



As the campus assumes responsibility for orientation of a faculty cohort that includes 50 new members, as well as an entirely new administration team, a new and innovative approach is being taken to educate and disseminate the institution's mission. The "I AM USF ST. PETERSBURG " campaign reminds the campus and the broader community of the ways in which individuals affect and in turn, are affected by, USF St. Petersburg's mission. The acronym I AM stands for Individuals Are the Mission and speaks to the value that USF St. Petersburg places on each individual contributing to and serviced by our mission. Features of "I AM USF ST. PETERSBURG " appear weekly in the campus's electronic *E-News* publication available to all who access USF St. Petersburg web site. Sample articles in *E-news* are provided in [Attachment Q](#).

USF St. Petersburg's mission statement was adopted and approved by the USF St. Petersburg Campus Board on February 24, 2003 (see USF St. Petersburg Campus Board Meeting Minutes of 2/24/03, Action Item 9.2 in [Attachment R](#)).

**Below is a list of steps leading to the adoption of the current USF St. Petersburg mission statement:**

**November 2000:**

USF St. Petersburg developed a campus Strategic Plan as part of the university-wide "USF 2000" campaign.

**February 2001:**

USF St. Petersburg's Strategic Plan was revised to update action items.

**August 2001:**

USF St. Petersburg's Strategic Plan was submitted to the Southern Association of Colleges and Schools (SACS) with the campus's original application for separate accreditation.

**September 2002:**

A campus-wide Task Force on Campus Planning was formed and charged with reviewing and revising the mission, values, vision and goals of the Strategic Plan.

**January 2003:**

A draft of the strategic planning statements was disseminated to faculty and four campus constituency groups for review and comment. The constituency groups included the USF St. Petersburg Faculty Council, The USF St. Petersburg A&P (Administrative & Professional Employees) Council, the USPS (University Support Personnel Services Employees) Council and the USF St. Petersburg Student Government.

**February 2003:**

The draft planning statements document was reviewed individually with members of the USF St. Petersburg Campus Board, campus leadership and in an open public forum for the broader St. Petersburg/Pinellas community on February 12, 2003.

**February 24, 2003:**

USF St. Petersburg Strategic Planning Statements are presented for approval by the USF St. Petersburg Campus Board. USF St. Petersburg Strategic Planning Statements are approved unanimously by the Board [Attachment R](#).

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**Minimum Documentation Required**

1. Copy of mission statement as it appears in the catalog and other institutional documents.
2. A description of how it was developed and approved and how it is reviewed.
3. A list of institutional publications where the statement of purpose is described.

**Supporting Documents:**

Attachment P	USF St. Petersburg Task Force on Campus Planning: <a href="#">Roster</a> and <a href="#">Charge</a>
	<b>The USF St. Petersburg Mission appears in:</b>
<a href="#">USF SP Home</a>	Linked to the USF St. Petersburg web site home page
<a href="#">USF SP Acad Affairs Home</a>	Linked to the USF St. Petersburg Academic Affairs web page
<a href="#">Campus Planning Library Site</a>	On the USF St. Petersburg Library web page
<a href="#">Attachment Q</a>	Weekly in the on-line E-news campus information letter - I AM USF ST. PETERSBURG campaign
<a href="#">USF SP SACS Home</a>	Linked to the USF St. Petersburg SACS accreditation web site
<a href="#">USF SP #2</a>	In the USF St. Petersburg Strategic Plan
<a href="#">USF SP #3</a>	In the USF St. Petersburg Undergraduate Catalog
<a href="#">USF SP #4</a>	In the USF St. Petersburg Graduate Catalog
<a href="#">USF SP #5</a>	In the USF St. Petersburg Faculty Handbook
<a href="#">USF SP #6</a>	In the USF St. Petersburg Student Handbook
<a href="#">USF SP #7</a>	In the USF St. Petersburg Constitution
<a href="#">Attachment R</a>	In the USF St. Petersburg Campus Board Minutes recorded on February 24, 2003, Action Item 9.2

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*USF St. Petersburg*

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