

# USF

UNIVERSITY OF  
SOUTH FLORIDA  
MAGAZINE

THE OFFICIAL MAGAZINE of the  
USF ALUMNI ASSOCIATION  
SPRING 2020



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# USF

UNIVERSITY OF SOUTH FLORIDA MAGAZINE

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SPRING 2020

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Photos: Clockwise from top, courtesy of College of Arts & Sciences; Honors College; College of Engineering

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**COVER:** Jabril's Ramesh Saligame joins USF President Steven Currall to cut the ribbon on the USF Jabril Innovation Institute.

# From the President

## Dear alumni, friends and supporters of USF:

WELCOME TO THE SPRING ISSUE OF *USF Magazine* and our focus on partnerships.

Our spirit of service dates to the founding of USF. As you will read in the package that begins on page 18, our partnerships have a positive impact throughout the Tampa Bay region, across our state and internationally. They are as diverse as the communities we serve, ranging from important work on childhood trauma with the Crisis Center of Tampa Bay, to helping Suncoast Community Health Centers enhance their financial stability, to a joint effort designed to expand educational access and help Pinellas County students who want to earn a college degree.

USF's partnerships enable us to realize our mission as a public university. They create opportunities for our faculty members to share their expertise and for our students to take advantage of authentic experiences to learn how the world works beyond our campuses.

USF, the nation's fastest-rising university, is on a remarkable upward trajectory. We have achieved so much, and have such a bright future, thanks to the collaboration and support of the community around us.

Our commitment to serving our communities recently led to national recognition for the Tampa and St. Petersburg campuses. As the story on the opposite page details, the Carnegie Foundation for the Advancement of Teaching awarded the two campuses its 2020 Carnegie Community Engagement Classification. Both the Tampa and St. Petersburg campuses earned the designation in 2010; this reaffirmation reflects the growth of our efforts.

As Judithanne McLauchlan, director of the Center for Civic Engagement on the St. Petersburg campus, notes, the demanding application required documentation of meaningful, sustained partnerships. My thanks to Judithanne and Lillian Wichinsky, director of the Office of Community Engagement and Partnerships on the Tampa campus, for leading the efforts to achieve this recognition. This was a herculean task; compiling the campuses' applications took well over a year.

We also learned that USF continues to be one of the top producers of Fulbright scholars in the United States. As the story on page 13 points out, nine of our faculty members earned the highly competitive award, meaning USF is the third highest-producing institution in the nation, and tops in Florida. It is especially worth noting that USF placed ahead of several members of the



Photo: SANDRA C. ROA | USF News

Association of American Universities (AAU), including Michigan State University, Purdue University and the University of California, Berkeley. The AAU is a prestigious group of the top 65 public and private universities in the U.S. and Canada, which USF aspires to join. Congratulations to our Fulbright scholars!

I was pleased to announce recently new leadership for Cyber Florida, a state-funded organization that builds partnerships and develops programs that grow and strengthen our state's cybersecurity industry. J. Michael McConnell, retired U.S. Navy vice admiral and former director of the National Security Agency, is the new executive director. As you will read on page 11, he brings to the position a more than 50-year career focused on international and foreign intelligence issues. USF has hosted Cyber Florida since its founding in 2014, and current Director Sri Sridharan plans to retire effective June 30. Sri has been an outstanding leader, and we are deeply grateful for his many contributions.

I also hope you will read the wonderful profile of Betty Castor and Sam Bell, which begins on page 16. Many of you know Betty, USF's first female president, and Sam, who served in the Florida House of Representatives for 14 years and is known as "Father of the USF College of Public Health." Their commitment to our university spans decades, and they continue to share their time and treasure with USF.

We are having a very productive and rewarding spring semester, and we are grateful for your continuing support of USF and our students.

**Steven C. Currell**  
USF President and Professor

# Campuses earn community-engaged designation

USF'S CAMPUSES in Tampa and St. Petersburg have again earned national recognition for community engagement in teaching, research and service.

The Carnegie Foundation for the Advancement of Teaching announced that the two institutions are among 119 U.S. colleges and universities to receive the 2020 Carnegie Community Engagement Classification.

This designation is not only vital to USF's mission as a metropolitan public research university, it is also one of the metrics used to determine Preeminence eligibility by the Board of Governors.

The designation follows a process of intensive self-study by each institution, which is then assessed by a national review committee led by the Swearer Center for Public Engagement at Brown University, the administrative and research home for the Carnegie Community Engagement Classification.

On the Tampa campus, the Office of Community Engagement and Partnerships, led by Director Lillian Wichinsky, compiled the application. On the St. Petersburg campus, the Center for Civic Engagement, led by founding Director Judithanne McLauchlan, prepared the application.

Both the Tampa and St. Petersburg campuses earned the community engagement classification in 2010. According to Wichinsky, the 2020 reaffirmation is significant because it shows the growth of the university's efforts.

For example, in the 2010 application, USF reported that 76 faculty across its then four campuses were teaching service-learning courses to more than 1,900 students. In 2019, approximately 150 USF Tampa campus faculty were teaching such courses to more than 4,000 students.

On the St. Petersburg campus, 44 percent of majors included citizen scholar-designated courses in 2010. By the 2017-18 academic year, that had grown to 81 percent.

"With community-engaged learning, students get to apply skills and theories learned in the classroom to address community challenges," Wichinsky says. "They also are learning about diversity, working with individuals and communities they might not have previously interacted with, but will do so throughout their lives."

She noted that USF's efforts are helping to address a number of concerns identified in the Tampa Bay Partnership's recently issued regional competitiveness report.

"I went to the recent 'state of the region' meeting and listened to the discussions about poverty, about the lack of transportation for people to get to jobs, about food insecurity and housing, among other issues," Wichinsky says. "Our faculty and students are addressing the very issues that report identifies as holding our city back."

To compile the applications – which took well over a year – Wichinsky, McLauchlan and their teams reached out across their campuses to every college, as well as academic and student success units, and other stakeholders. The Carnegie Foundation also required contact information for a variety of community partners to verify material in the document.

McLauchlan noted that the 2020 application required far more detail than was the case 10 years ago.

"The Carnegie Foundation made it very clear how much more rigorous the standards are this time around," she says. "They basically said that just because you had the designation before, don't think this will be a walk in the park. It's striking how many universities that had the community-engaged classification in 2010 chose not to pursue reclassification. The Carnegie Foundation's expectations were very daunting."

Of 121 institutions nationally that could apply for the re-classification, 44 did not.

"We needed to demonstrate that we have meaningful, sustained partnerships," McLauchlan says. "This provided a special challenge but also an opportunity for soul-searching: What makes the St. Petersburg campus special, what is our identity? Time and time again, what we found is that we're part of the community, that we have a passion for our citizen-scholar program."

While the applications are extensive – each is around 100 pages – they can't possibly include all community partnerships.

"We were very intentional about providing balance in describing the work that our faculty, staff and students are doing," Wichinsky says. "Every college is making a difference."

- TOM WOOLF | University Communications

USF is published quarterly by University Communications & Marketing and the USF Alumni Association for alumni, friends and members of the USF community.

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# First Look



Photos: LAURA LYON | Innovative Education



# USF in the community Gasparilla

USF's float in Tampa's annual Gasparilla Parade of Pirates, featuring Rocky, the Herd of Thunder, Sun Dolls and members of the football team, always draws cheers from the thousands along the route. President Steve Currall and his wife, Cheyenne, led the way, followed by new football coach Jeff Scott. One of 136 total units in the parade, USF's float took first place in the "General Commercial" category, as determined by Gasparilla organization judges.



# First Look



Photo: RYAN NOONE / USF News





# GOLDEN CELEBRATION

MORE THAN 50 YEARS AFTER THEIR USF graduation, what's the most striking change Linda and John Sanguinett see on today's campus?

"Shade!" answers Linda, without hesitation.

"Trees!" says John.

Linda, '68 and MA '71 (center); John, '68 (right); and Sam Davis, '69 and MA '88 (left), marvel at all that foliage and the sea of gleaming new buildings during a visit to USF Tampa. They joined about 65 other alumni from the classes of 1968 and 1969 in December to celebrate their milestone anniversary with a reception at the Gibbons Alumni Center; induction into USF's Golden Guard Society, including commemorative medallions; campus tour; dinner at Champions Choice on campus; and a Bulls basketball double header.

"The Yuengling Center's a knockout!" says Davis. "We didn't have basketball or football back then – Rocky wore glasses and carried books, and the place that was jumping was the library."

The Alumni Association has hosted Golden Guard reunions since 2013, when USF's first alumni marked 50 years post-graduation.

"These are the Bulls who began laying the groundwork for the values, ideals and traditions USF embraces today. They helped give our university its very special character and the high standards that are the foundation of a Preeminent State Research University," says Bill McCausland, executive director of the association.

The Sanguinett's say they wouldn't be the same without USF, either. They met at the University Chapel Fellowship when USF was "all sandspurs," had their first date on campus at a Glen Yarbrough concert, and married in 1968.

"USF influenced my life in so many positive ways, especially the amazing, independent women deans and professors," Linda says. "They were my role models."

The next Golden Guard induction will be held in December 2021 for the classes of 1970 and '71. Alumni will receive invitations via postal service and email. To be certain you receive yours, please update your contact information at [myusfbio.org](http://myusfbio.org).

- PENNY CARNATHAN, '82, Life Member

# University



Illustration: GENSLER

Above: Architect's rendering of the planned research facility.

## USF breaks ground on new Research Park building

THE UNIVERSITY OF SOUTH FLORIDA'S RESEARCH PARK is the home of scores of startup companies, from those founded around faculty-invented technologies to new student companies to tech startups that want to partner with USF and provide internship opportunities. The research space is also perpetually full.

But in the next 18 months, a 120,000-square-foot building will rise to house state-of-the-art laboratory facilities, office and meeting space for innovators, faculty research teams, startup companies and established firms, as well as retail and dining options. The new building will be located at the northeast corner of Spectrum Boulevard and Fowler Avenue, and will increase the park's space inventory by 34 percent, from 349,807 square feet to 469,807 square feet.

A ground-breaking ceremony was held March 10 for the \$42 million project. It has a targeted completion date of fall 2021.

The USF Research Park covers more than 112 acres and is home to more than 65 resident and affiliate companies, as well as the Florida Inventors Hall of Fame. More than half of the incubator companies focus on life sciences and nearly half are commercializing technologies developed by USF researchers.

Following a competitive process, a design/build team from Skanska and integrated architecture, design, planning and consulting firm Gensler were selected. CBRE, the largest commercial real estate services company in the world, was selected as marketer/broker for the project.

Gensler co-managing director Dawn Gunter, who is leading the project, earned her Master of Architecture from the USF School of Architecture & Community Design in 2010. Among her notable projects are 400 Channelside Drive, a premier mixed-use development in the Water Street Project, and Riverwalk Place Tower, planned to be the tallest building on Florida's west coast.

The USF Research Park is at the heart of USF's innovation enterprise, which a recent report from the Washington Economics Group says creates a \$548 million annual economic impact statewide.

- VICKIE CHACHERE | Office of Research and Innovation

## Stroman to lead advancement, alumni affairs, USF Foundation



UNIVERSITY OF SOUTH FLORIDA President Steven C. Currall has named Jay Stroman as senior vice president of advancement and alumni affairs and CEO of the USF Foundation. Stroman, currently senior associate vice president for development and alumni relations at the University of Georgia (UGA), brings 20 years of highly successful institutional advancement experience to USF. His appointment is effective June 1.

“As the University of South Florida advances as a globally recognized metropolitan research university, the support of our community has never been more important. Jay is a dynamic development leader who will build strong relationships with our alumni and community supporters, advocate for the university’s top priorities and develop creative strategies for sustainable philanthropy. His demonstrated track record of cultivating significant giving, as well as his enthusiasm for higher education makes him the perfect fit for our next chapter as a university,” Currall said. “I also want to thank the members of our search committee for their excellent job attracting a diverse and qualified pool of candidates, which resulted in this outstanding hire.”

Since joining UGA in 2014, Stroman helped coordinate and lead a capital campaign that exceeded its \$1.2 billion goal more than a year earlier than the original target date. He also played a key role in securing a \$30 million gift, the largest in the 200-plus year history of the state’s flagship university, and establishing more than 500 endowed need-based scholarships. During his tenure, UGA increased its annual fundraising from \$95 million to over \$230 million, and increased the alumni participation rate from 9 percent to 14 percent. Stroman worked closely with UGA Athletics to implement new fundraising initiatives that resulted in raising more than \$120 million for new athletic facilities in four years.

“I am truly honored to join the University of South Florida, one of the nation’s most promising and fastest-rising universities,” Stroman said. “Over the course of my career, I have gained a deep appreciation of the critical need for strong philanthropic support at a major research university. I am very excited by the opportunity to lead a successful advancement program and play a key role in collaborating across the institution to develop new strategic initiatives that benefit our students, faculty, staff, alumni and region.”

Prior to his time at UGA, Stroman spent six years as vice president for advancement at Young Harris College, a private, liberal arts college located in northeast Georgia. While at Young Harris, the college completed its largest capital campaign and secured its largest single gift in the institution’s history.

From 1999 to 2008, Stroman served in a variety of development and advancement leadership roles at Mercer University during a period when the university completed a \$350 million capital campaign. He also spent five years as an assistant men’s basketball coach at Mercer. Stroman earned a bachelor’s degree in management from Mercer in 1991. He and his wife, Tanya, have two daughters, Allie and Holly.

- ADAM FREEMAN | University Communications

## Former NSA director to lead Cyber Florida



J. MICHAEL (MIKE) MCCONNELL, retired U.S. Navy vice admiral and former director of the National Security Agency (NSA), is the new executive director of Cyber Florida, which is hosted at USF. McConnell brings an extensive military and intelligence background that will help further Cyber Florida’s mission of positioning the state as a national

leader in cybersecurity.

Cyber Florida is a state-funded organization that works with all 12 public universities in Florida, as well as private industry, government and the military to build partnerships and develop programs that grow and strengthen Florida’s cybersecurity industry. Current Director Sri Sridharan plans to retire effective June 30.

“Our goal at USF is always to recruit the best talent – whether the brightest students, world-class faculty or top leaders of their fields – to elevate the stature of our university. Mike is one of the leading voices in cybersecurity nationally, and I have no doubt that his vast experience and relationships with key policymakers will be a tremendous asset to Cyber Florida’s continued progress, which will benefit future generations of Floridians,” USF President Steven C. Currall says.

McConnell’s distinguished career spans over 50 years, focused on international and foreign intelligence issues, including 29 years as a U.S. Navy intelligence officer. In 2007, he became the second U.S. Director of National Intelligence, serving under Presidents George W. Bush and Barack Obama. From 1992 to 1996, he served as NSA director. McConnell has received the nation’s highest award for service in the U.S. intelligence community from both Presidents Bill Clinton and George W. Bush. He’s also been vice chairman of Booz Allen Hamilton, a management and information technology consulting firm.

McConnell holds a master’s degree in public administration from George Washington University and a bachelor’s degree in economics from Furman University. He is a graduate of the National Defense University and the National Defense Intelligence College, a member of Phi Beta Kappa and has been awarded four honorary doctoral degrees – including one from USF.

McConnell is already deeply familiar with Cyber Florida’s mission and goals, having served as chair of Cyber Florida’s Board of Advisors since 2015. In his new role, McConnell will divide his time between Tampa and Washington, D.C. In the nation’s capital, McConnell will leverage his relationships with the national security, homeland security, law enforcement, intelligence and business communities to identify strategic opportunities for them to work more closely with Cyber Florida.

- ADAM FREEMAN | University Communications

## Incomplete and inadequate: Information lacking for seniors looking for assisted living

AS OF TODAY, THE YOUNGEST OF THE NEARLY 70 million baby boomers is 55; the oldest is 74. Within the next decade, millions of them will need long-term care. Many will remain in their homes, with family or “drop-in” caregiver services lending a hand. Some will move in with relatives. Those who are most dependent on care might choose nursing homes. A diverse and expanding older population is looking for help.

For more than a decade, “assisted living” residences grew faster than any other segment of the long-term care industry. Typically more home-like than a full-care nursing facility, assisted living is often favored by people who are generally independent, but still need support with daily activities. In general, providers offer fewer medical services, though many provide health and memory care for residents with Alzheimer’s disease and other types of dementia.

We and our colleagues track the ever-changing circumstances of long-term care in the U.S. As we study policies and practices, we have observed that the expansion of assisted living is clearly a game-changer, creating new challenges in the industry. Many states have increased assisted living regulation in recent years. Some consumer advocates have called for nursing-home style federal rules, though others oppose this, saying assisted living should remain flexible enough to serve residents with a range of needs, from

personal care only to end-of-life comfort.

To better understand how consumers make choices when shopping for an assisted living residence, we conducted an examination of health service websites in every state.

Our goal: to find out how much information the states provide to the public about assisted living.

### What we found

Unlike nursing homes, which are regulated by the federal government, the states oversee assisted living; they define what constitutes an assisted living residence, establish licensing requirements, and set quality standards.

Data from the states on assisted living is provided free to the public. All licensed residences are listed. While private search services might help consumers sort through options, it’s not clear how complete – or objective – they are. Some services exist primarily for marketing purposes; they collect fees from the residences they list.

Using criteria formulated from prior research, along with information provided by some states, we examined 39 key elements of each website. Those elements included the size of the facility, cost, license status, the insurance it accepts, and any special services offered, such as memory care. We also looked at each website’s usability – the ease in finding critical information.

Another group of researchers conducted a similar study in 2005. In some areas, our findings showed notable improvement. In the earlier study, only about 15% of the websites provided reports of state-required quality inspections. We found 70% now post them.

Substantial gaps remain, however. Only about one-



Photo: Neil Bussey | iStock

fourth of states divulged the type of payment accepted by their residences. Although assisted living costs vary considerably from place to place, only two states disclosed what a customer would be charged. Knowing the accessibility of care personnel is critical, but again, just two states had any data about the availability of staff.

More than two-thirds of states didn't say whether their residences offered memory care. That's difficult to understand; many people with Alzheimer's or dementia prefer assisted living over nursing homes. In those states where details were given, the facts were disconcerting: More than 20% of older Floridians live in rural counties with no access to memory care.

### State websites difficult to navigate

Overall, the websites were not user-friendly. Although most of the basics were relatively easy to find, extensive searching was required for details about individual residences. Sometimes, it wasn't even clear which state agency was responsible for assisted living oversight.

Still, there were bright spots, mostly in states with significant elderly populations: California listed inspection updates. Florida itemized activities offered in each residence. Arizona posted plain-language summaries of inspection results, even cataloging the fines levied on the facilities for regulatory breaches. But commendable practices were exceptions. At a minimum, more specifics are needed on quality, costs and essential services like memory care. And all state websites should provide inspection results, including details about fines or penalties.

Granted, improving the information on the websites might require new or revised state regulations. Some states, for instance, conduct inspections only once every two years; this limits the availability of new inspection reports. A minority of states impose specific staffing regulations, which explains the lack of staffing data available.

But more and more people are choosing assisted living. The government is now funding many residences to provide care for low-income disabled citizens. Their needs – and vulnerability – are significant, enough for states to reassess their roles in protecting assisted living residents. Adding accurate and detailed content to their websites would be a great first step.

True, the state websites are better than they were 15 years ago. But they are less than what they should be. Many of the elderly, the disabled, and the families who love them require more to make appropriate choices. When navigating the internet, the principle of “buyer beware” should not be the driver.

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**THE CONVERSATION**

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## USF again a Fulbright leader

USF IS ONE OF THE TOP PRODUCERS of Fulbright scholars in the United States for 2019-20, according to a new list released by the U.S. Department of State and first published by the *Chronicle of Higher Education*.

With nine faculty members earning the highly competitive awards, USF is the third highest producing institution in the nation, and the top in Florida. USF placed ahead of several members of the Association of American Universities (AAU), including Michigan State University, Purdue University, University of Washington and University of California, Berkeley. The AAU is a prestigious group of the top 65 public and private universities in the U.S. and Canada, which USF aspires to join.

USF is consistently one of the nation's top producers of Fulbright scholars, having placed No. 1 on the list in 2016-2017 and 2018-2019.

“USF faculty continue their remarkable work building a world-class global university. The fact that every year USF competes with the most renowned universities speaks to the ongoing and generational efforts of the entire university community. Over time, USF is building a robust and prestigious group of Fulbright faculty,” USF World Vice President Roger Brindley says.

The faculty who receive Fulbright awards are given the opportunity to travel abroad, explore new perspectives, establish new international collaborations and potentially discover new breakthroughs that can have a global impact. These insights and experiences are then integrated into their classrooms, benefitting their students and fellow faculty and further developing the USF community as global citizens. The USF Fulbright scholars represent a wide range of disciplines, including biomedical engineering, education, philosophy and psychology.

In addition to the nine from the USF Tampa campus, one faculty member from the USF St. Petersburg campus and one from the USF Sarasota-Manatee campus were named Fulbright scholars for 2019-20. Collectively these faculty members are furthering USF's global reach by traveling to 11 countries across three continents to conduct research and teach.

Since its inception in 1946, the Fulbright program has given over 390,000 accomplished students, scholars, teachers, artists and professionals of all backgrounds and fields the opportunity to study, teach and conduct research, exchange ideas and contribute to finding solutions to important international problems. The global Fulbright network fosters mutual understanding between the United States and partner nations, advances knowledge across communities and improves lives around the globe.

- BRITTANY SELF '18 | USF World



# Athletics

Photos: Courtesy of USF ATHLETICS



## Looking forward to football

Stories by **TOM ZEBOLD**  
USF Athletics

Related story:  
Life comes full  
circle for Brad  
Scott '79, story  
page 54.

VICE PRESIDENT OF ATHLETICS MICHAEL KELLY believes the sky is the limit for USF football with a charismatic, new leader the Bulls and Bay area community can enthusiastically get behind.

USF has received local and national media acclaim following Kelly's hiring of former Clemson co-offensive coordinator Jeff Scott as the fifth head coach in Bulls football history.

"He is the perfect hire down there," ESPN reporter/host Marty Smith says.

One of the most respected coordinators and recruiters nationally, Scott became the youngest head coach in American Athletic Conference football on Dec. 9, 2019, and turned 39 later that month.

"He is a young and extremely gifted offensive mind, a developer of high-level talent and an elite national recruiter who brings the experience of having played an integral role from the beginning in helping to build one of the most successful programs in college football," Kelly says.

