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# Tampa Bay Times Shines Light on USFSP Strategic Plan

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— Photo: Scott Keeler, Tampa Bay Times

Two articles in the Tampa Bay Times aimed a spotlight at USFSP's Strategic Plan, which will be presented for approvals to USF System President Judy Genshaft, the Campus Board and the USF Board of Trustees later this summer. The [first piece](#) ran on the Times front page on Monday, June 22, and focused on USFSP's efforts to shape its brand identity. A second piece, a [Times Op-Ed](#) that ran on Saturday, June 28, further endorsed Regional Chancellor Sophia Wisniewska's vision for the university.

[USFSP Seeks to Develop a Brand](#)

[Editorial: USF St. Petersburg Makes Remarkable Progress](#)