it's very important that we don't lose these legacy programs. Susan has served on the board and is on her fourth year and her husband served eight years before her. One of the institutional weaknesses on the St. Pete campus is we've had a lot of churn in the administration and in these positions. She wants to make sure we continue to have this general education for the Campus Board members on the things that are really working well here. Everything we've heard about here are success

stories that not everyone in our community knows about them. Susan is very pleased we're having these types of workshops to educate ourselves to make us better Campus Board members and hopefully bring some institutional memory and understanding that we bring as individuals in the community to the USF St. Pete Campus. Everyone on this Board has gifts that will benefit the organization. Thank you for setting up this meeting and exposing us to some of the things that are going on in different programs.

Chancellor Tadlock is proud and said there are distinctive things that happen at St. Pete that are nationally significant and relevant. They tried to carefully represent the five academic clusters. The programs are highly significant and the individuals that presented today are absolutely stellar in the work that they do and he couldn't be prouder.

Chair Seixas adjourned the meeting 3:37pm