Prior to taking over in Tampa, Scott served on the staff at Clemson, his alma mater, since 2008 and helped the Tigers reach incredible heights as co-offensive coordinator since 2015. Clemson made five straight College Football Playoff appearances, four CFP Championship Game trips (2015, 2016, 2018 and 2019 seasons) and captured national titles in the 2016 and 2018 seasons. Scott was a finalist for the 2018 Broyles Award, which goes to the top assistant coach in the nation, and has been named a top-10 recruiter nationally by ESPN.

Scott laid out his blueprint for taking the Bulls to the next level when he was introduced to the USF community

by Kelly before a packed crowd at the Sam & Martha Gibbons Alumni Center on Dec. 11.

"I believe that USF has to be united from start to finish," said Scott, whose #US2F motto has caught on well across the country.

For starters, Scott's initial USF tasks included assembling his new coaching staff and recruiting while completing his Clemson duties that ended in the CFP National Championship Game. By early February, Scott spoke to the Bay area media about his first USF signing class that featured 17 new Bulls.

Two weeks later, USF unveiled its complete 2020 season schedule that kicks off with a road game at potential top-25 foe Texas on Saturday, Sept. 5. The Longhorns are one of eight USF opponents that reached a bowl game last season and one of five that won in the postseason. Scott's Bulls will face nine programs with a winning record in 2019 and five 10-plus win teams.

.....

**2020 HOME GAMES:** Vs. Bethune-Cookman, Sept. 12; vs. Nevada, Sept. 19; vs. East Carolina, Oct. 10 (Homecoming); vs. Tulsa, Oct. 23 (Friday); vs. Navy, Nov. 21; vs. UCF, Nov. 27 (Friday).

**2020 ROAD GAMES:** At Texas, Sept. 5; at Florida Atlantic, Sept. 26; at Cincinnati, Oct. 3; at Temple, Oct. 17; at Memphis, Nov. 7; at Houston, Nov. 14.

Scott and his motivated Bulls will start to gear up for the highly anticipated 2020 season when spring practices begin March 10. The USF Spring Game returns to Corbett Stadium on Saturday, April 18.

## Homecoming for volleyball coach

EIGHTEEN YEARS AFTER HER FINAL SET as a USF student-athlete, Jolene Shepardson, '02, is ready to bring excellence back to a program that's hungry for success in The American and beyond.

Shepardson happily took the helm as head coach of Bulls volleyball in January and set the tone right away for a promising, new era.

"It's coming back with a full vengeance," Shepardson says of USF volleyball.

Celebrating victories was something Shepardson did often during her previous run with the Bulls from 2000 to 2002. With the former Jolene Patton on the roster, USF posted a combined 79-22 record and hung some prestigious banners inside The Corral.

One season after appearing in the Division II National Championship match with the University of Tampa, Shepardson joined a surging USF program that became a 2000 Conference USA regular season co-champion and competed in the NCAA tournament.

Following her redshirt year, the former outside hitter ranked second on USF's 2001 squad (21-9) in kills (313), kills per game (3.29), hitting attempts (742) and service aces (0.39 per game).

Shepardson's final season playing for the Bulls was definitely memorable. USF reached 30 wins with a straight-set victory over Florida State in the first round of the NCAA tournament after earning another share of the Conference USA regular-season title.

Shepardson has returned to her hometown of Tampa with nine years of collegiate head coaching experience, leading San Jose State from 2014 to 2019 after a three-season run at Cal State Bakersfield.

"My heart beats with pride for USF," she says.



## Softball star

GEORGINA CORRICK BROUGHT SOME nice national attention to USF when the junior pitcher was one of only 50 student-athletes named to USA Softball's Collegiate Player of the Year Watch List this preseason.

Corrick received the distinguished honor after becoming a National Fastpitch Coaches Association Second Team All-American in 2019 along with earning American Athletic Conference Pitcher of the Year accolades for the second straight season.

Also an ace right-hander for the British National Team, Corrick showcased her skills during USF's home exhibition game Feb. 4 against USA Softball Women's National Team coached by Ken Eriksen, '84, Life Member. Corrick pitched a pair of scoreless innings after Team USA took a 1-0 lead in the first frame of its "Stand Beside Her" tour kickoff in preparation for the 2020 Tokyo Olympic Games.

Corrick made more waves in the regular season when she struck out 11 batters in six innings and combined with Vivian Ponn to toss the 27th no-hitter in USF softball history during a 7-1 home win over Florida International on Feb. 21.



SIERRA ZARRIELLO | USF Advancement

# Nonstop COMMITMENT

By KILEY MALLARD  
USF Foundation

**B**ETTY CASTOR AND SAM BELL are Green and Gold legends. Most Bulls fondly recall Castor as the university's first female president (1994-1999) and later when she was recruited to take the USF Patel Center for Global Solutions to a new level (2007-2009). Bell, who represented Volusia County in the Florida House of Representatives from 1974 to 1988, is known as "the Father of the USF College of Public Health," an entity he created in statute.

Those timelines are the tip of the proverbial iceberg. Castor, Life Member, and Bell have nonstop decades of commitment and continue to invest their time as well as their treasure in the university they love.

"USF is a big part of our life. It helps define us," Castor says.

This well-known power couple has structured their philanthropy by combining their passions.

Most recently, they made a gift to the new downtown Morsani College of Medicine for the Executive Reading Room adjacent to the library, dedicating the space to future generations of medical school students.

Last year, they made USF the owner and beneficiary of a life insurance policy, which will impact multiple

areas of the university.

"We've been fortunate because we've been able to plan ahead and invest in our families' futures. This insurance policy wasn't as critical as we thought it might be when it was established. We simply turned the policy over and agreed to divide the assets among our existing endowments and create new ones, too," Castor says.

A large portion of the Castor-Bell gifts are directed to the Sam Bell Endowed Scholarship, which provides support for graduate students in the College of Public Health. Over these many years, Bell has served as the first and only chair of the college's dean's advisory board. He has watched the college grow from his words on a page to an internationally respected entity.

"As you might expect, Sam spends much of his time on the USF campus," Castor says.

"One of the reasons I was interested in creating the College of Public Health was the pressing need for a supply of educated, competent public health officials," Bell explains. "USF is meeting that need. Others have followed, but the USF college continues to set the standard." He added that it is especially gratifying when the scholarship funds go to dedicated practitioners already working in the field.

Additional scholarships have been used for mas-



# Philanthropy

ter's-level students studying abroad.

"That's special to us, because I began my own career as a young graduate teaching abroad. I understand the impact that global experience can have throughout a lifetime," says Castor.

"It's really a life-changing experience for the students," adds Bell, describing the dramatic changes in students with whom he has interacted. "There are now public health professionals all over the world who were Bell Scholarship students!"

A trailblazer herself – Castor was the first woman elected to the Hillsborough County Commission and the first woman to hold a Cabinet position in Florida as commissioner of education – her generosity supports female students at USF through several endowments.

The first benefits the USF Women in Leadership & Philanthropy Scholarship Program. The fund provides scholarship support for students interested in studying or pursuing a career addressing global issues and initiatives. The endowment is now large enough to support several recipients each year.

The second initiative, an endowment for female student athletes, is especially close to Castor's heart.

"We are dedicated women's basketball fans," says Castor, who can be seen with Bell cheering for the Bulls at every home game. "But we support all our women intercollegiate athletes."

Before and during her time as president, Castor was very involved in implementing Title IX, which opened the door for female athletes at USF and across the country.

"In fact, when we launched football, a linchpin of our implementing strategy was the concurrent creation of women's soccer," she recalls. "Title IX requires that institutions offer as many scholarships for women as for men. Hence, women's soccer made the numbers work for football! The rest is history.

"I'm very proud of USF women's softball, soccer and of all of our teams, women and men. The students are all hard working, committed scholar-athletes who bring the spotlight to this great university," she says.

Along with starting football, Castor made sure that USF had a marching band to ramp up the spirited atmosphere at university events.

"Betty is the mother of the Herd of Thunder," Bell says with a chuckle, adding that "it wasn't just because she once was a majorette!"

Her endowment supports music education and targets scholarships for undergraduate students pursuing a music education major. Very recently, Castor and Bell provided new funding to provide scholarships for high school students to attend the USF summer music camps – hoping the students who benefit will one day become USF Bulls.

Both Castor and Bell are also advocates of liberal education and admirers of the College of Arts and Sciences and its community outreach. They are annual contributors to the Frontiers of Knowledge faculty lecture series. Castor is a founding member of the advisory board for the Russian Institute, and Bell is a member of the board for the Center for Strategic and Diplomatic Studies.

In addition to enhancing these already existing funds, Bell and Castor will establish two new endowments in the School of Physical Therapy and the College of Education through their life insurance gift.

In conversation it is clear that education at all levels is a particular passion for them.

The funds from the Education Scholarship will support students who want to work in high-needs schools. Bell stresses that they are particularly focused on community partnership schools, such as Mort Elementary, where USF operates a teacher academy for USF education students.

"It's challenging to provide teachers for some high needs schools, but the Mort/USF teacher academy is exceptional. There's a waiting list for those applying for this program!" he says.

The School of Physical Therapy and Rehabilitation Sciences was created during Castor's presidency. She has personally benefited from the services of one the school's graduates, and that experience reinforced her belief in the importance of the program.

Together, Castor and Bell have been longtime supporters of many USF initiatives. and dozens of students have benefited from their generosity. Their pride is evident when they beam, bragging about "our students" or "our graduates."

"Our contributions are part of a larger effort to enhance the student experience, making USF even more competitive," says Castor. "In the past, USF was described as a commuter school. However, that was long ago. Now USF is a major player on the national and international stage. Philanthropy has been a crucial component of that remarkable success."

"We're so pleased to be a part of everything USF!" Castor and Bell agreed. ■

## Save-the-Date: GIVING DAY 2020

ON THURSDAY, APRIL 9, the University of South Florida will once again celebrate Rocky D. Bull's birthday with USF Giving Day.

Organized by the USF Foundation in partnership with units across all USF campuses, USF Giving Day 2020 gives the university community the opportunity to celebrate our beloved mascot by making a gift to support the USF cause of their choice.

In 2019, USF Giving Day far surpassed the Foundation's goal of 1,500 gifts. The grand total of 1,621 gifts totaling \$130,632 was close to a \$100,000 increase from the university's first Giving Day in 2018.

This year the university hopes to raise the bar even higher, with a goal of 2,020 gifts in 2020.

The mission of the day is to raise awareness amongst the USF community far and wide about the importance of philanthropy at USF. Events are planned across campus

for students, faculty and staff, and Bulls around the world are invited to raise awareness of the day through social media and serve as Rocky's Roadies.

Giving Day 2019 raised the bar on what the USF community can accomplish when we come together. We look forward to seeing the community make an even bigger investment in student success during this year's event on April 9!

Learn more at [usf.to/giving-day](https://usf.to/giving-day).

By TOM WOOLF

**C**HRISTIAN WELLS, professor of anthropology at USF, knows first-hand the power of partnerships.

Since 2016, Wells and undergraduate and graduate students from USF have been working with a non-profit that is transforming an in-need community right in the Tampa campus' backyard.

Community partnerships, he says, "offer authentic experiences for students to learn how the world works beyond the campus and how to apply what they learn in the classroom. University-community partnerships are also critical for the health and well-being of our residents because they allow USF researchers to share the university's knowledge enterprise with communities in need."

Throughout the Tampa Bay region and beyond, USF's faculty and students are making a positive difference through a myriad of collaborative efforts.

For example:

- In Polk County, the College of Education partnered with the school district to provide teachers the opportunity to earn an advanced degree on-site.
- USF marine scientists are leading a three-year, NASA-funded partnership to better understand and

forecast blue-green algae blooms in Lake Okeechobee and three south Florida estuaries.

- The USF St. Petersburg campus partnered with St. Petersburg College to reduce barriers to a post-secondary education for Pinellas County students.
- Graduate students in the College of Public Health are creating a plan to enhance the financial stability of Suncoast Community Health Centers.

As USF President Steven Currall says, "No organization is an island. Everyone has interdependencies with other institutions."

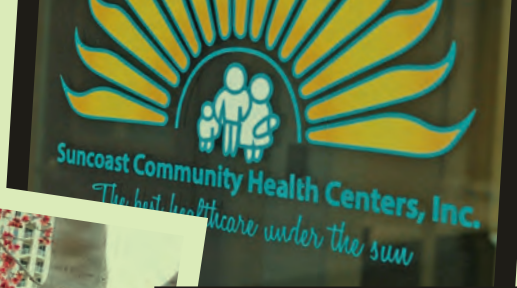
With many members of the USF community involved in facilitating collaborative efforts, Currall focuses on a number of key partnerships. Those include Jabil, Moffitt Cancer Center, Tampa General Hospital, MacDill Air Force Base, the Tampa Innovation District that includes the Tampa campus, and the state legislature.

"It became apparent to me early on that I can facilitate some key strategic partnerships that are significant to the university," he says. "These are integral to our efforts to strengthen the university academically and enhance our role in the Tampa Bay region."

The stories on the pages that follow feature just some of USF's partnerships that enhance lives and communities.

ACROSS THE TAMPA BAY REGION AND BEYOND, USF'S FACULTY, STAFF AND STUDENTS  
ARE PASSIONATE ABOUT MAKING A POSITIVE DIFFERENCE IN THE LIVES OF OTHERS

# CREATING OPPORTUNITY THROUGH PARTNER



# SHIPS

# OFFICE OF CORPORATE PARTNERSHIPS

## Focus is on creating external, internal connections

NAVIGATING A LARGE AND COMPLEX UNIVERSITY such as USF can be a challenge for corporations interested in making a connection.

The USF Office of Corporate Partnerships (OCP) de-mystifies the process. And while some universities may move at what Michael Bloom describes as “geologic speed,” Bloom and his team understand the need to “move at the speed of business.”

The office, established by the USF Board of Trustees, opened in 2017 as a concierge service for corporate partners.

But Bloom, assistant vice president for corporate partnerships and innovation, and Morgan Holmes, OCP director, emphasize that the office also focuses on internal needs of the university.

“For the first six months after we opened, we learned about USF’s key areas of expertise, assets that we could provide to the community,” Holmes says. “Then we looked at how companies could take advantage of our assets. We are a regular presence at chamber of commerce and economic development group meetings, learning about companies’ needs. If they say ‘we need this from our academic partners,’ we can help facilitate that partnership.”

The office also actively promotes USF research activities on LinkedIn as part of its efforts to “prompt conversations about partnerships,” Holmes says.

Bloom recalled an OCP-sponsored conference on

**Below: The Tampa Bay Technology Incubator, located in USF Tampa’s Research Park, is just one place where the business community can connect with USF.**



Photo: USF NEWS

# USF ALUMNI ASSOCIATION

“Aging & Technology” last year that brought a wide range of faculty members together with corporate representatives.

“That happened because faculty identified this area of interest and we worked together to create that opportunity to connect with the corporate community,” Bloom says.

In addition to an External Advisory Board of industry and economic development leaders, his office has an internal advisory board composed of representatives from colleges and departments across USF's three campuses.

“When a company expresses interest in a partnership with the university, we can call people on our board to determine where the appropriate matches might be,” he says. “Our mission is to make our colleges, our faculty and deans, successful. We make it easier for internal partners to connect externally.”

OCP's efforts range from working with start-ups located in the USF Research Park to large national corporations headquartered in the Tampa Bay region to international corporations with an interest in USF's talent and research expertise. OCP works closely with the Corporate and Foundation Relations team at the USF Foundation, as well as numerous partners across USF's three campuses to support a cohesive, efficient engagement experience for companies at USF.

Bloom used the example of USF's relationship with Jabil. Together, the university and the corporation have launched the USF Jabil Innovation Institute, designed to catalyze new collaborative efforts in innovative research, community engagement and talent development with the College of Engineering and Muma College of Business. It is expected to bolster the university's student success efforts by providing new experiential learning opportunities and skills needed to remain competitive in the job market.

“One of the most important things we do is to listen,” Bloom says. “How can we effectively translate between USF and corporate partners? The first thing we need to be asking is ‘what are your needs, what can we do for you?’ and then seeing where connections can be made.”

To learn more, visit [usf.edu/research-innovation/ocp/](https://usf.edu/research-innovation/ocp/)

- TOM WOOLF | University Communications

## Former Bulls track star joins alumni ‘in the BullsEye’

AFTER EARNING DEGREES IN 2000 AND 2001, USF's most decorated female track star always happily answered the call when asked by Athletics to lend a hand.

Still, Kerine Black's connection to her alma mater remained minimal – until 2017. That's when she attended one of the Alumni Association's In the BullsEye luncheons at Citigroup in Tampa. Over a catered meal, Black and about 65 Bull co-workers learned what their university and fellow grads had been up to in recent years.

“I was impressed with the involvement of alumni, their unwavering personal support of USF and the impact of USF on the community,” Black says. “I said, ‘I want to be a part of this!’ ”

She called hosts Bill McCausland, association executive director, and Kemel Thompson, development director, and told them she wanted in. Within a couple weeks, McCausland asked her to serve on the selection committee for USF's spring, summer and fall Outstanding Graduates.

“It's the best decision I ever made,” Black says. “Having the opportunity to interview these high-achieving students and learn about their involvement in school and in the community, they really motivated me to do more.”

She became an Alumni Association annual member and then a Life



**I was impressed with the involvement of alumni, their unwavering personal support of USF and the impact of USF on the community. I said, ‘I want to be a part of this!’ ”**

– Kerine Black, '00, '01

Member, contributing to programs like In the BullsEye through her dues. She also became a Muma College of Business corporate mentor and a guide for current and aspiring USF student athletes. And she still serves on the Outstanding Grads committee.

That's just what McCausland and Thompson envisioned when they launched their In the BullsEye road show in 2016.

“Alumni can be a university's greatest asset, but if they don't know how, where or why to plug in, they may also become its greatest untapped resource,” says McCausland, MBA '96, Life Member.

He and Thompson, '96, Life Member, have hosted more than a dozen In the BullsEye sessions at Tampa Bay area businesses, creating a springboard for Bulls like Black to become active partners in USF's success.

“I feel like I'm making a difference and like I'm part of the USF community,” Black says. “It's important for alumni to know what's going on; if we don't know, we can't get involved.”

Businesses with 25 or more Bull employees interested in hosting In the BullsEye can contact Thompson at [kemel@usf.edu](mailto:kemel@usf.edu).



# College of THE ARTS

## Engaging public spaces

IN 2018, USF STUDENTS DESIGNED AND BUILT installations that rethink the role of a public bench. They installed their work at the Museum of Fine Arts where the installations attracted hundreds of visitors.

The USF School of Architecture and Community Design continues to deepen its connection to the City of St. Petersburg.

Working closely with Mayor Rick Kriseman, Deputy Mayor Kanika Tomalin and the city council, the architecture program brings talented students and faculty to important projects that enrich the community and urban environment of St. Petersburg.

“We really value our relationship with the city,” says Bob MacLeod, director of the School of Architecture and Community Design. “And it’s a great city, it’s so walkable, it’s done so many things right in the last dozen or so years.”

With support from the city, architecture graduate assistants help with projects and conduct studies in conjunction with faculty members. Research faculty member Josué Robles, MArc '07, teaches architecture studio classes that empower students to apply their skills on research projects with the City of St. Petersburg.

For example, in a design-build studio class taught by Robles, students invited the public to interact with innovative installations that rethink how public spaces can

be activated. Students design, fabricate and observe their works in the public sphere to ultimately judge and learn from the effectiveness of their designs.

In an ongoing research project, students in an advanced graduate design studio class are working on a proposal that examines a pair of sites as the home of a future African American history museum in St. Petersburg.

Led by practicing architect and adjunct faculty member Tara Wood-Dozark, MArc '06, students will travel to the African American History Museum in Washington, D.C., and historic sites of Martin Luther King Jr. in Atlanta to inform their research. They will also visit the Montgomery Civil Rights Memorial and The National Memorial for Peace and Justice. This work will provide a vision for St. Petersburg to use in the planning and pursuit of the proposed African American History Museum.

Past USF architecture projects in the city have examined possible redevelopment options for the Tropicana Field site.

USF architecture alumna Sarah Jane Vatelot, MArc '19, examined the Tropicana Field site as a student. Delving into the African-American communities that once inhabited the site, she completed a thesis on the African-American residents and businesses displaced after the city acquired the land in 1978 for redevelopment.

Vatelot began her St. Petersburg research project by mapping the buildings of the current Tropicana Field area. She was struck by the void of the 86-acre site.

In January 2020, she released her findings as a book, “Where Have All The Mangoes Gone? Reactivating The Tropicana Field Site On The Threshold of St. Petersburg’s History, Culture and Memory.” She provides insight into

**Above:** In 2018, USF students designed and built installations that rethink the role of a public bench. They installed their work at the Museum of Fine Arts.

**Opposite page, top:** Gary Schmitt, Intervention, 2017 Site-specific installation

**Bottom:** Teachers in the InsideART program tour the USF Contemporary Art Museum with Curator of Education Leslie Elsasser, MFA '07.

the area formerly known as Cooper's Quarters and advocates for inclusive design that invites all people to be a part of future redevelopment.

"We're hoping her good work will impact the way the city thinks about that site," MacLeod says.

The School of Architecture and Community Design looks forward to expanding on this history of rich research projects and community collaboration. Right now, the school is in the process of securing its own studio space in St. Petersburg.

A proposed site on Mirror Lake near the historic St. Petersburg Shuffleboard Club will enable the school to establish a more profound, day-to-day presence for the city and its residents. The school will be able to hold studio classes in the space, and invite members of the community and government to create dialogue around urban design.

"It's a special city, and we're really honored to be a part of it," MacLeod says.

- CONNOR MURPHY '18 | College of The Arts



Photos: Courtesy of the College of The Arts

## InsideART

IN A UNIQUE PARTNERSHIP, the USF Contemporary Art Museum, the USF College of Education and the School District of Hillsborough County collaborate to present InsideART, an innovative arts-based learning and visual literacy program that combines social studies with contemporary art. A new partner has recently joined this collaboration: the University of Alicante in Spain. The program is being introduced in Spain by program co-directors Bárbara Cruz of the College of Education and Noel Smith, MA '95, from the Contemporary Art Museum.

Cruz was awarded a spring 2020 Fulbright Fellowship at the University of Alicante and is working with faculty in the college of education there and with curators at the University of Alicante Museum to assist with the development of a program similar to InsideART for Spanish educators and students. Smith will be joining her for a week for key presentations to faculty and students.

Based on the USF Contemporary Art Museum temporary exhibition program of national and international art, InsideART provides a secondary school online curriculum (hosted on the museum's website and free to all) as well as professional development workshops for teachers in Hillsborough County. InsideART facilitates the appreciation of socially engaged contemporary art and helps develop creativity and critical thinking skills, allowing students to view their communities and the world in new and more sophisticated ways.

- NOEL SMITH | College of The Arts



## 4-way collaboration

THE 2020 VERSION OF THE "SKYWAY" EXHIBITION is a celebration of artistic practices in the Tampa Bay region, as it is a collaboration among four institutions: the Museum of Fine Arts, St. Petersburg; The John and Mable Ringling Museum of Art, Sarasota; the Tampa Museum of Art; and the USF Contemporary Art Museum on the Tampa campus.

Working together, curators from each institution will offer context for the diversity of art being created in Hillsborough, Manatee, Pasco, Pinellas and Sarasota counties. Artworks and projects in the exhibition will be selected by museum curators and the guest juror, Claire Tancons, an independent curator and scholar whose practice takes a global focus on the conditions of cultural production. Tancons has curated biennials around the world, including Prospect.1, New Orleans; the 2008 Gwangju Biennial; and the 2019 Sharjah Biennial.

The Gobioff Foundation is supporting the exhibition with a contribution to each participating museum.

*Exhibition dates and locations are:*

**May 30-Aug. 16** – Museum of Fine Arts, St. Petersburg

**June 21-Oct. 4** – The John and Mable Ringling Museum of Art, Sarasota

**June 25-Oct. 11** – Tampa Museum of Art

**June 22-Sept. 5** – USF Contemporary Art Museum



## Neighborhood transformation

FOR CHRISTIAN WELLS, PROFESSOR OF anthropology at USF, the health and well-being of a community is tied directly to the health of the environment around it. It's that belief that influences Wells' work and has led to a productive partnership with a Tampa-area nonprofit transforming an in-need community right in the university's backyard.

Since late 2016, Wells, along with graduate and undergraduate students from USF, has been working in conjunction with the University Area Community Development Corp. (UACDC), a public/private partnership focused on the redevelopment and sustainability of at-risk areas surrounding the Tampa campus.

"Our group looks at the relationship between environmental health and human health – and how if you improve the health of the environment, you improve people's health," says Wells, an AAAS Fellow and director of USF's Center for Brownfields Research and Redevelopment. "Because our program is a very applied program, we're constantly working with community partners and this project represented a good opportunity for USF students to help improve an area around our university."

Much of Wells' research focuses on the study and redevelopment of brownfield land – a key component of the UACDC's revitalization efforts. Brownfields are former

industrial or commercial sites currently vacant due to real or perceived environmental contamination. These areas of blight can greatly impact a community's chances for investment and when redeveloped can help create jobs, expand the tax base and revitalize local economies.

That's the UACDC's hope for the community: develop these brownfields and help the overall community flourish. The organization identified an abandoned seven-acre site, just a few blocks northwest of the Tampa campus, it felt could serve as the catalyst for its community-wide efforts.

Thanks to an Environmental Protection Agency grant, Wells and his USF team assisted the UACDC with much of the research and assessment efforts needed to develop a report and implementation plan for the site. From 2017 to 2019, USF students and researchers conducted a variety of community needs surveys, engagement events, economic studies and environmental impact analyses to determine the potential for cleanup and redevelopment of the site.

Through their work, the once abandoned parcel of land has been transformed into Harvest Hope Park, a gathering site for the area featuring a multi-purpose sports field, fishing docks, a community center and garden.

"In partnership with USF's Center for Brownfields Research and Redevelopment, we were able to secure an EPA grant that allowed us to assess stigmatized properties in the University Area community, that otherwise would have been ignored during redevelopment efforts," says Sarah Combs, executive director and CEO of the University Area CDC. "Through this partnership we were able to create a project, like Harvest Hope Park, that improves the health

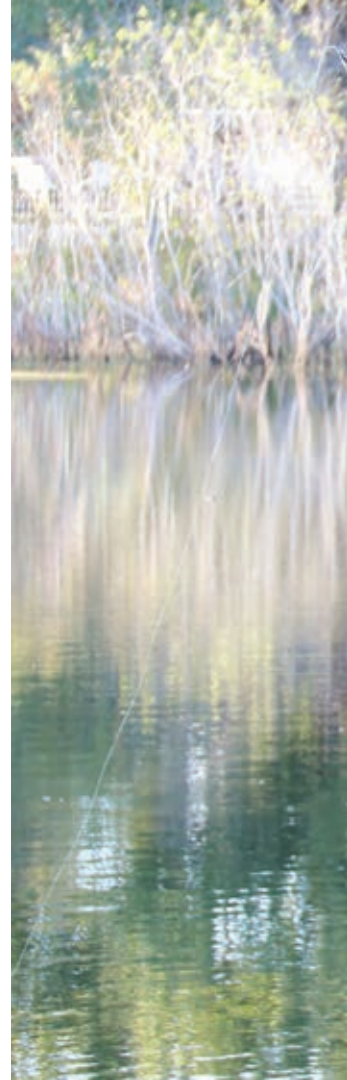


**As a public university, we have to have a responsibility to be leaders in our community, because you cannot have a strong community without a strong university."**

– Christian Wells

of the community by identifying properties that need to be cleaned up and sustainably redeveloped, and actively participate in the economic growth of the University Area redevelopment process."

"It's been truly rewarding to see how our involvement in the community has helped uplift it," Wells says. "As a public university, we have to have a responsibility to be leaders in our community, because you cannot have a strong community without a strong university."



**The new Harvest Hope Park attracts children and adults from throughout the University Area community.**





The team recently received a second EPA grant to conduct environmental site assessments of properties adjacent to the park that the UACDC acquired through its land-banking program. The UACDC has been purchasing abandoned or condemned properties around the park with the goal of creating affordable housing for neighborhood residents in partnership with Habitat for Humanity.

Wells says several homes on East 138th Avenue have been completed. In addition, the UACDC is working on building a “cultural campus” to bring together many of the area’s nonprofits that provide health and human services for area residents.

“Before future housing and the campus can be established, these properties have to be assessed for environmental threats,” Wells says.

Wells and his students also have conducted an environmental inventory of hazardous waste sites and areas of potential concern to the community. They found several properties that may be contaminated, and plan to test the sites and begin the cleanup process.

Community partnerships are vital for the success of USF students, Wells says.

“They offer authentic experiences for students to learn how the world works beyond the campus and how to apply what they learn in the classroom,” he says. “University-community partnerships are also critical for the health and well-being of Tampa’s residents because they allow USF researchers to share the university’s knowledge enterprise with communities in need.”

Community engagement is a priority for USF, and, as Wells says, “It’s hard work.”

“Teaching students why this is important and how to



Photos: Courtesy of University Area CDC

get involved gives them the skills they need to become engaged citizens, ready to make a difference in their community and around the world,” he says.

Adds Combs: “Dr. Wells and his students have been an integral partner in launching our neighborhood transformation strategy, taking their learning out of the classroom and applying it directly in the community. This partnership has allowed University Area CDC the ability to see our work through an academic lens, which has greatly impacted our strategies and approach to community development.”

- AARON HILF and TOM WOOLF | University Communications

# BEHAVIORAL and COMMUNITY SCIENCES

## Exploring new treatment for childhood trauma

THERAPISTS AT THE CRISIS CENTER OF TAMPA BAY conducted more than 2,000 counseling sessions last year with children who had experienced some kind of trauma – what Meredith Grau, director of clinical services, describes as “anything that’s bad, sad or scary.”

She recalls a boy who had witnessed the suicide of his stepfather.

“His behavior and his performance in school changed, as did his relationship with his mother,” Grau says.

But, through a partnership with Alison Salloum, professor of social work at USF, the center has been field testing a different approach to treating childhood trauma that has resulted in positive outcomes.

“With that boy, I know the relationship with his mother was strengthened,” Grau says, adding that his behavior and performance in school also improved.

Over the past nine years, Salloum has conducted three research trials at the Crisis Center on the effectiveness of greater involvement of parents in the treatment of children who range in age from 3 to 12.

“Most of the children we see at the Crisis Center have experienced sexual abuse,” she says. “But I was interested in working with the center because they also serve children who have experienced all kinds of trauma. They have experienced or witnessed neglect, physical abuse, domestic violence; some are children of a parent who died in a car accident or by suicide, or children with medical trauma, such as cancer or multiple heart surgeries. There are a lot of children who are experiencing traumatic grief.”

Clara Reynolds, president and CEO of the Crisis Center of Tampa Bay, noted that Hillsborough County leads the state

in the number of children removed from homes due to abuse or parental neglect.

“These removals are not voluntary, but are necessary to ensure the safety of the child,” Reynolds says. “Removing a child from even a very dangerous environment is extremely traumatic.”

In most cases, children are reunited with their families once the danger has been resolved, but additional trauma work with the family is necessary to get them “back on track,” she says.

According to Salloum, it is common for children to avoid thinking about what caused their trauma, so anything that triggers those memories upsets them to the point they won’t discuss those experiences.

“The effort not to think about what happened keeps traumatic memories, thoughts and feelings present,” Salloum says. “We work with the child to help them feel calm, to reduce the stress level by self-regulating. Once they learn how to do that, then we help them to process those traumatic memories so they learn what happened to them was in the past and they’re safe now.”

She used the example of a child who was sexually abused at a park.

“They might want to avoid the park and every time they go by one, they get upset,” Salloum says. “We work with the child so they learn that ‘yes, that happened, but now if I go to a park it doesn’t mean something bad is going to happen.’”

Using essential elements of a proven approach, Trauma-Focused Cognitive Behavior Therapy, Salloum developed a “stepped care” program.

“We wanted parents to learn these proven tools in a way that allows them to work with their child at home so the child can start getting those post-traumatic symptoms to go away faster with more efficient treatment,” she says. “If a child is in a six-month treatment program, it’s hard for parents to get away from work, deal with traffic, and get to a therapist’s office every week.”

Among the keys to the new approach is “Stepping together: Parent-child workbook for children (ages 3 to 12) after trauma,” written by Salloum and three contributors, which was adapted from the Preschool PTSD Treatment program.

While the process calls for greater parental involvement, it is not, as Salloum describes it, “do-it-yourself.”

She explained the process: After the parent and child

**Through a partnership with Alison Salloum, professor of social work at USF, the center has been field testing a different approach to treating childhood trauma.**



Photo: iStock | SDI Productions

meet with a therapist, they have four parent-child meetings at home and work on the activity book together. They then again meet with a therapist and discuss what they accomplished and set up a plan for continued progress at home and with the therapist.

“Over a six-week period, there are three therapy sessions and 11 parent-child meetings,” Salloum says. “That’s the equivalent of three months of treatment.”

Interviews conducted with parents suggested the new process was effective.

“Parents like the tools because they help them to know what to do,” she says. “The activity book gave them a framework of how to talk to their child. When something traumatic has happened, many parents will say ‘tell me what to do.’ As a therapist, I might say ‘let’s help the parent,’ but the parent believes that by helping the child, we are helping them. With these tools, they can take action to help their child.”

Salloum recalled a father who came to the Crisis Center with his daughter, who had been sexually abused within the family. Though initially reluctant to participate in the stepped care trial – “he said he was so angry about what happened that he didn’t know if he could discuss it with his daughter,” Salloum says – he did finally agree to try it.

“When they finished stepped care, we conducted an interview with the father and the daughter, and they both said the same thing,” Salloum says. “The daughter said ‘I feel like I can talk to my father about anything now,’ and her father said the same thing about his daughter. I just thought, what a gift. We really empowered him and together they can get through this.”

Salloum and therapists at the Crisis Center recognize that the stepped care model may not be appropriate for every family. During the final research trial, which recently concluded, they explored the characteristics that might predict who would benefit the most from either standard therapy or the stepped care approach.

“We want to have the best outcome either way,” Salloum says, adding that she expects to have final results from the trial this summer. “There is always more to learn about children and trauma. This trial also will help us to see areas that were strong and those that need improvement. We don’t want them to have a lifetime of suffering from the trauma they endured.”

Reynolds, the Crisis Center president and CEO, calls the partnership “an amazing example of how the university and nonprofits should work together.”

“We don’t always have the luxury to conduct research and find these new treatment modalities,” she says. “The clinical trials opened doors for us that we wouldn’t have explored otherwise, specifically in the child welfare arena. We’ve done a much better job of interfacing with children in the system because of this work.”

The work with Salloum, Reynolds says, “has benefitted hundreds of children in the community.”

“It has made our clinicians better and our clinical practice is stronger,” she adds. “This has been great for our center and for the university, and amazing for the clients who had an opportunity to participate in these trials.”

- TOM WOOLF | University Communications

# College of EDUCATION

## Program offers on-site graduate studies

TO PROVIDE EDUCATORS IN THE Polk County school district access to graduate studies, the USF College of Education partnered with Polk County Public Schools to create the USF-Polk Academy Program, a collaboration that empowers 70 teachers in the school district to earn a Master of Education degree in educational leadership or a Master of Arts degree in reading education.

With research-focused courses and training delivered by College of Education faculty, the curriculum for the program explores everyday scenarios and challenges educators face in the school district. This ensures topics covered in the academy are relevant to those participating.

“The research is pretty clear – teachers who get advanced degrees tend to stay in their profession and tend to be committed to their profession for many more years,” says William Black, an associate professor of educational leadership and policy studies at USF. “So it becomes a kind of investment in personnel that, in the long run, reaps dividends to the district.”

To keep the academy affordable, participants receive tuition reimbursement and a stipend from Polk County Public Schools to help offset costs.

“What we did was create the opportunity for teachers who are in Polk County Public Schools to be able to obtain a master’s degree with USF in either reading or educational leadership,” says Maria Longa, senior director of federal programs for Polk County Public Schools.

The program is a spin-off of a previous collaboration led by USF’s Educational Leadership and Policy Studies program and Polk County Public Schools that offered teachers at Kathleen High School on-site courses as part of a \$4.4 million Schools of Hope Whole School Transformation Program grant. With the success of this model, the program was expanded in 2019 to include two cohorts of USF’s master’s in reading education and to allow more educators from across the district to participate.

With classes hosted on-site at local schools, students study at one of two locations determined by which degree program they choose, eliminating a barrier many full-time professionals face while pursuing graduate school — the lengthy commute to the university’s campus.

“This program is convenient because, one, it’s at my home school. I live close by. It’s on Saturdays, so it gives me a lot of time that I wouldn’t have otherwise,” says Marina Peters-Green, ’95, a teacher in Polk County Schools who is pursuing a degree in educational leadership.

Classes take place on Saturdays to allow students to continue balancing their teaching and personal lives during



Photos: Courtesy of the College of Education

the school week, and educators in Polk County benefit from the academy’s flexible format.

“I’m also a mother of three, so I have a lot of activities with my children during the week,” says Melissa Dorman, a teacher in Polk County Schools who is pursuing a master’s degree in educational leadership. “By having the class on a Saturday, all day, I’m able to still be a mom, still be a teacher, still attend the events at my high school, but yet still be able to obtain my master’s degree.”

## Tutor-a-Bull provides support

THE TUTOR-A-BULL PROGRAM IS a partnership between the USF College of Education, Hillsborough County Public Schools and MJH Children’s Charities that provides one-on-one and small group tutoring to middle school and high school students at high-needs schools throughout Hillsborough County.

Through the program, USF students are hired as paid tutors for various academic subjects to work with students who might otherwise slip through the cracks, especially due to mathematics and reading comprehension challenges. Along with supporting the education of students in local middle and high schools, the program also provides teach-

**Above:** From left, Kim Coffin, Beth Nance, MEd ’19, and Dione Facey-Poitier, MA ’09 and MEd ’19, teach at Kathleen High School in Polk county. The teachers were awarded the Schools of Hope Grant.

**Opposite page:** Tutor Mai-Ly Ho helps students with homework at Mclane Middle School.

ing and coaching experience to the USF student tutors, who learn what it takes to effectively motivate and engage with young learners.

“With Tutor-a-Bull, we really do emphasize the relationship that the tutor has with the student and being able to give them that individualized, one-on-one support or work in a small group setting,” says Sasha Keighobadi, '11 and MA '16, a Tutor-a-Bull program coordinator and doctoral student in the College of Education. “By doing so, (the USF students) not only become just their tutor, but their mentor and their role model as well.”

The program has seen tangible successes over the past decade. Since its inception, Tutor-a-Bull has provided more than 5,300 students with almost 95,000 hours of instruction. Students participating in the program say the USF tutors helped them better understand the subjects they're learning about in the classroom, and that the personalized instruction helps them learn confusing topics and ask questions they may be too nervous to ask aloud in a larger group. In a 2019 survey conducted by the program, 97 percent of students who received tutoring agreed that the sessions were helpful in improving their knowledge of the material and that they would like to work with their tutor again in the future.

The Tutor-a-Bull program is currently offered in 15 different schools across the Hillsborough County school district, including the Joshua House, where the program first began in 2007 when established by the late Olin Mott. A businessman and philanthropist who believed in the power of education, Mott passed away in 2013, but his legacy continues through the Tutor-a-Bull program. Today, the program is supported financially by the generosity of numerous community partners and sponsors.

“Youngsters today have more opportunity than anyone ever in the history of this country has got,” Mott said in 2012 at the College of Education's annual Education in Action Luncheon. “They can move forward, just get the education, that's the main thing. Without that, there's no hope.”

- Stories by ELIZABETH ENGASSER '15 | College of Education



# PATEL College of GLOBAL SUSTAINABILITY

## Solving real problems

LOCAL GOVERNMENTS AND BUSINESSES in the Tampa Bay region are benefiting from the expertise of faculty and students in the Patel College of Global Sustainability.

This semester, George Philippidis, associate dean for research and director of renewable energy in the college, and Kebreab Ghebremichael, director of water sustainability, are leading their graduate students in developing a greenhouse gas inventory of Manatee County's buildings, facilities and operations.

Eric Caplan, manager of Manatee County's energy and sustainability division, anticipates that the project “will allow us to look at ourselves in the mirror and discover the level of greenhouse gasses that we are emitting and how much environmental harm we are in control of as a county.”

In another Manatee County initiative, Joseph Dorsey, director of Academic Capstone Experience internships and the food security program in the college, and his students are conducting a solar energy leadership project. The goal is to reduce the county's dependency on typical sources of energy.

“The project will allow students to have exposure and get a chance to learn about real problems,” Dorsey says. “It also gives them an opportunity for internships and future employment.”

The project is designed to help county officials learn if their goal of having net-zero carbon public buildings is economically feasible. Students will evaluate the county's electricity consumption, review potential locations for solar energy production and conduct an assessment of staff and funding.

Another faculty member, Heather Rothrock, director of the college's sustainability policy program, and her students will create an environmental review technical manual for Manatee County Building and Development Services. The manual will provide protocols for environmental reviews.

In Pinellas County, a climate change project is ongoing with the city of Tarpon Springs. The partnership between Brooke Hansen, director of sustainable tourism, and her students, and the city started last fall.

Teams worked to assess effects of flooding in Tarpon Springs. Surveys and interviews were conducted with local businesses, city departments and community members. The student teams compiled the survey results and presented the city council with recommendations. As part of the sustainability project, students were asked to create material for community outreach and education.

The college also works with corporate partners to help develop new sustainability solutions.

During the fall 2019 semester, a team of graduate students led by Sharon Hanna-West, director of sustainable business, partnered with Clearwater-based Tech Data. The corporation has helped distribute technologies for such companies as HP, Apple and Microsoft.

Project components included a sustainability assessment, vision and plan for the company, as well as specific recommendations for solutions and next steps in seven sectors based on return-on-investment. Students performed an industry analysis as well as a sustainable investing performance analysis, and made the business case for adopting sustainable practices. In addition, the students included some internal and external marketing strategies to help Tech Data secure the buy-in of stakeholders.

Recommendations presented to Tech Data in December 2019 were enthusiastically received. Other corporate partnerships and sustainability projects have been completed with the Tampa YMCA, Busch Gardens, Armature Works and Campus 1 Real Estate.

- MARIA WHALEN | Patel College of Global Solutions

# Judy Genshaft HONORS COLLEGE

## Making connections through art

FOR PEOPLE LIVING WITH DEMENTIA, depression, substance use disorder, HIV/AIDS, or Post-Traumatic Stress Disorder (PTSD), the psychological and emotional toll of the illness can be as debilitating as the physical symptoms. “Connections,” a partnership program between USF’s Judy Genshaft Honors College and the Tampa Museum of Art, is working to address these challenges through therapeutic interactions with art using methods that have been shown to improve both mental and social well-being.

“Giving individuals opportunities to express their thoughts and feelings through guided conversations in the museum’s safe setting is a proven approach to help these patient groups,” says Catherine Wilkins, ’00 and MA ’16, a faculty member in the Judy Genshaft Honors College and co-coordinator of “Connections.” “Our innovation is to train students to facilitate these beneficial sessions – and we’ve found that they, too, are reaping rewards from this program.”

The program was inspired by the “Meet Me at MOMA Alzheimer’s Project” at the Museum of Modern Art in New York, a program focused on making art accessible to people with dementia. Michael Tomor, the director of the Tampa Museum of Art, approached USF about the possibility of starting a similar initiative here in Tampa.

“He thought our Honors students would be a great fit to facilitate the therapeutic museum sessions because of their strong work ethic, passion for community service and interest in research,” says Wilkins. The “Connections” program began in 2015, and a new cohort of approximately 35 student facilitators is trained each year.

These students, who pursue a variety of majors, are trained in methods of art exploration that allow participants to give their own personal interpretations of works of art without fear of judgment or failure. Research from other museums reveals that this is an effective way for people to access and express memories, practice or regain their communication skills, externalize emotions, relieve stress and anxiety, and promote positive feelings. This experience provides meaningful benefits to patient-participants, enhancing emotional well-being, reducing social isolation and combating the stigma associated with their health conditions.

Close interactions with patient-participants provide students the opportunity to build empathy and deepen their understanding not just of a disease itself, but the human condition in general. Brittney Gaudet, a 2016 biomed alumna who participated in the program during its first year, fondly remembers how impactful the program was for one particular Alzheimer patient who, upon joining the program, could not even remember her name. After exploring the galleries, however, and engaging in group discussions, the woman “was overflowing with words. She spoke of long car rides through valleys with her husband, and articulated ideas in full and complete sentences,” says Gaudet. “In all, this program is worth every minute



Photo: BRITTNEY BEVEL, Tampa Museum of Art

of the work it requires, and I would recommend it to anyone who wants to work with patients in their future.” More than 50 alumni of the program have gone on to graduate studies in medicine, bringing with them the humanistic understanding of healthcare acquired in the course.

Last year, the program served more than 800 patients and their caregivers at the museum, from organizations including Wounded Warriors, DACCO Behavioral Health, and Inspired Living.

“In a short period of time, we’ve seen remarkable benefits for museum patrons and students alike, and outstanding undergraduate research emerging from the program,” Wilkins says.

In the 2018-19 school year, dozens of students shared their research findings about “Connections” at the USF Undergraduate Research Conference, marking a significant institutional impact through the dissemination of the new knowledge they created. The impact of the program also transcends the local community, with students presenting their research at state and regional conferences including the Florida Collegiate Honors Council and the Southeastern Museums Conference.

“An intergenerational service-learning opportunity like ‘Connections’ is something unique that USF offers students, and it is making a difference in the community. The Honors College looks forward to continuing this partnership for years to come,” says Wilkins.

Partnerships and community service are valued pillars in the Judy Genshaft Honors College.

“‘Connections’ is a great example of what is possible when our talented and collaborative faculty partner with important organizations throughout our community with a goal of making lives better,” says college Dean Charles Adams. “This program is serving an important population of Tampa Bay’s residents, and we are very proud of the work that Dr. Wilkins and her students have done, and continue to do, to help our wonderful community thrive.”

# Learning through a global lens

WHAT HAPPENS WHEN TWO globally focused and diverse universities from opposite sides of the Atlantic Ocean decide to partner for a semester abroad opportunity designed to immerse students in a new and captivating culture? According to USF Judy Genshaft Honors College Assistant Dean Benjamin Young, MA '07 and PhD '12, great things happen.

Building on an existing partnership with the University of Exeter, Young led a class of 15 USF students for a full spring semester in Exeter in 2019. Located approximately three hours west of London, the university was founded in 1855 and is ranked among the top 10 universities in Europe. It is also a member of the Russell Group, a consortium of the elite universities in the United Kingdom, similar to the American Association of Universities.

While in Exeter, the USF students took one course with Young and their other courses in their respective majors with Exeter faculty. This allowed them to bond with their cohort while also experiencing true campus life and forging friendships with scholars from all over the world. They joined “guilds” (clubs), played on the university’s sports teams, and participated fully in the community.

“Though we were visitors ourselves, we were able to be interwoven into the Exeter culture and way of life,” says William McClellan, a senior cell and molecular biology major. “Over the course of those five months, Exeter became home. When we would travel outside of the city, or even outside of the United Kingdom altogether, and arrive back at the Exeter St. David’s train station, there would be a sense of relief of being back home.”

Located in a corner of that train station is a café where Young held office hours during the semester. “It allowed us to discuss the coursework in a diverse and inspiration-rich location,” says Young. “That train station is an international gateway where people from all walks of life and backgrounds gather.”

His office hours were not the only unique component of the Honors course. Young met with the students in a classroom for the

first two weeks of school, and after that they convened in different parts of Exeter, the local countryside, and in other cities including St. Ives, Bath and London. “We went to museums, visited the sea, studied the local geology, took train rides around the country, and went on multiple excursions, all while discussing the ideas of the course, interpreting our experiences, and bonding over good food and shared stories. England itself was our seminar room.”

It was important to Young that the students had an opportunity to use his course as a space of connection, interpretation and personal growth.

“They were able to make sense of their experience and disciplinary coursework at the University of Exeter through a globalized lens, learn from each other, and then bring that knowledge back to their studies at USF,” says Young. “It created an opportunity for reflection on the importance of interdisciplinary collaboration and understanding of diverse views, both personally and culturally.”

McClellan valued the opportunity to participate in this semester abroad opportunity and says it solidified to him the importance of a global perspective.

“Something really meaningful that I took away from this experience, was the true beauty of diversity,” he says. “If our generation wants to accomplish positive changes, we will have to work together on an international scale. That makes it so important to gain a global view of the world.”

A second cohort of Honors students is currently studying in Exeter with faculty member Lindy Davidson, PhD '16; Young will return with a third group in 2021. Young says that institutions at the University of Exeter have been impressed by the USF students and have expressed interest in additional partnership opportunities.

“The University of Exeter is an internationally relevant research center in a historically and culturally rich city, full of bright and motivated scholars from all around the globe,” says Young. “It is a great opportunity to make connections with other leaders and those who have a shared goal of making a positive difference in our world.”

- Stories by AMY HARROUN | Judy Genshaft Honors College

**Opposite page: Judy Genshaft Honors College student Erica Ginsberg leads a “Connections” tour.**

**Right: USF Judy Genshaft Honors College students participating in the Semester in Exeter program with Benjamin Young visited the beautiful River Exe on their very first day in the United Kingdom.**



Photo: BENJAMIN YOUNG | Judy Genshaft Honors College

# College of ENGINEERING

## Program teaches real-world job skills

IN THE ASSISTIVE ROBOTICS LABORATORY in the Kopp Engineering Building on USF's Tampa campus, Jillian Stover was surrounded by tools, prototypes and robotics projects. She held a small, four-wheeled robot that she had assembled and programmed herself.

A Hillsborough Community College computer engineering technology student, Stover spent 80 hours in a lab of the USF Center for Assistive, Rehabilitation and Robotics Technologies (CARRT) as part of a collaboration with the Tampa-based nonprofit Hands On Education through which she learned the basics of coding and developing Android apps. The robot, and the certificate of completion she received during her graduation ceremony, were tangible representations of all her hard work.

"It was great working at USF for my internship," she says. "I did learn a lot through this program."

Developed in 1998, Hands On Education provides paid vocational training experiences to young adults with mild or moderate learning disabilities or physical disabilities. Program director John Ficca said Hands On Education currently has 15 of its students employed at partner organizations across Hillsborough County, including at parks and recreation facilities, animal control, fleet management and at USF.

"We are so strong because of all our community partners coming together," Ficca says. "What USF has done is given us a successful setting for employing (program students). We see that as an opportunity for developing skills and for self-discovery."

The program focuses on matching students' abilities to potential employers, and program training manager Mike Cornelius says students who work at CARRT all have potential for working in tech.

"The focus on participants at this lab is on those who are on top of their cognitive abilities and have high levels of aptitude," Cornelius says.

Redwan Alqasemi, CARRT lead researcher and mechanical engineering research professor, says that every student CARRT staff meets through the program is unique and that, as a center focused on assistive and rehabilitation technologies, these students' time in the lab can offer valuable new perspectives.

"I've often found that engineers need to get outside the box," Alqasemi says. "We can make something that we think is great, but we don't see the people who use the technology. That's why this particular merger of machines and humans is unique."

This partnership also fits into CARRT's existing vocational rehabilitation projects. CARRT director Rajiv Dubey says the center spent more than four years working on a virtual reality

system built for vocational rehabilitation and tested it specifically for individuals with autism spectrum disorders. More than 25 publications and conference papers were written about the system — Virtual Reality for Vocational Rehabilitation — over the life of its corresponding research project.

"(In this internship program), CARRT provides a close to real-world, flexible and friendly environment to learn various job skills," Dubey says. "Such a setting with graduate students as mentors is best suited for individuals with autism spectrum disorders, as they need customized training."

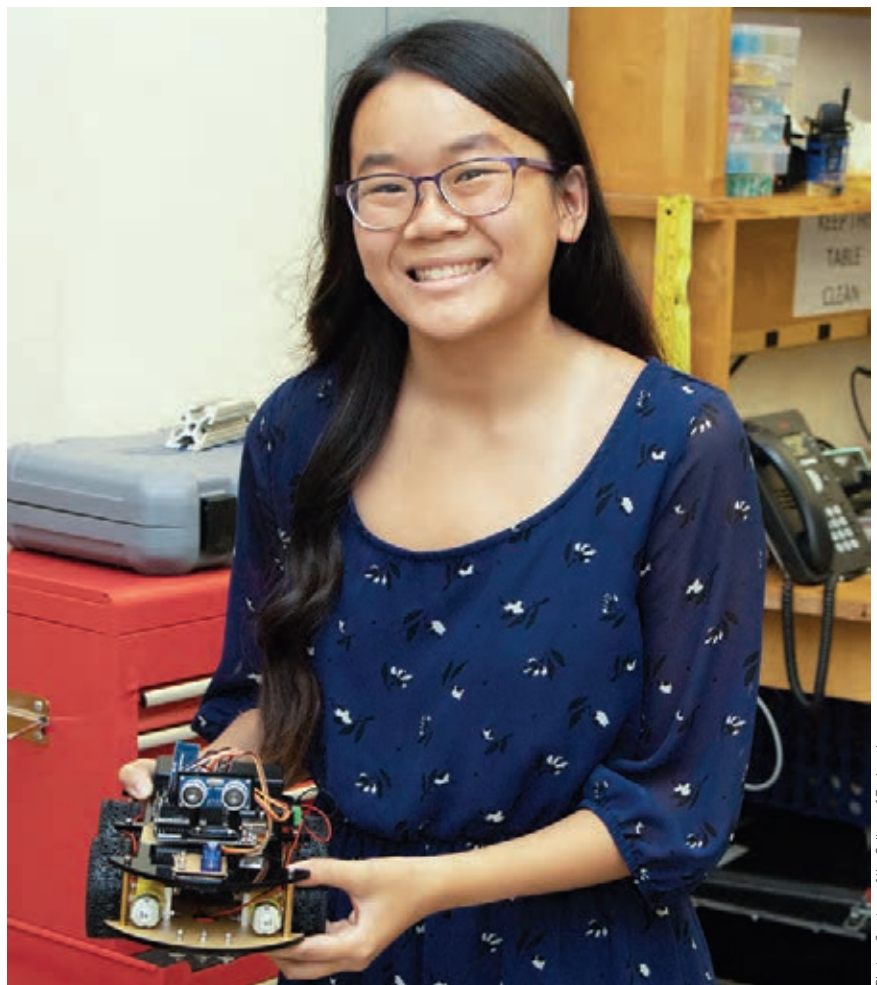
Stover told her CARRT internship mentor Urvish Trivedi, a graduate student in mechanical engineering, about her ambitions to study cybersecurity after getting an associate degree. Trivedi tailored her curriculum for the semester appropriately.

Toward the end of her internship, she was able to program a moving robot resembling a small remote-control car. Stover says if she has the chance to take a repeat internship with CARRT, she'd be interested in learning another coding language through the program.

Stover recently started taking honors classes in her program and plans to transfer to USF once she finishes at HCC.

- RUSSELL NAY '18 | College of Engineering

Stover stands with the programmable robot she assembled toward the end of her internship with CARRT.



Photos: Courtesy of the College of Engineering





## Institute to help SOCOM address key challenges

A NEW PARTNERSHIP BETWEEN USF's Institute of Applied Engineering and U.S. Special Operations Command (SOCOM) paves the way for researchers and students to collaborate with SOCOM to help solve significant challenges facing the nation.

The new five-year contract is worth a maximum value of \$85 million. The partnership calls for utilizing the USF institute's expertise in applied research and advanced technology development to support SOCOM's needs in a range of scientific and engineering disciplines.

"I firmly believe it's the role of a public research university to catalyze regional economic development, and that can only be achieved through high-impact partnerships with government and private industry," USF President Steven Currall says. "By forming this type of partnership, USF is helping to elevate the Tampa Bay region as we seek to shape a more knowledge-based economy."

Over the course of the contract, the USF institute will complete individual task orders for projects within its core competency areas. SOCOM may look to the institute to address issues in fields such as autonomous systems, human performance, transportation, cybersecurity, data analytics and sensor technologies. Students and faculty may also have opportunities to gain real-world experience through internships at MacDill Air Force Base.

The USF Institute of Applied Engineering is a direct support organization of USF that was formed in 2018. Robert H. Bishop, dean of the College of Engineering and president and CEO of the institute, says competing for contracts from the U.S. Department of Defense is one of the primary reasons for creating the institute.

"Our goal is to leverage the intellectual and creative firepower of the USF Institute of Applied Engineering and academia to address the many significant challenges facing our country. This contract supports groundbreaking research, hardware and software development, test and evaluation, demonstrations and prototyping, while providing SOCOM access to world-class education and training resources in support of their global mission," Bishop says.

Later this spring, the institute will move into a renovated 4,000-square-foot space inside nearby University Mall as part of the Uptown District transformation. In June 2019, Hillsborough County Commissioners awarded a \$5.2 million grant to support the institute as it increases capacity in the new location and aims to attract additional industry and government partners.

"There are big plans for the mall, and I believe we should be a part of that," Bishop says. "Engineering should be on display. When people go out to movies or to dinner, I want them to see engineers working; it's important for engineers to get out in the community. We want to create more understanding in the general public about the work of engineers."

He also believes the mall location will help in recruiting engineers and scientists for the institute as well as other tenants.

"This will be a place where you can live, play and work," Bishop says. "Small companies, in particular, are looking for talent, they're looking to make connections, they're looking for networking opportunities. If they see an institute such as ours in that space, they're going to want to be around it."

- ADAM FREEMAN and TOM WOOLF | University Communications

Artist's rendering shows spaces planned for the Institute of Applied Engineering in University Mall.

(Rendering prepared by api(+) in support of RD Management's partnership with the Institute of Applied Engineering)

# MUMA College of BUSINESS

## Citi mentors

FIRST-GENERATION STUDENTS face an added challenge of going through the college experience without the help of family members who have been there to guide them along. They miss valuable insights – voices of experience – about courses to take, how and when to decide on a major, which internships to seek and where to go for help to transition from student to young professional.

For those students in the Muma College of Business, there is the Corporate Mentor Program, part of the Collier Student Success Center. The program enlists mentors from Tampa Bay area businesses and corporations to help steer these students on their journey to well-paying corporate jobs. And the biggest partner of the program: Citi.

Citi currently has 64 – more than a third of the mentors enrolled in the program – mid- to senior-level executives volunteering as mentors. Citi also provides funding the program needs to fulfill its mission of student success. The number of corporate mentors from Citi has grown markedly over the past four years, getting first-generation juniors and seniors ready for their leap from the classroom into the boardroom.

Mentors teach students how to ace an interview, how to compose an effective résumé, how to network and how to navigate the ins and outs of corporate culture. Students participate in workshops, seminars, dinners and other opportunities that help them develop professionally and build the underlying skills needed to become tomorrow's leaders.

"The partnership with Citi enhances students' chances for success in the business world and beyond," says Olivia Davis, director of the Corporate Mentor Program. Citi sponsors tours of its main campus and funds some large-scale events while also providing guest speakers who talk about professional development. Students are required to meet with their assigned mentors at least once a month.

Overall, the program hosts more than 150 mentors matched with more than 161 students.

"There are numerous mentorship programs available in the Tampa Bay area but Citi

enthusiastically supports the USF Corporate Mentor Program because it is a direct tie to the highly sought-after business school students we want to hire," says Craig McKenney, managing director of Citi's Tampa campus and head of the bank's enterprise supply chain. "The experience students receive in the program gives them the support and confidence they need in the workplace."

Citi employees in Tampa take pride in giving back, he says, and giving back to first-generation students aligns with the corporation's community focus.

The corporation strongly encourages its executives to serve as mentors.

"We promote the opportunity, stay in contact with mentors throughout the year and support our employees who give back," McKenney says, "because we know we are training the next generation of corporate leaders."

## Data citizens

EVERY STUDENT AT THE MUMA COLLEGE of Business graduates with a Data Citizen Scientist certification, with an emphasis on analytics. And to present meaningful, impactful and relevant analytics, you're going to need a bigger data base.

Enter Nielsen, a world leader in collecting and measuring data. The company is best known for tracking home television ratings, which in turn set advertising rates, but it also collects information related to consumer behavior, what entertainment choices are trending and which products sell and which ones fall short. In a nutshell, the data gathered by Nielsen has impact across a wide range of commerce, not only in the realm of television advertising, but the marketing of all those advertised products as well.

In the fall of 2012, after two years of negotiations, Nielsen agreed to open its treasure trove of data to the business college's Information Systems and Decision Sciences department, ensuring a steady stream of real-time, real-life data for students to analyze, organize and categorize to come up with innovative conclusions that can have a real impact on

retailers and consumers. It was a groundbreaking partnership that has yielded impactful results over the years:

- In 2015, using TV viewership data from Nielsen, researchers in the college built predictive models that held the potential to forecast election outcomes in swing states.
- In 2016, the USF-Nielsen Sunshine State Survey was published, becoming a definitive survey on a wide range of economic, social and topical issues facing voters in one of the nation's largest and most diverse states. USF and Nielsen administered the survey, analyzed the results and issued conclusions.

Over the past eight years, data generated by Nielsen has been crunched by business students and professors researching consumer behavioral trends, often coming up with findings that alter the course of marketing. It's an obvious benefit for the college, a recognized leader in infusing data analytics and creativity in its curriculum, but Nielsen also benefits from the collaboration.

Brian Fuhrer, '84, senior vice president and cross-platform product leader at Nielsen, says his company benefits in a number of ways from the partnership.

"Globally, we have more employees who have graduated from USF than any other college in the world," he says. The company has about 45,000 employees. Fuhrer works out of the Nielsen's Global Technology and Innovation Center, located in a sprawling complex in Oldsmar.

"But there are some intangibles here also," says Fuhrer, who has more than 20 years' experience in media research and product development. "The projects we do with USF are typically outside our sweet spot. When we work with USF, we are thinking about data in different ways and that gives us a real sense of accomplishment and that stimulates our employees to stretch their muscles a little bit."

Besides students and Nielsen, a third beneficiary of the partnership are the doctoral researchers who are able to use Nielsen data for their projects, research and publications that are relevant to the marketing industry. Nielsen also has the ISDS Department faculty to draw on as a resource.

# Lightning partnership creates opportunities

ON A TOUR OF AMALIE ARENA on any given day, you are far more likely to run into USF alumni, or students serving fellowships, than you would a Tampa Bay Lightning player. That's because the franchise and the Muma College of Business have a collaboration that is unique.

"I don't know of one anywhere that has this level of integrated partnership," says Michelle Harrolle, director of the Vinik Sport & Entertainment Management Program, a dual-degree graduate business program that boasts a near 100 percent job-placement rate after graduation, and which benefits most from the arrangement.

Steve Griggs, president and CEO of the Tampa Bay Lightning and Amalie Arena, says the partnership between the Muma College of Business and his organization is something special.

"This partnership has been working for a long time," Griggs says. "We now are integrated on so many levels, not only with the Vinik Sport & Entertainment Management Program.

"The success is two-fold," he says. "First we have access to the college's entire team of incredible researchers. Second, we have access to the best and brightest students at USF and this has a tendency to elevate our game as well. And, we get to see sports and entertainment through the eyes of a younger generation."

Between 10 and 12 student interns, called fellows, from the program work at the organization each semester, Harrolle says, and that's part of the reason for the high job-placement rate. Those students graduate with master's degrees in sport and entertainment management and MBAs, plus the real-world experience they get at a well-regarded, internationally known corporation that does so much more than simply field an NHL hockey team. The multi-industry conglomerate owned by Jeff Vinik involves the Vinik Family Foundation, Tampa Bay Sport & Entertainment and the Tampa Bay Entertainment Properties. Vinik's Strategic Property Partners is spearheading a multi-billion-dollar development of downtown Tampa and he recently began investing in esports. Harrolle says fellows from the program and recent graduates get plugged into all those opportunities.

Student fellows gain valuable experience in business intelligence and analytics, business operations, marketing, sales, partner development, "across all types of segments of any industry," Harrolle says.

They all benefit because of the "amazing mentorship opportunities," she says. Those who aren't hired by Vinik's companies aren't out of luck, Harrolle says, as Lightning business leaders actively "help our students find jobs. Students are there on fellowships for a year and mentors assist students with résumés, cover letters; teaching networking skills and other avenues of professional development."

Vinik struck the partnership with USF eight years ago after making a donation to assist with program costs, including faculty salaries and student fellowships. In 2017, the Vinik family donated \$6 million to the program and



the college attached the Vinik name to the program that was recently ranked fourth best in the world by SportBusiness International, No. 3 in North America and is the only sport and entertainment management program ranked in the state of Florida.

"This program is creating a pipeline of in-demand talent," Vinik said at the naming announcement. "Our graduates are becoming known as top employees who make better, stronger companies, which in turn benefits our entire region."

**Students in the Vinik Sport & Entertainment Management Program gather at Tampa's Amalie Arena.**

- Stories by KEITH MORELLI '78 | Muma College of Business

## Uncovering the mysteries of blue-green algae blooms

IN 2018, A BLOOM OF BLUE-GREEN ALGAE choked Lake Okeechobee and gummed up waterways in several south Florida estuaries. The return of the stinky scum to Florida's largest lake and several other hot spots in 2019 prompted Florida Gov. Ron DeSantis to establish a Blue-Green Task Force to address this vexing challenge – and now USF is helping out as well.

USF marine scientists are leading a three-year, NASA-funded partnership to better understand and forecast blue-green algae blooms in Lake Okeechobee and three south Florida estuaries: the St. Lucie Estuary on the east coast, Caloosahatchee River Estuary on the west coast, and Florida Bay to the south. This partnership is the first of its kind. Together with scientists from Florida Atlantic University's Harbor Branch Oceanographic Institute and water resource scientists from the South Florida Water Management District, the team will use state-of-the-art remote sensing, models and field surveys to improve understanding and forecasting of two types of blue-green algae called *Microcystis* and *Synechococcus*.

"There is a lot of blame going around, and a lot of assumptions about rainfall, discharges from Lake Okeechobee, and algae blooms," says Chuanmin Hu, a remote sensing expert who runs the Optical Oceanography Laboratory in the USF College of Marine Science. "But at the moment there is no scientific evidence of a connection."

Blue-green algae exists naturally in fresh water. In healthy doses it can be a small part of a thriving ecosystem. But under the right conditions, it can grow into blooms that can cause problems for people and wildlife on lakes and in estuaries.

The team will leverage the tools of remote sensing (USF), computer models (FAU Harbor Branch), and improved water monitoring techniques (SFWMD and FAU Harbor Branch) assessing blue-green algae blooms and their environments such as water clarity, temperature, nutrient concentration and more. Their goal: To better understand if and how the water discharge from the lake and rainfall impacts the concentration of blue-green algae in the three main phases of a bloom – initiation, maintenance

and dissipation.

"With this knowledge in hand we hope to make additional information available to the U.S. Army Corps of Engineers for their Lake Okeechobee management decisions," Hu says.

Lake Okeechobee is surrounded by a dike to protect communities south of the lake from flooding. When lake levels are too high, water is discharged from the lake to the estuaries to prevent a dike failure that could flood residents living south of the dike. This is a balancing act between maintaining flood protection, the lake's health and regional water supply needs across south Florida.

The new effort will add a better understanding of algae blooms while also providing new information from improved satellite sensors and algorithms to interpret data.

Using remote sensors to study estuaries in south Florida is a challenge, says Hu, who will use a suite of NASA and ESA (European Space Agency) sensors for the study. Clouds and sun glare interfere with satellite signals, particles in the water make it hard for the sensors to tease out the information of algae from the rest, and smaller estuaries require sensors with a finer resolution than have been available in the past.

"It's indeed a big technical challenge, but with experience gained from past NASA-funded projects we are confident in using NASA and ESA satellites to study these blooms," says Hu, who recently used NASA's Moderate Resolution Imaging Spectroradiometer (MODIS) to discover the largest seaweed bloom in the world, a discovery highlighted by Discover magazine as one of the top 50 scientific discoveries of 2019.

- KRISTEN KUSEK MA '98 and MS '98 | College of Marine Science





# Guardians of the Gulf

FLORIDA IS GROUND ZERO FOR CLIMATE CHANGE and natural hazards that threaten its future. Hurricane Michael, the record-hot October of 2019, “sunny day flooding”: signs of new realities abound, and it’s tough to keep pace and make sense of it all.

Enter “Guardians of the Gulf,” a new program launched by USF’s College of Marine Science with the Boys & Girls Clubs of the Suncoast that aims to take an inaugural step toward educating youth communities who will inherit these challenges and opportunities for innovation.

“We hold deep, cross-disciplinary expertise in climate change and coastal resiliency at USF, but until now have not had an effective way to share this information with lay audiences,” says Jacqueline Dixon, dean of the College of Marine Science. “Guardians of the Gulf is a great start because it hits

on a critical need to serve communities who arguably need this education the most, and the program can scale in time to other stakeholder groups as well.”

While in the early stages of development, the program is designed as an eight-week summer STEAM experience for children who participate in the Boys & Girls Clubs of the Suncoast (ages 5-18).

“Many of the students this program serves have never been to the beach,” says program lead Kristen Kusek, the science communication strategist the college who also has extensive experience developing education and outreach programs. “Safeguarding the coast begins with caring about it, so our first goal is to make sure the kids have fun while also instilling the values of hope, wonder and innovation along the way.”

Multisensory learning activities will foster an appreciation of the natural environment, empower children to realize what’s at stake and inspire them toward action, Kusek says. A key goal is to use the power of technology to take kids where they

can’t normally go; it will combine web-based educational experiences (news-style broadcasts, gamified learning journeys) with hands-on activities and in-field excursions that reinforce concepts, stimulate inquiry and sustain engagement.

“As much as we’d love to take the kids to the beach or on the boat every day, we simply can’t do that, and that’s where technology can play a critical role,” Kusek says.

The team will leverage the power of underwater remotely operated vehicles (ROVs) to capture underwater footage that they beam back to the Boys & Girls Club facility, distance learning technologies to hold live Q&A sessions with scientists while they are at sea, and more. Additional program leaders from the college include Sarah Grasty, manager of USF’s fisheries/mapping program, and Teresa Greely, director of education and outreach for the college.

A pilot of the program, made possible

by a grant from Duke Energy Foundation, will take place over spring break at the Royal Theater Boys & Girls Club facility in south



St. Petersburg. It will include excursions to the Florida Aquarium and Clam Bayou, a waterfront educational facility a few miles from the Royal Theater that is managed by the college.

The program is being endorsed by St. Petersburg’s new “smart city” initiative. In early 2019, St. Petersburg’s Innovation District secured the city as the first in Florida to join U.S. Ignite’s Smart Gigabit Communities, a consortium of 25 U.S. and two international cities. Guardians of the Gulf was chosen as one of its pilot efforts.

“There’s not one person I’ve spoken with about this program who doesn’t light up in response,” says Alison Barlow, who leads St. Petersburg’s Innovation District.

In addition to USF, the Boys & Girls Clubs and the Innovation District, program partners include Spectrum (Charter Communications, Inc.), the city of St. Petersburg, St. Petersburg College, the USF St Petersburg campus, U.S. Ignite, and Future Vision Multisensory Media, a local science education production company.

Illustration:  
TESSA WILSON and KRISTEN CORTDA  
USF St. Petersburg Graphic Arts Program

# The MORSANI College of MEDICINE



Photos: Courtesy of USF Health Communications

**Above:** Former medical student Michael Carr examines a patient visiting the BRIDGE Healthcare Clinic, while Dr. Frederick Slone, medical advisor to BRIDGE and assistant professor of medicine in the Morsani College of Medicine, reviews the patient's medical record.

**Opposite page, center:** Teams of volunteers take part in Tampa Bay Street Medicine street runs, which bring medical care and much-needed supplies to the homeless. Here, students and medical professionals meet ahead of an evening street run.

**Opposite page, top:** USF Nursing student Avrie Bianco helps a youth camper as part of the Peds to Succeed program.

## Improving access to health care

THERE ARE PEOPLE IN THE MARGINS of health care, outside the typical stream of doctors, nurses and clinics that you might experience.

Some are completely isolated from health care options. Others simply fall between the cracks – the working poor who have no insurance to cover the cost of care and no money to pay directly for care.

It is for these men, women and children – families throughout the Tampa Bay area – that students and faculty in the USF Health Morsani College of Medicine create outreach programs to provide easier access to health care.

While there are many outreach programs, three in particular are great examples of how outside-the-box thinking, coordinated efforts, and community support can directly impact someone's access to quality care: the Ybor Youth Clinic, the BRIDGE Healthcare Clinic and Tampa Bay Street Medicine.

All three have a mix of volunteers, committed faculty physicians and idealistic students driven to do all they can for people in need. But also supporting these programs are community partners, organizations that offer money and medical supplies to make these programs truly succeed. Without that added help, especially direct underwriting, these outreach efforts would likely close, and maybe not even open, says Elizabeth Simoneit, a senior medical student in the Morsani College of Medicine and a co-director in the BRIDGE Healthcare Clinic.

"We absolutely rely on our local community partners and

donors," Simoneit says. "These partnerships are what helped us launch BRIDGE and allow us to keep our doors open and provide the necessary care our patients wouldn't otherwise get."

Grants from organizations such as the Florida Association of Free and Charitable Clinics and the Colorectal Cancer Alliance, whose funding allowed BRIDGE to offer endoscopic procedures for patients who need them, make the programs real. In addition, Quest Diagnostics provides lab work and Moffitt Cancer Center and Advent Health take BRIDGE patient referrals.

Beyond direct funding, donations of medical supplies are also a critical part of the equation for these efforts. For Tampa Bay Street Medicine, donations of supplies and basic medications, including those from Lily Pharmacy and Pioneer Medical Group, mean students can give direct support to the homeless, people who are unlikely to go to any form of clinic to treat their conditions.

"We have a lot of great partners who help provide over-the-counter medicines and fill prescription medications at cost for our homeless patients, people who wouldn't get necessary medications without the support of our partners," says Lauren Buckley, a senior medical student and co-president for Tampa Bay Street Medicine.

Sometimes, partnering with community organizations is more than ongoing donations. For example, the First Presbyterian Church in downtown Tampa provides the Tampa Bay Street Medicine team with space in their church buildings for providing direct clinical care to the homeless, including a women's health clinic opened with the help of a \$15,000 donation by the Florida Medical Clinic's Foundation of Caring. The space at First Presbyterian helps providers "get a better, complete clinical picture of our patients."

A real "storefront" is central to the care provided by the Ybor Youth Clinic, and the added effort to make the space welcoming and accessible is succeeding in bringing teens off the streets, says Dr. Lisa Istorico Sanders, assistant professor of pediatrics/infectious disease and executive director of the Ybor Youth Clinic.

"For many people, especially for teens, these outreach clinics are an entry way into the health care system," Sanders says. "Given the myriad non-medical issues complicating our patients' lives, it really does take a group effort to meet their needs."

Ybor Youth Clinic was able to open because of donations provided by Lazy Days Employee Foundation and a tightknit collaboration with other agencies means these young patients have the tiered support required to successfully meet their range of needs, including help from the Crisis Center of Tampa Bay for assault and trauma, DACCO for substance abuse, and Camelot Community Care for homelessness.

The medical outreach efforts of these three programs helps extend USF Health's reach into the communities with people who might not otherwise get the care they need. Here is a glimpse of three models of care that are removing barriers for many marginalized patients.

### BRIDGE Healthcare Clinic

- Opened in 2007
- A student-directed free clinic for uninsured patients living in the University Community adjacent to USF
- [health.usf.edu/bridge](http://health.usf.edu/bridge)

The clinic collaborates with community partners to provide routine care for non-emergency medical needs for uninsured adults who make 200 percent or less of the federal poverty guidelines.

USF Health students (medicine, pharmacy, public health and physical therapy), social work students, and attending physicians volunteered nearly 9,000 hours to this once-a-week clinic in the last fiscal year.

Some of the many community partners supporting the BRIDGE Healthcare Clinic include: Advent Health, Colorectal Cancer Alliance, Florida Association of Free and Charitable Clinics, Florida Department of Health, Moffitt Cancer Center, Quest Diagnostics, Temple Terrace Rotary Club, and University Area Community Development Corporation.

### Tampa Bay Street Medicine

- Opened in 2014
- A student-run organization working to improve access to health care by providing services directly to the homeless on the streets and in shelters.
- [health.usf.edu/medicine/studentorgs/tbsm](http://health.usf.edu/medicine/studentorgs/tbsm)

Tampa Bay Street Medicine is a student organization at USF Health dedicated to improving the medical care of the homeless in the Tampa Bay area. Through direct outreach on the streets and in shelters, the group of medical, physician assistant and pharmacy students seeks to provide medical care, education, community connections, and health care access to some of the most vulnerable members of our community.

Some of the many community partners supporting Tampa Bay Street Medicine include: First Presbyterian Church of Tampa, Florida Medical Clinic Foundation of Caring, Lily Pharmacy, Pioneer Medical Group, and Metropolitan Ministries.



### Ybor Youth Clinic

- Opened in 2012
- Only area health clinic designed for underserved and at-risk youth in Tampa Bay
- [health.usf.edu/yyc](http://health.usf.edu/yyc)

Opened in September 2012, the USF Health Ybor Youth Clinic has become an invaluable resource for local youth ages 13 to 24, providing high quality, innovative, compassionate and nonjudgmental health care for all youth, regardless of income. The clinic is unique in its offering of specialized care to high-risk youth and those most typically marginalized, including homeless, gay, lesbian, transgender, and HIV infected individuals. Many of these young patients are also facing other stresses, such as no health insurance, no other access to health care, homelessness and food insecurity.

Some of the many community partners supporting the Ybor Youth Clinic include: Adolescent Health Resource Navigator by Healthy Start Coalition, DACCO, Camelot Community Care Tampa Bay Youth Outreach, Crisis Center of Tampa Bay, Hillsborough County Department of Health, UNITY@ Moffitt, and Walgreen's Pharmacy.

- SARAH WORTH '86 | USF Health Communications

# College of NURSING



Photo: JESSICA SAMANIEGO | USF College of Nursing

## Students meeting needs of children, older adults

A PROMISING PARTNERSHIP THAT PAIRS USF pediatric nursing students with at-risk youth in neighborhood community centers is expanding to include the health needs of older adults.

Over the past year, the College of Nursing has seen successes with its Peds to Succeed program, a new community outreach initiative between the Tampa Police Department's Resources In Community Hope (R.I.C.H.) Houses and the nursing school.

Nursing leaders hope to build on that collaboration and expand the college's impact in the Tampa Bay community by launching the EnRICHed Families: Improving Health Outcomes for At-Risk Communities project.

Bull nurses will join with USF athletic training students to provide preventative screenings, health literacy and nutrition education. The program will begin in earnest this summer.

And while Peds to Succeed focuses on school-aged children, its spin-off will concentrate on the seniors also living in the disadvantaged neighborhoods of Sulphur Springs and Robles Park.

Sharlene Smith, MS '12 and DNP '15, an assistant professor in the college, says this program is just the beginning for more community outreach. She and other faculty plan to bring pediatric nurse practitioner students to the neighborhoods for health fairs, back-to-school physicals and sports physicals.

"As health care deliverers, we need to meet people where they live and try to focus more on preventative rather than reactionary health care," Smith says. "This program is allowing the College of Nursing to do just that by getting back into the community and giving back."

One of the goals of the nursing partnership is to help train pediatric nursing students in a community setting by providing wellness education programs to underserved neighborhoods. These student-led lessons will concentrate on wellness through student engagement, outreach and service.

At one of the on-site visits, nursing students created and presented a lesson on feelings and anger to help young campers.

Nursing students welcomed the new partnership and said working with the children was engaging and enriching.

"We're getting a lot of therapeutic communication with the pediatric population and learning about how to handle and talk with this population. We're definitely going to see this population in the nursing setting, so it's nice to be exposed to it now," student Courtney Bennett says.

- ELIZABETH L. BROWN | College of Nursing

# College of PUBLIC HEALTH

## Finding solutions

“IT’S EASY TO OPEN UP a business – anyone can do that,” Bradley Herremans, CEO of Suncoast Community Health Centers, said. “Now try keeping it open for the next 20 years. That’s the challenge.”

And so began a meeting late one January afternoon at Suncoast’s Brandon facility, one of the organization’s eight nonprofit, federally qualified community health centers serving 63,000 patients a year throughout southern and eastern Hillsborough County and parts of Lakeland. Suncoast provides children and adults, most of whom are uninsured or insured by Medicaid or the Hillsborough County Health Care Plan (health insurance for low-income county residents that’s funded by sales tax), with a host of health care services – everything from well visits, to vision exams, to dental care and pharmacy needs. Patients without insurance pay on a sliding scale based on their income.

Seated around a conference table were Herremans and members of his executive team, including Natalie Wrightson, a recent USF College of Public Health graduate and former Suncoast intern who now is a pharmacy compliance and financial analyst for the organization. They were joined by four Public Health graduate students and their advisor, Assistant Professor Zachary Pruitt, MHA ’08 and PhD ’13. The students, all pursuing their master’s degrees in health administration (MHA), are taking part in Pruitt’s Advanced Seminar on Health Care Management, a course that develops analytic and decision-making skills regarding issues with health services.

The MHA program develops students’ knowledge and skills in contemporary management methods and policy decision-making, integrating a population health management approach. Upon graduation, students are prepared for management and leadership positions in health services and related organizations throughout the nation.

The student group, which includes Marjorie Brelsford, Samer Hussamy, Nishat Jerin and Emily Zapf, has been tasked with enhancing the financial stability of Suncoast’s health centers, which must provide medical services to roughly 950 individuals a day in order to break even. The capstone course requires the development of a team-based project to be presented in April. The students will conduct a financial and operational analysis to propose a plan by which Suncoast can assure success into the future.

“These are very involved students who are excited to apply what they’ve learned from operations, finance and marketing on this project,” Pruitt says. “They will define the problem, look at data and literature to identify best practices, interview personnel and then explore and present interventions.”



Photo: ZACK MURRAY

And the timing couldn’t be better. “Sustainability is a key issue for community health centers across the country,” Herremans says. “So we’re looking at everything, and we will change some things.”

The College of Public Health began its partnership with Suncoast several years ago, when Pruitt cold-called the organization and explained the college’s commitment to the community and to health care management as a profession. As a result of that call, Suncoast invited students to intern.

From there, the relationship blossomed.

After those initial health administration interns presented their internship projects, the college and Suncoast endowed a scholarship, which led to more interns. Suncoast began attending the college’s career fairs and providing speakers for its Healthcare Management Student Association, further solidifying its collaboration with the college.

By all accounts, the partnership is a win-win-win – for Suncoast, the college and its students.

“It’s easy to get tunnel vision when you do this work every day,” Herremans says, noting that the students “come in here with a fresh set of eyes and shake things up a bit. It’s good to get different perspectives. We learn, and they hone their skills.”

And what about the students? What do they gain besides the obvious – an impressive highlight for their growing resumes and a post-graduation employment contact to mine?

According to the four from Pruitt’s class, the Suncoast partnership allows them to practice their passion -- one of the college’s mottos – in a real-world classroom while making a difference in the community where they live and go to school.

“What’s great about this project is we get to apply our work in the real world and see how it might affect patients, and that’s really satisfying,” says Samer Hussamy, whose career interests lie in health analytics. Nishat Jerin, who hopes to land a job in finance, operations or strategy at a hospital or skilled-nursing facility after graduation, agrees. “We’re gaining professional experience but also giving back to the community,” she says. “We’re getting the best of both worlds.”

**Students get an overview of day-to-day operations at Suncoast Community Health Centers from its CEO, Bradley Herremans, top center.**



## Policy change means healthier snack options

WHILE COMMUNITY RECREATIONAL facilities offer plenty of options for physical activity and getting healthy, the snacks offered at concession stands and vending machines are anything but that, often loaded with fats, salt and sugar.

That's where public health and social marketing step in.

The USF College of Public Health has used social marketing to improve health and prevent disease for more than 20 years through its Florida Prevention Research Center (FPRC).

Mahmooda Khaliq Pasha, PhD '16, an assistant professor and associate director for the World Health Organization Collaborating Center on Social Marketing and Social Change, says success for USF has resided in the empowerment and engagement of communities to achieve sustainable change.

She says this can be achieved through use of the community-based prevention marketing framework, which combines social marketing, community wisdom and control, along with public health advocacy.



**Fun Bites has led to healthier options becoming more affordable, attainable and placed in close proximity to the tweens so that the right choice was the easier choice."**

— Mahmooda Kaliq Pasha

Social marketing is the use of commercial marketing principles to achieve change in behavior that is of benefit to society.

The bottom line for social marketing – change in behavior (such as wearing a seat belt, getting a mammogram) versus financial gain.

A successful example of social marketing in action was with USF's Carol Bryant, professor emeritus, who worked with the Lexington, Ky., Tween Fitness and Nutrition Coalition to create the policy initiative "Better Bites: Snack Strong." The result was healthy food offerings on menus at public pools, government cafeterias, school concessions, movie theaters, restaurants, summer camps and the Kentucky State Park system.

Hearing of this program's success in Kentucky and wanting to replicate the effort in Florida, the Healthy Pinellas Consortium, a Florida Department of Health community coalition, worked with Khaliq Pasha, who provided training and technical assistance, to bring

Better Bites to Florida.

"In Pinellas, an estimated 29 to 33.5 percent of preschool students are overweight or obese, as is one in three high school students," Khaliq Pasha says. "Recreational facilities and sporting events encourage physical activity and healthy living, yet send a contradictory message by offering unhealthy snacks and limiting a person's ability to make healthy choices."

Using the community-based prevention marketing framework with a focus on policy development, the team of researchers and students from USF and community members from Pinellas worked together to select, tailor, implement and evaluate a strategy that would promote behavior change. The group concluded that part of the solution was to make nutritious choices easier for families managing after-school activities for their children.

Through research with parents and children, owners of concession stands and policy makers, the Healthy Pinellas Consortium decided to adapt and tailor Better Bites for Florida and improve the availability of healthy snack options at recreational facilities in Pinellas.

As a result, Fun Bites was born.

Fun Bites aims to provide healthier food options for tweens, ages 8 to 12-years-old, at municipal recreational facilities, including concession stands and snack bars.

"In some instances, facilities were contributing to a net increase in caloric intake as the tween would eat more calories than burn through exercise," Khaliq Pasha says.

The City of Largo was the first to use Fun Bites in its city concessions, followed closely by the City of St. Petersburg.

"Fun Bites has led to healthier options becoming more affordable, attainable and placed in close proximity to the tweens so that the right choice was the easier choice," Khaliq Pasha says. "Generally, healthy items added to menus increased sales and were popular with customers. An evaluation by FDOH revealed that one out of every two who purchased an item, typically selected a 'Fun Bite' item."

In fact, implementation of this initiative has led to institutional policy changes, making way for 13 locations to serve Fun Bites in Pinellas County, and an enactment of city-level policies in two municipalities related to community events and festivals.



Municipalities also mandated that any food vendor at an event offer at least one Fun Bite option using the program guidelines, and the City of St. Petersburg enacted a policy related to concessions sold at internal events and programs.

Kim Lehto, the Healthy St. Pete coordinator currently managing Fun Bites efforts in St. Petersburg, said policy change was instrumental in ensuring sustainability of the program.

She said they updated current parks and recreation policy language on what types of food could be offered at their facilities and also provided healthier options at 40 different vending machines.

"We followed up with a policy that was more precise and indicated that we would only serve items listed on the healthier concessions options list," Lehto says.

Rosy Bailey, food system consultant and facilitator for the Healthy Pinellas Consortium, says they were looking to make changes that impacted a community as a whole.

According to Khaliq Pasha, there is now an interest in expanding Fun Bites beyond Pinellas County, with a pilot test being run at a cafeteria in Tallahassee. The current focus is on establishing an online certification system for vendors, so that they can receive materials to make their establishment a Fun Bites location and to ensure adherence to nutritional guidelines.

"It's important to have many people at the table in addressing systemic changes, especially in regard to healthy food access," Bailey says. "It's amazing how the assistance we had with USF really helped us to unite individuals to make changes in a way that was effective."

— ANNA MAYOR | College of Public Health

# USF ST. PETERSBURG CAMPUS



Photo: ST. PETERSBURG COLLEGE

## Blazing a PATHe

NAVIGATING THE COLLEGE APPLICATION PROCESS can be challenging, even for the most well-informed families. For those with less experience with higher education, it can be downright daunting.

Representatives from St. Petersburg College (SPC) and the USF St. Petersburg campus were concerned the barriers were too high for many Pinellas County students. So they decided to work together to create new initiatives aimed at helping all students explore a route to post-secondary education.

It's all part of building what Tonjua Williams, president of SPC, calls the "educational ecosystem," a community network designed to help all students succeed, with SPC and the USF St. Petersburg campus leading the way.

"Our relationship with the USF St. Petersburg campus has never been stronger than it is right now," says Williams, MA '96, Life Member, Alumni Association board member. "As the key institutions of higher learning in Pinellas County, we are unified in our commitment to provide educational pathways that will lift up our community by preparing students for careers and providing businesses with a pipeline of qualified employees."

The newest venture launched by the two institutions is called Pinellas Access to Higher Education (PATHe). PATHe was formed in 2018 with support from the Florida Legislature to expand educational access and assist Pinellas County students who want to earn a college degree. More than 60 percent of jobs in Florida will require a degree or credential by 2025. Currently, more than two million Floridians have some college credits but no degree. In Pinellas County, there are 109,000.

The program puts four counselors in Pinellas County schools to guide middle and high schoolers through the college application process and answer any questions they may have. Two of the PATHe counselors are based at the USF St. Petersburg campus, while the other two are at SPC. In addition to visiting the various schools, the counselors also present to community groups on college preparedness.

Students can apply to the PATHe program, where they start their post-secondary education at SPC before transi-

tioning to the USF St. Petersburg campus. PATHe also offers financial aid and scholarships at both institutions.

"PATHe is just one example of the strong working relationship between our campus and SPC," says Martin Tadlock, regional chancellor of USF's St. Petersburg campus. "Our goal is to provide access to higher education for all students in Pinellas County and beyond and to support them as they strive to fulfill their potential."

There are currently 48 students in the PATHe program, with plans to expand in the near future.

"We've already had a big impact on the students," says Carolina Nutt, director of COMPASS first year experience on the USF St. Petersburg campus, who helps oversee the PATHe program. "We're really starting to build awareness about the program, ensuring the entire county knows that we're here to support them."

PATHe is just one of several partnerships between the two institutions. Both also participate in the FUSE program, a partnership that allows students to start earning an associate degree from SPC while receiving many of the perks of being a USF student. That includes access to campus events and specialized advising.

FUSE guarantees students who earn an associate degree in three years with a minimum grade point average of 2.0 will be admitted to either USF's St. Petersburg or Tampa campus, based on which academic path they pursue.

Not every partnership is focused on academics. For the second year, students from the USF St. Petersburg campus and SPC are teaming up to create the Good Vibes Only Art and Music Festival on April 25, a celebration of the arts in St. Petersburg's Williams Park.

- CARRIE O'BRIEN | Marketing & Communications

## Students explore career possibilities

DURING FALL 2019, 30 FIRST-YEAR STUDENTS paired with professional mentors from across St. Petersburg as part of a new Innovation Scholars Career Exploration Program on the USF St. Petersburg campus.

Students from a variety of degree programs – from business to biology – were matched with local CEOs, doctors, politicians and teachers for an opportunity to explore their interests and potential career paths. Each student spent at least six hours shadowing their mentor over the course of the semester.

While many students are still exploring their interests, Johnette Williams, a political science major, is driven by public service and has her mind set on pursuing public office. The coordinators of the Innovation Scholars program immediately saw a fit with St. Petersburg City Councilwoman Gina Driscoll.

"Councilwoman Driscoll was so enthusiastic about working with USF St. Petersburg students from the moment we approached her about mentoring," says program organizer Caryn

Nesmith, who oversees special projects for the campus. “We are so grateful to the mentors. Really, I think all of them realize that this is an opportunity to change the course of a student’s life.”

Innovation Scholars mentors commit to a minimum of three visits with a student, during which they’re encouraged to tailor their discussions to the student’s interests. Williams said Driscoll went above and beyond, meeting almost every week during the semester.

“I have been able to meet some other city staff along with going out and working in the community too,” Williams says. “The program has been a great learning experience. It has made me realize that I want to continue on my political journey.”

Councilwoman Driscoll adds, “This is a terrific program, and Johnette has been so engaged and enthusiastic.”

One of the first things Williams and Driscoll did together was a program called Park, Walk and Talk, which accompanies police officers as they stroll and converse with citizens throughout the city. Williams also volunteered with Driscoll at Feeding Tampa Bay and got to see how the councilwoman engages with her constituents.

“The program has helped me realize that this is the path I can take in life,” Williams says. “My goal is to be president of the United States one day, but I want to start as a councilwoman at the local level and be able to create a good foundation of supporters.”

More than two-thirds of students who participated in the fall 2019 semester requested to continue in the program during spring 2020. Martin Tadlock, regional chancellor of USF’s St. Petersburg campus, aims to double the program’s participation in its second year.

Williams is among those returning in spring, shadowing St. Petersburg Deputy Mayor Kanika Tomalin. She encourages other students to follow her lead.

“Even if you are unsure about what you want to do, just try something,” she says. “There’s a big difference between thinking you like something and actually experiencing it. This program could help you figure it out.”

- DYLLAN FURNESS | Marketing & Communications

## Campus harnesses the power of the sun

IN 2015, A 100-KILOWATT SOLAR ARRAY and Tesla battery system were unveiled on the USF St. Petersburg campus. Measuring approximately 7,100 square feet and consisting of 318 individual panels, the vast array powers lights and elevators in the campus’ parking garage and can produce enough energy to propel an electric car half a million miles.

Three years later, the Tesla battery was upgraded, ensuring additional solar energy unused by the parking garage would not go to waste. Instead, it would be stored in the battery and used for backup power during an outage. It could also be fed back into the grid for immediate use by neighboring entities.

And just last year the campus added new electric vehicle charging stations. Two are high-powered stations that can charge any electrical vehicle and two are DC Fast Charge units that are powered by the solar array and battery system, also called a microgrid. The microgrid’s battery



Photo: Courtesy USF St. Petersburg Marketing & Communications

discharges stored solar energy when an electric vehicle is charging in the garage, lowering the cost of operating the DC Fast Chargers.

Each of these technological advances reduced greenhouse gas emissions, expanded research around and use of alternative energy and boosted the university’s progress toward a more sustainable campus. Each also involved a vital partner: Duke Energy.

“Every day, we need to make choices that will preserve and protect the natural world, such as harnessing the power of the sun to help reduce our use of fossil fuels,” says Martin Tadlock, regional chancellor of USF’s St. Petersburg campus. “We’re so pleased to have Duke Energy as a valued partner in our efforts toward creating a better environment and a brighter future for all.”

Duke Energy is one of the largest electric power holding companies in the United States, operating in six states and serving 7.7 million customers.

The installation of the microgrid system on the USF St. Petersburg campus was aided by a \$1 million SunSense grant for exploring the storage of solar energy in new battery systems. The electric vehicle charging stations came to the university at no cost as part of the company’s Park and Plug pilot program.

“USF St. Petersburg is an extraordinary institution. Our partnership allows Duke Energy Florida to provide clean energy resources and to deliver unique and flexible grid reliability on campus,” says Catherine Stempien, Duke Energy Florida state president. “We are proud to offer sustainable, diverse and smarter energy solutions that our customers have told us they value.”

In recent years, Duke Energy employees have contributed to the campus’ Climate Action Plan, which guides the university in reducing greenhouse gases, and have engaged with students through the Student Green Energy Fund as they develop, fund and install alternative energy and sustainability projects on campus.

- MATTHEW CIMITILE | Marketing & Communications

**Above: George Gerlaskie of Duke Energy describing how the new Tesla battery solar storage system operates during a demonstration in the campus parking garage.**

**Opposite page: Students in the PATHe program get to know one another during an orientation session at St. Petersburg College.**

# USF SARASOTA- MANATEE CAMPUS

## Focus on the arts growing

USF'S SARASOTA-MANATEE CAMPUS is gaining a reputation as an arts influencer, and it's no wonder given its emphasis on arts-integrated teaching – through the campus' School of Education and separate Florida Center for Partnerships for Arts Integrated Teaching (PAInT) – and affiliation with the Perlman Music Program Winter Residency.

Arts-integrated teaching is an instructional method that combines the arts with core subjects to help students understand academic material. School of Education students learn these teaching techniques and apply them during internships and later as professional educators.

"Research has shown clear links between arts integration and student success," Marie Byrd, director of the School of Education, says.

In addition to promoting these ideas during their internships at local schools, the students apply them for several weeks each summer thanks to a unique partnership with United Way Suncoast and Booker Middle School in Sarasota.

Also raising arts awareness, the campus-based Florida Center for PAInT helps develop cross-curricular resources for use by schools, museums, non-profits and arts organizations statewide.

Created by Florida lawmakers in 2016, PAInT partners with the Florida Studio Theatre, the Arts and Cultural Alliance of Sarasota County and the Circus Arts Conservatory, among others, to stage workshops, theatrical performances and concerts that align the arts with learning.

Collaborations have included PAInT Across Florida, in which PAInT and the Florida Alliance for Arts Education united to offer professional development to educators in Broward, Duval, Hillsborough, Lee, Leon, Manatee and Sarasota counties. In the Arts Literacy Program involving PAInT and Embracing our Differences, organizers revealed to elementary school teachers how arts integration can im-

prove grade-level reading in Manatee and Sarasota counties.

"PAInT provides expertise and a significant statewide context for arts integration to position the arts as a valuable and useful learning tool," says Denise Davis-Cotton, director of the Florida Center for PAInT.

The campus' arts focus hits a high note in winter when young world-class musicians from the Perlman Music Program (PMP) practice and perform on campus for three weeks during the holiday break.

Faculty, staff and community members are invited to the rehearsals and performances inside a white tent in the campus' courtyard. Celebrated violinist and conductor Itzhak Perlman leads many of the sessions himself. The PMP Winter Residency has called the Sarasota-Manatee campus home since 2007.

Now, the campus is gaining more arts recognition thanks to two awards to Karen Holbrook, regional chancellor of the Sarasota-Manatee campus. This past fall, Holbrook was named a national recipient of the Arts Schools Network Higher Education Award, recognizing higher education partnerships that support quality arts education in K-12 schools.

And this month, she will receive the Dr. Larry Thompson Arts Education Advancement Award. Named for the president of Ringling College of Art and Design, this annual award goes to an individual or organization that has significantly impacted arts education in Manatee schools.

## Workshops benefit business community

ALREADY POPULAR ON CAMPUS, "Incredi-Bull Critical Thinking" is now making inroads off campus.

The university-wide initiative to enhance undergraduate students' critical-thinking skills is gaining a larger audience thanks to efforts at USF's Sarasota-Manatee campus to introduce critical-thinking to the local business community.

"The principles of critical thinking are universal," Michael Gillespie, '99, an associate professor of psychology, says. "What we've been able to do was to take a program designed initially for students in a university setting and apply it to a professional workplace setting in an effective, practical way, so it can be of use to working professionals, entrepreneurs and CEOs."

Started at Sarasota-Manatee, the program urges students to apply critical-thinking strategies to problem solving: to rationally assess problems, gather information, reason out potential solutions and develop sound, coherent courses of action that can be communicated to others.

Now the campus is exporting these techniques to business owners, CEOs, entrepreneurs and nonprofit executives to encourage critical-thinking among their workers. Last fall, the campus organized a series of Critical Thinking Certification Workshops. The sessions attracted about 40 people. Attendees received an introduction to critical thinking, performed online assessments, examined case studies and engaged in group discussions.

Bolstered by the reaction, organizers now propose two additional workshops this spring, with the first one possibly in late March or in April.

"Critical thinking is one of the top skill sets required of today's workforce," organizer and presenter Greg Smogard, assistant vice president of innovation and business development at Sarasota-Manatee, says. "These workshops provided the university for the first time, an opportunity to present elements of its 'Incredi-Bull Critical Thinking' program to the public."

An announcement about dates for the next two workshops will be forthcoming.





Photos: Courtesy of USF Sarasota-Manatee Communications and Marketing

## Transforming education

AS AN ADVISORY BOARD MEMBER of the Sarasota Institute, Karen Holbrook, regional chancellor of the USF Sarasota-Manatee campus, was delighted to work with other educators and community leaders to help plan the organization's first community symposium on the future of education in the 21st century.

The symposium, "An Educated Person in 2035," brought together about 225 educators, futurists, business and community leaders and students on the Bradenton campus of the State College of Florida to discuss a range of topics centered on an acute need to transform education.

The Sarasota Institute bills itself as a 21st Century think tank with a vision to examine solutions to the 10 most significant issues facing the region, including education, technology, natural resources, health care and more.

"You hear a lot about how young students need to be prepared to enter college," Holbrook says, "to develop sound reading and study skills at an early age, achieve excellent grades in high school and score well on standardized tests in order to be accepted into a quality university and earn scholarships.

"That is all true, but my concern is deeper. Students in today's digital era learn so much more at all levels. Many of our local schools are both utilizing and teaching new technologies – artificial intelligence (AI), automation, robotics, augmented and virtual reality, chat bots and virtual assistants, many of which rely on big data and data analytics. How do we ensure that colleges and universities are prepared to receive the students who are already accustomed to using advanced technology?"

Holbrook, who has held leadership positions at some of the top universities in the nation, views education as a continuum that begins in pre-kindergarten programs and continues throughout a person's entire life. She naturally seeks ways to improve the undergraduate and graduate aca-

dem programs currently offered at USF to meet the workforce needs of the community, and she relentlessly thinks about, questions and plans for the future of education.

She fully understands that because technology is at the core of the ever-changing academic landscape, it is more important than ever for educators at all levels to embrace the possibilities technology provides – and to be in sync with each other – to develop relevant academic programs that provide the skills and experiences employers value and seek.

"We also have a responsibility to provide continuing education options so that members of our community can learn new skills that will enable them to prosper in the marketplace. It's an entire spectrum of education, a continuum of education in how we connect with the community."

The symposium began with a presentation by futurist and Institute co-founder David Houle, in which he described the exponential information explosion that is occurring and how emerging technologies that once seemed unfathomable – chips embedded in humans to control gaming devices for example – will become commonplace in the not too distant future.

Attendees then engaged in a variety of breakout sessions that explored various aspects of education and participated in a panel discussion with four of the presidents/chancellors from the colleges and universities in Manatee and Sarasota counties that comprise the Cross College Alliance (CCA).

So where do we go from here?

"This conference was a good starting point and opened the door to a more focused symposium on work force development and the future of higher education," Holbrook says. "I believe that a conference that focuses on what employers want, what students need to be prepared for, and how this all fits together would be beneficial."

**Above: Karen Holbrook, regional chancellor of the USF Sarasota-Manatee campus**

- SHAWN AHEARN | Communications and Marketing

# TOTALLY DEVOTED TO U

USF Alumni are among the university's most committed partners

By KIM FRANKE-FOLSTAD

**K**IM HERMELYN, '92, WOULD DO just about anything for her beloved alma mater. An active, longtime member of the USF Alumni Broward Chapter, she has filled her home with USF paraphernalia. And she's pretty sure she could wear a USF T-shirt every day for a year without a repeat.

So, of course she always hoped her children would follow in her Bullish footsteps.

But when it came time for daughter Kyla to choose where she would go to school, she told her mom she was (gasp) leaning toward the University of Central Florida.

That deliberation was short-lived, thank goodness. And after Kyla landed at USF, she told her mom it was the best decision she'd ever made. She expects to graduate this year.

Then came son Kody's turn. UCF played an even more serious role in the conversation, even though USF offered Kody a larger academic scholarship. The aspiring civil engineer had his eye on attending UCF with his buddies.

"You're going to have to take the Kim tour of USF," Hermelyn told Kody and his friends, and off they went.

She showed them all the "cool spots" and then gave them an up close and personal look, thanks to her alumni chapter connections. Chapter co-chair Alan Steinberg, '78, Life Member, arranged for Kody to meet with Eva Fernandez, director of recruitment at the College of Engineering. She, in turn, set up a special meet-and-greet for the boys at the Judy Genshaft Honors College, among other tour stops.

**Below:** Kimberly Hermelyn, '92, with husband, Cory, and children Kody and Kyla, both USF students, celebrate Homecoming together in 2019. Kimberly's ties to the USF Alumni Broward Chapter helped secure meetings and introductions that convinced Kody and three friends to enroll at USF. Helping recruit talented students is just one of the many ways alumni groups support USF.





**Above:** Members of the Geology Alumni Society pitch in to clean up USF's GeoPark during the January Stampede of Service – chair Matt Wissler is center, kneeling. The society includes faculty, alumni and students, and has been going strong for more than 20 years.

Kody and three of his friends liked what they saw and learned. They started at USF, as roommates, last fall.

It's just one example of how alumni working together can make an impact – on the success of students, fellow alumni, and USF, Steinberg says. Kody and his friends got specialized information about the opportunities USF offered them; Kody's mother got another Bull in the family; and the university gained four top-notch new students.

The Broward chapter is among more than 40 alumni groups sponsored by the USF Alumni Association. About half are chapters, composed of Bulls who live in the same general area. Alumni societies are groups of Bulls with shared academic, social, cultural or other interests. There also are less formally organized networks of alumni all over the world.

The chapters and societies help alumni stay in touch with old friends, make new friends, and network with other Bulls for fun and for business. Their primary goal, however, is to support USF's continued success through various means, such as raising money for student scholarships,

speaking to legislators on behalf of USF, and elevating the university's stature and visibility by sharing their Bull pride around the world.

Here are three alumni groups that have made a positive impact on countless lives while helping USF reach the goals necessary to be designated a Florida Preeminent State Research University.

### **Broward County Alumni Chapter**

Imagine you're a rising college freshman from Broward County who's about to become a Bull, and you're feeling apprehensive.

Maybe you're nervous about moving into a dorm. Or you don't really know the Tampa Bay area. Or you just aren't sure what to expect.

Now imagine someone brings a pep rally practically to your door to spread school spirit and boost your confidence.

That's the idea behind the Broward County alumni chapter's New Student Party, a summer event that's part



**Above:** The Engineering Society floats its pride in the Running with the Bulls Homecoming Parade. From left are J.B. Wright, '05, Life Member, green vest; Connie Johnson-Gearhart, '00 and MCE '12, Life Member (with Horns Up); Robert Andrew, '89 and '92, Life Member, owner of the vehicle, in the passenger seat; and Carl Riddlemoser, '89, Life Member, driving.

**Right:** Rising first-year students practice their Horns Up at the Coral Springs home of Kerry, '94, and Shawn Cerra, '93, in 2015. The Broward County alumni chapter's New Student Parties help ease anxieties for incoming freshmen from the area.

party, part orientation, part networking event – and all about putting soon-to-be USF students and their parents at ease.

For incoming freshmen, it's a chance to meet other first-year students from their area, perhaps find a new friend or future roommate, or form a carpool to and from Broward, says Steinberg. Held at the home of Kerry Cerra, '94, and Shawn Cerra, '93, for more than 10 years, it's a casual setting with plenty of alumni on hand to answer questions and offer suggestions. Many become a go-to resource for the students long after the party's over.



Such support can make the difference between a homesick student staying in school or dropping out. A first-year student retention rate of 90 percent is one of the benchmarks required in Florida's preeminence statute.

Broward alumni truly enjoy getting together, whether it's for a community service project or a Bulls watch party at Buffalo Wild Wings, Steinberg says. And with more than 15,000 USF alumni living in Broward and two neighboring counties, it's a safe bet they'll draw a good crowd.

"Yeah you could sit at home on the couch," Stein-

berg says, "but it's so much more fun with the group, cheering together."

### Geology Alumni Society

If you're ever at a World of Beer when USF's Geology Alumni Society (GAS) is holding one of its Rockbreaker socials, you'd find that this exuberant group of scientists knows how to have fun and stay connected. Geology students, professors and alumni all turn out – about 70 at the most recent event.

They're a tight-knit group, says chair Matt Wissler, MS '03. Geology classes at USF are small, so students tend to bond. Graduates who stay in the Tampa area, where the geology community is also small, see each other fairly regularly. The group's frequent contact with USF students ensures a steady influx of youthful passion and energy.

Many members get involved with the society to network and maybe land a job – or to find outstanding recruits for openings at their own companies. But for most, it's first and foremost a way to give back, Wissler says, by helping students identify scholarship and internship opportunities, and boosting the geology program to greater heights.

"A lot of us had an awesome career thanks to going to USF," says Wissler, a principal hydrogeologist with Geosyntec Consultants who received a Richard A. Davis Endowed Fellowship during his student years. "I always felt I owed the group a debt, because I was awarded that money back when it really meant a lot."

The Davis fellowship is one of several financial awards presented during the society's annual banquet, a fundraiser that generates more than \$10,000 a year. The society plows that money into scholarships and other support for students. For the past three years, Wissler says, the big push has been fundraising for USF's own geology field





Above: Geology students at King Mountain Ranch, Idaho, field camp give a shout-out to their Geology Society benefactors in 2016.

school in rich terrain near Mackay, Idaho. So far, the alumni society has donated about \$15,000.

“As a geologist, the capstone course is going to field camp,” Wissler says. “You put all the skills you’ve learned in your four years of education toward a single class. But field camp can be very expensive, and by doing this, we’re helping to defray the cost for future students.”

The USF School of Geosciences Field Station, which will include a bunkhouse for students, will be one of very few owned by U.S. public universities and the first out-of-state field school for a Florida public university. That’s expected to attract even more high-caliber students and faculty to the College of Arts and Sciences program.

**Engineering Alumni Society**

USF’s engineers mix their natural talents for collaboration, creativity and problem-solving with a healthy amount of Bull pride, which makes for one very active alumni group.

They’re often seen tailgating before Bulls games, or rolling by in a big antique “deuce and a half” troop transport vehicle at the Homecoming Parade. But their biggest fete by far is the group’s Bullarney Extravaganza, held around St. Patrick’s Day each year. That’s fun with a purpose: The 24-year-old event has raised more than \$500,000 for scholarships and to fund grants that help students pay for travel and other expenses when they attend leadership training, conferences and competitions, says society and Bullarney chair Robert Andrew, ’89 and ’92, Life Member.

What kinds of games can you expect to find at Bullarney – a carnival/casino-style party designed by and for engineers? Past favorites included a giant, custom-built Jenga-type tower and Challenge the Master, a chess speed



Left: Edward Mierzejewski, PhD ’96, right, takes on College of Engineering instructor Ajit Mujumdar in a chess speed match at the Engineering Society’s annual Bullarney fundraiser.

match against engineering instructor Ajit Mujumdar.

The music also has a USF Engineering connection: The Bryan James Band includes alumni, and for the past couple of years, chemical engineering professors Scott Campbell and Bill Lee have performed a set early in the evening.

It’s a big switch from the group’s old sit-down dinner format and draws a more diverse crowd, Andrew says. Students often volunteer to work at Bullarney, and when they see the party, Andrew says, it piques their interest in the alumni group.

The society also helps out other groups with their events, such as the Society of Women Engineers’ Mocktails networking social, which offers seniors an opportunity to mingle with local professionals, get advice and maybe find a mentor. The society’s Corporate Ambassador Program helps connect the College of Engineering to the community.

The group finds ways to make things entertaining, Andrew says, but the goal is always to ensure the college gets the full support of its grads so that tomorrow’s engineers get the best educational opportunities at USF. ■

# 5 minutes with Randy



PENNY CARNATHAN | USFAA

## Hello fellow Bulls!

I'm honored to be the new chair of our USF Alumni Association board of directors, and I'm excited to be leading one of the strongest, proudest alumni networks in the world at such a pivotal time in our great university's history.

I'm keenly aware that I have some big shoes to fill. We've been blessed with a long list of dedicated board leaders, including my wife, Michele, who served as chair in 2008-2009. It was during her tenure that the Student Alumni Association was created; it's now the largest student organization in the USF System!

I follow on the heels of another great leader, immediate past chair Merritt Martin, who graciously extended her service by six months last year when an unexpected vacancy created a potential gap in leadership.

Among Merritt's many successful initiatives was the elevation and reimagination of our signature fundraiser, the Green & Gold Gala. Those of you who attended the second annual Gala earlier this month know what a magical and – dare I say? – Preeminent event this has become. I hope you

enjoyed the night as much as Michele and I did. Even more than the penguins, the great auction items and wonderful live music, we were thrilled to see so many enthusiastic Bulls sharing their pride as they supported our Alumni Association. Proceeds from the Gala help fund programs and activities that benefit students, alumni and – ultimately – USF.

Such support has helped USF sail up the national rankings faster than any other public university since 2013. We now stand at No. 44 on the U.S. News & World Report's list of the very best in the United States. Our Alumni Association makes it easy for us to make an impact through alumni chapters and societies, which are open to anyone who loves USF. In "Totally devoted to U" on page 46, read how members of three of these groups have changed lives and contributed to our university's continued success, all while forging friendships and having a great time. (Just like what we did at the Gala!)

Bulls, we have a lot more to look forward to this spring.

On April 16, we celebrate six alumni aged 35 and younger who have achieved remarkable professional success while also making the world a better place. The 2020 Outstanding Young Alumni Awards will recognize Dr. Marlene "Joannie" Bewa, MPH '18; John Brennan, '12; Dr. Nicholas DeVito, '08 and MD '12; Rogan Donnelly, MBA '18; Dakeyan C. Graham, PhD '15; and Dr. Chinyere "ChiChi" Okpaleke, '08 and MS '10.

The ceremony will be held at the Gibbons Alumni Center and includes a panel discussion moderated by Eric Eisenberg, the longtime dean of the USF College of Arts & Sciences.

The next evening, April 17, we recognize all of our wonderful Alumni Association members at the always popular Member Appreciation USF Baseball Game. And on May 15, don't miss the eighth annual USF Fast 56 Awards, a fast-paced countdown to the No. 1 fastest-growing Bull-led business in the world.

I look forward to seeing you soon at an Alumni Association event. Grab your friends and include them in the many ways all of us can support higher education.

Go Bulls – together forever!

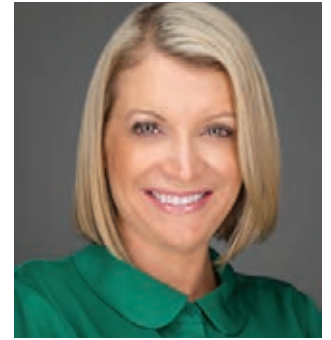
### **Randy Norris, '79**

*Chair, USF Alumni Association board of directors  
Life Member No. 786*

## Your Alumni Association Board

The USF Alumni Association's board of directors includes Bulls who've demonstrated a firm commitment to USF's success and are association Life Members and Circle of Excellence donors. It also includes the USF president or designee; a USF Board of Trustees representative; and two students – the student government vice president and the USF Tampa Ambassadors president. Non-voting, ex-officio directors are the senior vice president for USF Advancement, and the association's executive director.

The board sets policy and guides the direction of the association as it builds mutually beneficial relationships between USF and USF alumni.



These board officers will serve through June 30, 2020.

*Clockwise from top left:*  
**Chair:** Randy Norris, '79  
**Chair elect:** Monique Hayes, '01 and MPA '06  
**Past chair:** Merritt Martin, '04 and MBA '06  
**Secretary:** Justin Geisler, '04 and MBA '06  
**Treasurer:** Bill Mariotti, USFSM '15



### Directors:

**Arthur Bullard Jr.**, '74 and MBA '82  
**Jennifer Condon**  
**Troy Dunmire**, '00  
**Maggie Fowler**, '93  
**Maribel Garrett**, MA '95  
**Raymond Gross**, '69  
**Fadwa Hilili**, '13 and MAcc '15

**Andrew Jones**, '11  
**Andrew Ketchel**, '10 and MPA '12  
**Karla Stevenson Mastracchio**, '03  
**Ruben Matos**, MPH '92  
**Brigid Merenda**, '97  
**Dr. Valerie Riddle**, '84 and MD '89  
**Lauren Shumate**, '10 and MA '14  
**Christine Turner**, '97

**Bruce Van Fleet**, '73  
**Tonjua Williams**, MA '96  
**Liz Wooten-Reschke**, '01 and MPA '06

*Student representatives:*  
**Travis McCloskey**, Student Government vice president  
**Brielle Iacobino**, USF Ambassadors president

**Noreen Segrest**, '82, Interim senior vice president for USF Advancement and Alumni Affairs; interim CEO USF Foundation  
**Bill McCausland**, MBA '96, USF Alumni Association executive director



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By empowering students today, we inspire them to dream big and achieve their potential tomorrow.

JPMorgan Chase proudly supports the 2020 USF Alumni Association Green & Gold Gala.

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# USF Alumni Association 2019 Annual Report Summary

Fiscal year July 1, 2018, through June 30, 2019

Your Alumni Association membership supports programs and communications that provide Bulls with meaningful ways to help USF, its students and alumni succeed. Thanks to all

the association members – alumni, students, staff, faculty and friends – for helping your Alumni Association continue to grow and make a difference in 2019.



## Association members – 43,366

That's 4,769 student members  
33,046 annual members  
5,551 Life Members



## Scholarships \$359,460 to 196 students



## Net position – \$5,711,555

## Revenue – \$3,119,143

Percentages attributed to:

Membership	17%
USF support	24%
License plates	13%
Affinity partnerships	16%
Investment income	9%
Contributions	8%
Event revenue and other	13%

## Expenses – \$2,843,062

Percentages attributed to:

Administration costs	9%
Membership	17%
Programs and events	17%
Student programs	16%
Alumni groups	13%
Communications	16%
Development	12%

## Social media followers – 241,122

Facebook	222,677 followers
LinkedIn	7,971 followers
Twitter	8,915 followers
Instagram	1,559 followers



The Alumni Association serves more than 353,000 USF graduates through programs that help them stay connected and make an impact on the university. The association also provides leadership development and other programs for thousands of students each year.

Tampa Bay  
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*Courageous*

# ‘Sometimes life really does come FULL CIRCLE’

By JOEY JOHNSTON '81

**B**Y THE FIFTH GRADE, NEW USF football coach Jeff Scott already knew his destiny. “I wanted to grow up and become a football coach,” says Scott, 39. “I wanted to be just like my dad.”

As a kid, Scott was practically attached to his father’s hip, sprinting out of his Tallahassee elementary school to the adjacent Florida State University practice field. He observed workouts, attended meetings, watched film. On the

really cool weekends, he piled into the car with his father and drove to Jacksonville for recruiting trips.

Or, as young Jeff called it, *ca-root-ing* trips.

The son followed the father everywhere.

And now, in a sweet circle-of-life turnabout, dad has followed son.

Brad Scott, 65, a former national-championship offensive coordinator at FSU, head coach at South Carolina and valued assistant at Clemson, is much more than a doting dad basking in his son’s success.

He is the USF football chief of staff. He has become his son’s eyes and ears, covering the time-consuming concepts and everyday details that can derail the big-picture ambitions of any young head coach.

He has watched his son’s burgeoning career as Clemson’s co-offensive coordinator and key contributor to two national-championship teams. The question wasn’t *if* Jeff Scott was going to become a head coach. It was *when?* And *where?*

“There were jobs he had his eye on. If they came open, they would be really special,” Brad Scott says. “USF was at the top of that list. We felt it was a place you could succeed and really get it going. Being here really is a dream come true. It’s such a special place.”

He should know.

USF is Brad Scott’s alma mater.

“I’ve got the USF diploma to prove it,” he says with a laugh. “Yep. Sometimes, life really does come full circle.”



BRAD SCOTT’S COACHING PROFILE SOARED when he helped quarterback Charlie Ward to the 1993 Heisman Trophy and contributed to Coach Bobby Bowden’s first national championship with the FSU Seminoles. It led to the head-coaching job at South Carolina, the school’s first bowl-game victory ever, and lots of curiosity about the new man’s background.

They wondered about a football coach who graduated from a university nearly 20 years before it played its first football game.

“I got a lot of questions about it,” he says.

In fact, Scott did play college football – just not for the Bulls.

Growing up in Arcadia, in Florida’s heartland, he played high school ball, which earned him a scholarship to Missouri-Rolla, an engineering school.

But after playing there — and appearing in the old Lions American Bowl all-star game at then-Tampa Stadium (playing for Bowden) — he realized he didn’t want to be an engineer.

He wanted to coach.

He came home to marry his childhood sweetheart, Daryle Williams, and the two went to work along the Peace River for a new business, Canoe Outpost, a wilderness adventure that exploded in popularity. His job was mostly to transport people to the head of the river, then collect and clean the canoes once they reached the base.

The money wasn’t bad, but Scott still yearned to coach. To make that happen, he needed an education degree.

So he and Daryle opened a Canoe Outpost franchise on the Alafia River, near the Lithia-Pinecrest area, and Scott went back to school. Nearly all of his Missouri-Rolla hours transferred over, and he focused on the requirements for becoming a science teacher.

“I was the classic commuter student,” he says. “I’d come in for classes, then I’d go back to our business.

“I do remember the USF baseball team being very good. And I remember the Sun Dome (now the Yuengling Center) was being built. But there was no football. I didn’t give it a lot of thought.”

He arranged to do his student teaching back in Arcadia, at his alma mater, DeSoto County High School. There, he joined the football staff and stayed in touch with

**Brad Scott, right, a 1979 USF grad, has become chief of staff for son Jeff, left, USF’s new head football coach. “For all those years, Jeff was Coach Scott’s son. Now I’m Coach Scott’s father,” says the elder Scott. “I love it.”**

FOREVER BULLS





Bowden in hopes of moving up to college football. That happened in 1982, when Bowden brought him to FSU for a graduate assistant position that eventually became a full-time job.

“I was off and running,” Scott says. “USF and Tampa were huge parts of putting me in position to become a coach. But once I left, I wasn’t thinking I’d ever be back.”



JEFF SCOTT WAS BORN IN ARCADIA when his father coached at the high school. He mostly grew up in Tallahassee, when FSU evolved into a powerhouse program. His

high school years were spent in South Carolina as his father coached the Gamecocks.

Following the 1998 season, when the Gamecocks went 0-11, his father was fired.

“He called us into the back bedroom and told us the news,” Jeff Scott says. “I didn’t like what I was hearing, but I learned a lot from watching him handle adversity. He always lived to a certain standard, regardless of the highs or the lows.

“He pushed through a disappointing time. He continued to lead. He told us that God had a better plan for us, that we had to trust in that. Three days later, he got a call from Clemson.”

That began the family’s 20-year relationship with Clemson University. The father coached, then joined the support staff. The son played, then coached under Dabo Swinney, when the Tigers became a perennial national power.

Now Jeff Scott, formerly one of the nation’s most accomplished assistants, has his own program at USF.

“And I get to come here, too, which really makes it pretty cool,” Brad Scott says. “For all those years, Jeff was Coach Scott’s son. Now I’m Coach Scott’s father. I love it.”

“I think I have a lot of the same qualities my dad had as a head coach,” Jeff Scott says. “You want to be humble and very genuine with people. Sometimes in coaching, with all the big contracts, some coaches can put up a shield, maybe act a bit entitled. My father showed me that wasn’t the way to be. He always had a heart for others. That’s who I want to be.” ■

Above: A young Jeff Scott proudly poses with his dad, then FSU’s offensive coordinator, in 1992 after the Seminoles beat Maryland in a record-setting game.

Right: Brad Scott, next to Rocky, poses with his wife, Daryle; son Jeff; daughter-in-law Sara; and granddaughter Savannah after USF announced the younger Scott would become USF’s new head football coach.



Photos courtesy of USF ATHLETICS





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Even if you never contribute another dime, as a Life Member you continue to actively support USF. And you never have to renew your membership! The names of the 331 Bulls and friends of USF who became Life Members in 2019 are published here. Thank you.

**We gratefully acknowledge all of our Life Members with a tribute page at [usfalumni.org/LMhonor](http://usfalumni.org/LMhonor).**

Many Life Members go above and beyond, providing additional gifts that support USF's success via the Alumni Association.

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*\*Life Members who joined Jan. 1 through Dec. 31, 2019*

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I'm a Life Member because I believe in the power of alumni in improving higher education in this country. The road to excellence requires a solid foundation of alumni who are involved and passionate about the university's programs and plans.

- Karla Mastracchio, '03

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My wife, Susan (Peaden) Cannella, died Aug. 2, 2018. A few months later, I happened upon an issue of *USF* magazine and saw the In Memoriam list of alumni who'd recently passed away. There was Susan's name! She was very proud of her *USF* degrees, but we had not been active alumni, so I appreciated seeing her remembered in this way. That led to me becoming a Life Member and making a Circle of Excellence gift in memory and honor of Susan, Management '91 and MA Elementary Education '95, a beloved 23-year language arts teacher at Eisenhower Middle School in Hillsborough County. Thank you for keeping us connected through *USF* magazine.

- Anthony K. Cannella, '76

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I support USF through the Circle of Excellence to demonstrate my gratitude to the institution that changed my life. My support honors the many people who helped shape me along the way, and that feeling of benefiting from someone else's generosity has never left me. Giving back to USF is my way of paying it forward to the place I care so deeply about.

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 Chadd Brown, #5113  
 Jeffrey Brown, #5339  
 Joanann Brown, #5204  
 Ryan Brown, #5122  
 Tanya Bruce, #5259  
 Zilpha Burkett, #5040  
 James Butler, #5084  
 Ciaran Canales, #5185  
 Diego Cancel, #5346  
 Anthony K. Cannella, #5131  
 Anthony P. Cannella, #5361  
 Maria Cannella, #5362

Andrew Cannons, #5354  
 William Capp II, #5312  
 Kaylie Caraway, #5225  
 Daniel Cardwell, #5146  
 James Carroll, #5136  
 Kristofer Cesaroni, #5265  
 Geoffrey Chapman, #5374  
 Hemanth Kumar Chaturvedula, #5042  
 Sarah Chesser, #5038  
 Darrell Clark, #5299  
 Amanda Coffey, #5163  
 Evan Cogley, #5167  
 Jeffrey Cohen, #5091  
 Alyson Condon, #5292  
 Valerie Conforti, #5353  
 Courtney Connolly, #5041  
 Alistair Cooke, #5287  
 Cassandra Coolidge, #5082  
 Anita Coto, #5402  
 John Counts, #5181  
 Thometta Cozart, #5248  
 Richard Croy, #5252  
 Steven C. Currall, #5439  
 Cheyenne X.Y.Z. Currall, #5440  
 Phillip Cyr, #5141  
 Christopher Daniel, #5357  
 Brett Davis, #5250  
 Catherine Davis, #5116  
 Jeffrey Davis, #5115  
 Robin DeLaVergne, #5220  
 Harry DeReus, #5288  
 Louis Derousie, #5053

Gaviella Desuyo, #5310  
 Christopher Diaz, #5247  
 Edgardo Dominguez, #5284  
 Genesis Draper, #5098  
 Joseph Ebner, #5154  
 Zenna Edgcombe, #5133  
 Christopher Encarnacion, #5198  
 Renzo Escalante, #5355  
 Anthony Faint, #5121  
 Melissa Faint, #5120  
 Vince Faridani, #5058  
 Ray Ann Favata, #5296  
 Eva Fernandez, #5271  
 Diane Flanders, #5258  
 Timothy Flick, #5188  
 Timothy Footlick, #5135  
 Anya-Kaye Francis, #5358  
 Sarah Fratesi, #5047  
 Aaron Frazier, #5191  
 Josh Fry, #5364  
 Adam Furman, #5367  
 Jessica Fusiek, #5203  
 Steven Garcia, #5196  
 Jair Garcia-Varela, #5325  
 Elizabeth Gardner, #5127  
 Anthony Garfi Jr., #5378  
 Aleksey Garmaza, #5109  
 Shedrick Gavin, #5285  
 Mesmin Germain, #5317  
 Minotte Germain, #5318  
 Derek Gil, #5107  
 Ayodele Gilpin, #5359  
 Daniel Ginn, #5086



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The decision to become a Life Member last year was simple: I wanted to ensure the relationships and collaboration of students, alumni, faculty, Alumni Association and community will continue to promote USF. As a member of the Order of the Golden Brahman and the Alumni Association, I strive to lead my life with the values instilled during my time spent on campus.

- Lan Renee Amboy-Biller, MA '19

- Michael Major, #5331
- Ronique Major-Hundley, #5054
- Mathew Maldonado, #5373
- Stephen Malik, #5103
- George Manning II, #5257
- Anastasia Marasco, #5073
- Edward Marcin II, #5076
- Jason Marino, #5178
- Murlidharrao Marrivada, #5335
- Brenda Mason, #5210
- William Masterton, #5036
- Karla Mastracchio, #5102
- Yasmin Mathlin, #5251
- John Matthis, #5142
- Robert McCann Jr., #5050
- Tracey McCombs, #5282
- Amabel McCormick, #5270
- Katrina McDougall, #5186
- Chanel McGregor, #5219
- Andrea McKinney, #5291
- Derek McKinney, #5290
- James Mcorley, #5330
- Elora Mejias, #5206
- Paul Melvin, #5067
- Amy Mendes, #5324
- Chris Meyer, #5320
- Diane Miksch, #5283
- Nancy M. Miller, #5160
- Gregory Monivis Jr., #5264
- Damon Moorer, #5144
- Nelson Mora, #5336
- Emily Morgan, #5148
- Dexter Mouton, #5112
- Solomon Mukasa, #5338
- Matthew Mullarkey, #5037
- Matthew Muller, #5104
- Jamar Murphy, #5375
- Valerie Nunez-Pizarro, #5195
- Chinyere Okpaleke, #5096
- Suzanne O'Neal, #5323
- Alyssa Pacheco, #5238
- John Pacheco, #5237
- Hailey Palmer, #5278
- George Papapetrou, #5157
- Michael Pappa, #5255
- Sylvia Parker, #5202
- Donnie Partin, #5190
- Akshar Patel, #5106
- Tiffany Patrick, #5110
- Demi Patterson, #5341
- Don Pellegrino, #5063
- Andrew Perez, #5166
- Meredith Peterson, #5261
- Jennifer Petrucci, #5059
- Karen Pfaender, #5224
- William Pfaender, #5223
- Jose Pizarro-Otero, #5048
- Katerina Pluhacek Garcia, #5197
- Victoria Prescott, #5049
- Ryan Prieto, #5352
- Terry Prueher, #5045
- Alison Pullen, #5061
- Osniel Quintana Salgado, #5199
- Candace Raad, #5094
- Thomas Raad, #5093
- Natalie Reiser, #5369
- Lindsay Richter, #5239
- Wesley Riker, #5145
- Rafael Rios, #5153
- Abigail Ritter, #5249
- Felix Rivera, #5319
- Robin Rives, #5207
- Christina Roberts, #5064
- Paul Roberts, #5065
- Priyanka Rohera, #5100
- Rosalyn Roker, #5192
- Kiana Romeo, #5068
- Richard Roneree, #5074
- David Rosenrauch, #5087
- Vonzella Rosier, #5232
- Peyton Roux, #5152
- Mark Ruise, #5090
- Derek Ryan, #5235
- Omar Salaam, #5172
- John David Salazar, #5372
- Monica Santana, #5200
- Anne Schulz, #5316
- Martha Scott, #5052
- Randall Scott Sr., #5051
- Frank Selph Jr., #5343
- Debbie Sembler, #5114
- Katrina Sessions, #5368
- Mindy Sharp, #5095
- Qinze Shen, #5143
- Joseph Sheppard, #5194
- Collin Sherwin, #5256
- Shulin Shi, #5201
- Lauren Shumate, #5085
- Alyssa Sison, #5345
- Christopher Sizemore, #5209
- Jacqueline Sizemore, #5208
- Molly Skinner, #5124
- Brenda Smith, #5062
- Cheryl Snyder, #5218
- Sam Sparacino, #5039
- Maria Spoto, #5205
- Carrie Starks, #5349
- Douglas Stein, #5348
- Rhett Stevens, #5216
- William Stevens, #5302
- Kim Stinger, #5101
- Baillie Stokes, #5315
- Michael Stonebraker, #5044
- Lorinda Stroup, #5269
- James Swantek, #5088

- Julie Goodman, #5126
- Sarah Granger, #5222
- Erika Green, #5134
- Joel Greenbaum, #5132
- Parker Griffin, #5089
- Timothy Grimes, #5147
- Michelle Gronroos, #5077
- Ryan Guerdan, #5083
- Carlton Hadden II, #5071
- Whitney Haddox, #5286
- Cameron Hainline, #5266
- Domonique Hammer, #5241
- Joshua Hammer, #5240
- Claude Harp, #5230
- Claudia Harp, #5231
- Samantha Haylock, #5275
- Christina Haynes, #5277
- Thomas Hays, #5078
- Julie Henly, #5075
- Pedro Henry, #5173
- Rene Herrera, #5267
- Austin Hersh, #5309
- Joseph Hice Jr., #5079
- Sandra Hice, #5080
- James Hill, #5365
- Stuart Histon, #5119
- Hiu Ho, #5111
- Kathy Holbert, #5189
- Griffyn Holcomb, #5242
- James Holmes, #5128
- Bradley Hopson, #5097
- Diane Horton, #5155
- Francesca Hosley, #5321
- Li-Ting Huang, #5304
- Catherine Hunt, #5229
- Shaughn Hurt, #5347
- Alyssah Insua, #5306
- Roman Ivankiv, #5351
- Alejandro Jaramillo, #5303
- Xiuming Jia, #5260
- Courtney Johns, #5277
- Julie Johnson, #5328
- Kristin Johnson, #5092
- Sean Johnson, #5327
- Ram Kancharla, #5234
- James Kautz, #5177
- Kenrick Kautz, #5170
- Stacie Kautz, #5171
- Justin Kelly, #5138
- Michael Kelly, #5060
- Francis Kennard, #5281
- Rozelia Kennedy, #5326
- Andrew Ketchel, #5165
- Regina Klein, #5298
- Jane Kowalski, #5253
- Tylor Kula, #5307
- Shequera Kurz, #5151
- Henry Landry, #5214
- Mark Lane-Holbert, #5294
- Meghan Lane-Holbert, #5295
- Edward Larkin III, #5212
- Scott Leamon, #5360
- William Lear, #5125
- Michelle Lebrias, #5193
- David Leveson, #5081
- Andrew Livingstone, #5246
- Monica Livingstone, #5245
- Evelyn Logan, #5159
- Christine Logue, #5314
- Gerald Lowe, #5334
- Howard Lowell, #5137
- Kristen MacClennan, #5293

## Are You on the List?

Be recognized in next year's Salute to New Life Members by becoming a Life Member of your USF Alumni Association today. It's a great year to make the commitment. Visit [www.usfalumni.org/membership](http://www.usfalumni.org/membership).

Already a Life Member? Get your name published in the spring 2021 Salute by becoming a Circle of Excellence donor. Visit [www.usfalumni.org/COE](http://www.usfalumni.org/COE).

Robert Sweeney, #5217  
 Jacqueline Taxdal, #5371  
 Andrew R. Taylor, #5149  
 Jean Taylor, #5150  
 Voranuch Techarutchatanon, #5329  
 Joseph Terrano, #5213  
 Eric Thomas, #5311  
 Praveen Tom Thomas, #5174  
 Andre Thompson, #5099  
 Hannah Tindall, #5228  
 Madison Touchton, #5342  
 Aleezee True, #5069  
 Susan Tucker, #5183  
 Carmen Vallejos, #5184  
 Lisa Velesko, #5268  
 Savina Venkova-Gonzalez, #5130  
 Robert Wallace, #5344  
 Ashley Washington, #5140  
 Alan West, #5046  
 Meredith Westafer, #5300  
 Mercedia White, #5305  
 Margaret Whitney, #5279  
 Renelle Whyte-Gunn, #5263  
 James Wilkinson, #5162  
 Michele Wilkinson, #5211  
 Mary E. Williams, #5376  
 Tonjua Williams, #5227  
 Alec Wilson, #5070  
 Victoria Wirtanen, #5221  
 Alan Wolfe, #5179

Robert Wood, #5176  
 Collier Wyche, #5363  
 Jeneka Young, #5139  
 Peter Young, #5236  
 Ming Zhu, #5377

Circle of Excellence donations are placed in the Executive Director's Fund for Excellence. Recognition is based on giving to the Executive Director's Fund for Excellence and the Alumni Endowment.

The honor roll reflects each Life Member's Circle of Excellence donor designation as well as his or her individual ordinal Life Member number. This number serves as a source of pride in commemorating a Life Member's unique place in this prestigious group.

We have made every attempt to ensure the accuracy of our honor roll. Please accept our sincere apologies for any omissions or errors.

Interested in information about including a gift to USF in your will or living trust? Contact Kemel Thompson, kemel@usf.edu.



## SNAPSHOTS

### Gearing up for the Class of '41

Jordan Hilfman says it's never too early to plan for college! Born in August 2019, this baby Bull is the son of USF Distinguished Alumnus Dave Hilfman, '82, Life Member, and his wife, Suzanne Kiss von Soly.

# What Will Your USF Legacy Be?

Making a planned gift can help advance the future of USF while providing potential tax and income benefits to you.

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# Where's Rocky?



**a** Rocky joins fellow USF alumni in the Second Time Arounders Marching Band of St. Petersburg for a starring role in Macy's 2019 Thanksgiving Day Parade. The "Rounders" is a band for former members of high school, college and military bands, says **Pam Haber**, '85 and MAcc '97, Life Member (holding Rocky).

**b** Former Alumni Association board chair **Jim Harvey**, '88, Life Member, and **Sonya Chlanda Harvey**, '88, Life Member, help Rocky create a snowBull while visiting their son Brian in Seattle.

**c** Rocky's in stitches during a tour of Anita Goodesign, the Charlotte, N.C., company famous for creating designs for machine-embroidery enthusiasts. He was joined by future Bulls **Claire**, **Gerald**, **Nathan** and **Erin Roberts** (holding him) and **Tammy Roberts**, '01.

**d** From left, **Vanessa Henry**, Class of '20; and her brothers **Pedro Henry**, '12 and MEd '14, Life Member; and **Juan Henry**, '15 and MEd '17, introduce Rocky to the incomparable beauty of Como, Italy.

**e** **Emily Rudig**, 3, and brother **Matthew**, 6, invite Rocky to play in their Milwaukee snow fort. These two future Bulls are the children of **Doug Rudig**, '05, Life Member, and **Jessica Rudig**, '08, Life Member.

With more than 353,000 alumni around the world, Rocky finds friends wherever he travels. If he jumps in the suitcase on your next trip, pops up at a wedding, or photobombs your family portrait, email your high-resolution pictures (300 ppi) and details to Penny Carnathan at [pcarnathan@usf.edu](mailto:pcarnathan@usf.edu), or mail to her at USF Alumni Association, 4202 E. Fowler Ave. ALC100, Tampa, FL 33620-5455.





# Chapters & Societies

## No matter where you live, you'll always be a Bull!

The USF Alumni Association has alumni chapters all over the country. We also have college and special-interest societies for like-minded alumni. It's easy to get involved. Just email the contact person of the group you'd like to visit.



Bulls participating in USF Alumni Association chapters and societies vow to make an impact, and they did that in a big way during the 2020 Stampede of Service in celebration of Dr. Martin Luther King Jr. Day. Twenty-three groups, including members of the **Jacksonville-St. Augustine Alumni Chapter** (pictured, top), contributed 846 hours of Bull-power to local causes. Here, volunteers paint and clean up Conscious House community center in Jacksonville, Fla. Others worked at food banks, animal shelters, and even installed smoke alarms for the Red Cross, including **Raymond Fajardo**, '16, of the Latino Alumni Society.

### Interest-Based Groups

#### Anthropology Alumni

Tyrone Gray  
tgray@usf.edu

#### Architecture Alumni

David Hunter  
David.Hunter@morganstanley.com

#### Black Alumni

Erica Daley  
usfblackalumnisociety@gmail.com

#### College of Business Alumni

Samantha Fitzmaurice  
sfitzmaurice@usf.edu

#### Engineering Alumni

Robert Andrew  
randrew@tampabay.rr.com

#### Entrepreneurship Alumni

Samantha Cleveland  
sdpimentel@usf.edu

#### Geology Alumni

Matt Wissler  
usfgas@gmail.com

#### Kosove Scholarship Alumni

Justin Geisler  
justingeisler@hotmail.com

#### Latino Alumni

Melizza Etienne  
Luz Randolph  
USFLatinoAlumniSociety@gmail.com

#### LGBTQ+ Alumni

Todd St. John-Fulton  
usflgbtqalumni@outlook.com

#### Library and Information Science

Megan O'Brien  
usflisalumni@gmail.com

#### Lockheed Martin – Oldsmar

Brent Lewis  
brent.a.lewis@lmco.com

#### Medicine Alumni

Catherine Warner  
cwarner1@health.usf.edu

#### Music Alumni

Arupa Gopal  
Tanya Bruce  
usfmusicalumni@gmail.com

#### Patel College of Global Sustainability

Julie Cornwell  
Arnel Garcesa  
pcgsnetwork@gmail.com

#### Pharmacy Alumni

Patti Shirley  
pshirley@health.usf.edu

#### Psychology Alumni

Markia Lumpkin  
usfpsychba@gmail.com

#### Public Administration Alumni

Mike Rimoldi  
mike@rimoldiconstruction.com

#### Public Health Alumni

Natalie Preston-Washington  
nataliep@usf.edu

#### Rugby Alumni

James Callihan  
Sean Masse  
usfbullsrugbyalumni@gmail.com

#### USF St. Petersburg

Evan McCullough  
emccullough@mail.usf.edu

## Geographical Groups

### Asheville, N.C.

Chad Johnson  
USFAshevilleBulls@gmail.com

### Atlanta

Lara Martin  
usfalumniatlanta@gmail.com

### Austin, Texas

Brett Bronstein  
usfaustin@gmail.com

### Broward County

Ruth Rogge  
ruthrogge@gmail.com

### Alan Steinberg

usfbrowardalumni@gmail.com

### Charlotte, N.C.

Marisa Varian  
usfcharlottebulls@gmail.com

### Chicago

Kate Duffy  
usfchicagoalumni@gmail.com

### Dallas/Fort Worth

Heather Agatstein  
hwa2@usf.edu

### D.C. Regional

Khari Williams  
usfbullsdcc@gmail.com

### Denver

Matt Sprigg  
Msprigg24@gmail.com

### Fort Myers/Naples

Heather Agatstein  
hwa2@usf.edu

### Greenville, S.C.

Mike Nascarella  
Michael.nascarella@gmail.com

### Houston

Megan Duffey  
meganduffey@gmail.com

### Jacksonville-St. Augustine

Ellen Rosenblum  
usfjax@gmail.com

### London

Raquel Collazo  
londonusfalumni@gmail.com

### Los Angeles

Gavin Flowers  
gavin.flowers@gmail.com

### Miami-Dade County

Carlos Rodriguez  
USFmiamialumni@gmail.com

### Nashville, Tenn.

Melinda Dale  
nashvilleusfbulls@live.com

### New Orleans

Tyrone Gray  
tgray@usf.edu

### New York City

Kevin Reich  
usfalumniny@gmail.com

### Orlando

Stephen Simon  
usfbullsortlando@gmail.com

### Palm Beach County

Jon Rausch  
USFbullspbc@gmail.com

### Pasco County

Samantha Cleveland  
sdpimentel@usf.edu

### Philadelphia

Mike Waterhouse  
usf.tri.state.alumni@gmail.com

### Pinellas County

Gary Crook  
usfpinellas@gmail.com

### Polk County

Richard Weiss  
polkalumnusf@gmail.com

### Raleigh, N.C.

Benjamin Wadsworth  
bwadswor@mail.usf.edu

### San Diego

Josh Vizcay  
josuevizcay@gmail.com

### Sarasota-Manatee

Courtney Hawk  
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### Saudi Arabia

Hussein Alrobei  
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### Tallahassee

Alexa Mitsuda  
usfalumnitally@gmail.com

### Tampa (Greater Tampa)

Chloe Lipking  
chloelipking@gmail.com

Email your high-resolution photos (300 ppi) of alumni group events to Penny Carnathan at pcarnathan@usf.edu or mail them to her at USF Alumni Association, 4202 E. Fowler Ave. ALC100, Tampa, FL 33620-5455.



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# Class Notes

## 1970s



**CAROL (PARKINSON) COOK**, Elementary Education '73, was selected as chair of the Pinellas County (Florida) School Board. She has served on the board since 2000 and is a Florida School Boards Association leadership development consultant.

**KEITH PATTERSON**, Geography and Sociology '77, was promoted to senior associate of Dewberry professional services firm in Tampa. He is a licensed surveyor and mapper specializing in environmental mapping.

**HENRY SCHMITT**, General Engineering '76 and MSE '76, has joined Skyway Capitol Markets, LLC, investment banking firm in Anderson, S.C., as a managing director. He was previously an executive for the Michelin tire manufacturing company.



**DENNIS W. ZANK**, Accounting '76, has joined the board of Iteris, Inc., a global company specializing in big data insights. A USF Distinguished Alumnus, he previously served as COO of Raymond James Financial, Inc.

## 1980s

**REGINALD COACHMAN**, Political Science '81, has joined Goliath Consulting Group, an Atlanta-based firm specializing in the restaurant industry, as a partner and chief consulting officer. He has more than 30 years of experience in multi-unit restaurants, business development and consulting.

**KAREN EBNER DAVIS**, MBA '84, released a book, *Let's Raise Nonprofit Millions Together: How to Create Revenue Heroes at Your Organization*. Davis works as a consultant for nonprofits and businesses interested in growing profits and performance.

**SHEILA DUNN**, Management '85, has joined the Diabetes Foundation serving the New York City area as director of programs and outreach. She'll lead development, implementation and oversight of the nonprofit's community-based programs.

**PATRICIA HUNSADER**, Finance '86, MA '00 and PhD '05, was named provost and vice president of academic affairs at Tusculum University in Tennessee. She previously served as dean of the university's College of Education.

**KEVIN J. MARTINEZ**, Political Science 81, Life Member, has published his second book: *Sight, Sound, and Sunshine: Tampa, Hell Harbor, and the Making of Modern Cinema*. It is a chronicle of the 1929 production of *Hell Harbor*, the first motion picture ever shot on location using sound technology.

**FRANK J. MRAZ**, Criminology '83, has retired from the Michigan State Police as a detective/lieutenant after 31 years of service. He has received several meritorious awards for solving high-profile homicide investigations throughout the state.

**JOHN "AL" OAKS**, Microbiology '82, received the Florida Aquarium Volunteer of the Year award for 2019. He has volunteered almost 6,000 hours over the past 24 years. He is retired from Tampa's James A. Haley Veterans' Hospital as a microbiologist.



**J. MICHAEL PEPPERS**, Accounting '85 and MAcc '90, Life Member, was a 2019 inductee to The Institute of Internal Auditors American Hall of Distinguished Audit Practitioners. He is the chief audit executive for

The University of Texas System in Austin.

**MIKE SINCLAIR**, General Business Administration '88, Life Member, was named the Delta Sigma Pi South Atlantic Region Chapter Advisor of the Year. He is an accounting instructor at USF St. Petersburg's Kate Tiedemann College of Business.

**DAN WEATHERLY**, Marketing '89, was appointed to the two-person senior leadership team for the Cape Fear Valley Health System in Fayetteville, N.C. He was appointed chief operating officer for the hospital in 2016.

**SANDRA WILLIAMS**, Accounting '80 and MHA '93, was appointed to the two-person senior leadership team for the Cape Fear Valley Health System in Fayetteville, N.C. She joined the hospital in 2008 as chief financial officer.

## 1990s



**KRISTINA MARSH**, Communication '95, has joined Gordon Rees Scully Mansukhani as a partner at the firm's Tampa office. She joined the firm's insurance, commercial litigation, construction, tort and product liability and professional liability defense practice groups. She previously worked for Hinshaw & Culbertson LLP.



**SHANNON MCFEE**, Criminology '90, was appointed by Florida Gov. Ron DeSantis to the 20th Circuit Court covering Charlotte, Collier, Glades, Hendry and Lee counties. He has been a criminal defense attorney since

1994 and previously served as an assistant state attorney in the 20th Circuit State Attorney's Office.



**MICHAEL NOVILLA**, Marketing '91 and MBA '93, Life Member, has published his first book, *It's 5 AM Go Home*, a fun guide to planning weddings, parties and other events.

**BRIAN O'CONNELL**, MA Psychology '90 and PhD '91, has joined Personnel Decisions Research Institute as managing director. He will lead the expansion of the organization's assessment and certification services into the federal government.



**KYONG (YU) PETERSON**, Social Work '95, completed a specialized educational program in professional divorce analysis and is now a certified divorce financial analyst. She is vice president of investments

for Raymond James in El Paso, Texas.



### Send us your class notes!

Send Class Notes submissions and high-resolution (at least 300 ppi) photos to [pcarnathan@usf.edu](mailto:pcarnathan@usf.edu) or mail to Penny Carnathan, USF Alumni Association, 4202 E. Fowler Ave., ALC100, Tampa, FL 33620-5455

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**LEANNE SALAZAR**, Nursing '99, was promoted to chief nurse executive of HCA's West Florida division. Previously, she served as chief operating officer of Oak Hill Hospital in Brooksville, Fla.

**MELISSA SEIXAS**, History '96, was appointed to the USF St. Petersburg Campus Board. She's the vice president of government and community relations for Duke Energy Florida.



**SCOTT TREMBLAY**, Criminology '99, was elected mayor of Port Richey, Fla. He's a lawyer with a private practice and former Pasco-Pinellas county prosecutor.

## 2000s



**ELLIOTT CHARLES**, Management '05, is the new director of intercollegiate athletics at Chicago State University. Previously, he was the associate director for compliance services at Clemson University and deputy director of athletics at Florida A&M University.



**TIFFANY COURY**, MBA '08, is the new chief executive officer of St. Mary's Health Network in Reno, Nev. She previously served as chief operating officer at Northern Nevada Medical Center.

**JUSTIN DOAN**, MPH '04, is the new group director of Oncology Real World Evidence at Bristol-Myers Squibb in Princeton, N.J. He was previously a director at the pharmaceutical company.



**TARA TRUDNAK FOWLER**, MPH '07 and PhD '11, has been promoted to director of the Center for Healthy Women & Children at Altarum, a nonprofit research and consulting

organization in Washington, D.C. She was previously deputy director of Altarum's Center for Military and Veterans Health.

**CHRISTOPHER GEORGE**, Mass Communications '06, was named executive editor of Tampa Bay Newspapers. He'll oversee the editorial operations of five Pinellas County weekly publications, two monthlies and several special sections.

**MARK GRZEGORZEWSKI**, Political Science '07, MA '10 and PhD '14, was promoted to resident senior fellow at METIS Solutions' Joint Special Operations University in Tampa. METIS is a government services provider supporting defense, Homeland Security and the intelligence community.

**LINDSEY KING**, MPH '06, has become a clinical assistant professor at the University of Florida College of Public Health & Health Professions, Department of Health Services Research, Management & Policy in Gainesville, Fla. She was previously an instructor at the college.



**LARA S. MARTIN**, Anthropology '05, Life Member, joined the United Methodist Committee on Relief as executive director. She has a background in international disaster response, public health and child welfare.



**KARLA MASTRACCHIO**, Political Science and Communication '03, Life Member, was promoted to director of strategic communications at METIS Solutions' Joint Special Operations

University in Tampa. METIS is a government services provider supporting defense, Homeland Security and the intelligence community. She serves on the Alumni Association board of directors.

**AMAR NAYEGANDHI**, MS Computer Science '01, was promoted to senior vice president of Dewberry professional services firm in Tampa. He's Dewberry's national director of remote sensing and leads the geospatial and technology services group across Tampa; Fairfax, Va.; and Denver, Colo.



**LEAH PLOCHARCZYK**, MA Library and Information Science '07, won the I Love My Librarian Award, which recognizes U.S. librarians who have shown a dedication to public service and transformed lives through education.

She is the interim director of the MacArthur Campus Library at Florida Atlantic University in Jupiter, Fla.



**LUZ RANDOLPH**, Communication '06, MED '08, Life Member, has joined St. Petersburg College Foundation as the executive director of development. Before joining, she was assistant director of diversity

initiatives for USF Foundation.



**JOLENE SHEPARDSON**, Psychology '02, is USF's new volleyball coach. She previously served as head coach for San Jose State. She was a USF volleyball player for three years, leading the Bulls to their last conference championship.

**DR. THOMAS P. SLAVIN**, Biology '01 and MD '05, was named senior vice president of medical affairs for Myriad Oncology in Salt Lake City. Previously, he served as assistant professor in the departments of medical oncology and therapeutics research, and population sciences, at City of Hope National Medical Center in Duarte, Calif.

**CHRISTOPHER WHELDON**, Psychology '03, MSPH '07, MED '09 and PhD '15, has joined the College of Public Health at Temple University in Philadelphia as an assistant professor. He is a cancer prevention research fellow at the National Cancer Institute in Washington, D.C.



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## 2010s

**CARLEY FISHER**, Economics '16, recently published a young adult adventure book called *Enemy Rising: The Curse Chronicles* under the name C.J. Fisher. She attends Wake Forest University School of Law.



**NANAH FOFANAH**, MPH '16, is the new senior community outreach worker with M-Power/ Moffitt Diversity at Moffitt Cancer Center in Tampa. She was previously a human services program specialist with the Florida Department of Health.

**SHAWNA GILES**, MS Nursing '14, has joined St. John's Health in Jackson, Wyo., as a registered nurse practitioner specializing in sleep disorders. She previously worked at Women's Wellness Center in Parker, Colo.



**LINDSEY (WILDMAN) GRYCH**, Nursing '15 and MS '18, has joined Watson Clinic South in Lakeland, Fla., as a registered nurse practitioner specializing in allergies. She previously worked as a clinical coordinator for Florida Hospital Zephyrhills.



**AUDREY HENSON**, Theatre and Political Science '13, was recognized on the *Forbes* "30 under 30" list. She founded College to Congress to secure congressional staffing opportunities for high-achieving students from low-income backgrounds.

**THORTON JOZWIAK**, Communication '14, joined the football coaching staff at Clearwater High School in Clearwater, Fla. He was an offensive lineman for the USF football team for five years.

**CYNTHIA LOFTIS-CULP**, MA Library and Information Science '15, is the new library services manager for Hernando County, Fla. She previously worked as principal librarian for the Lee County (Fla.) Library System.



**LARRY NICHOLSON**, MBA '16, has joined Gulfstream Property and Casualty Insurance Co. as vice president of underwriting. He's the board president of the Society of Insurance Trainers and Educators, and previously worked for American Integrity Insurance Co.





**LAURA PELLEGRINI**, Nursing '12 and MS '16, has joined Watson Clinic in Lakeland, Fla., as a registered nurse practitioner serving OB-GYN patients. She previously worked for Gessler Clinic, PA, in Winter Haven, Fla.



**HARRISON PETERS**, Educational Leadership '18, has been selected to lead the public school system in Providence, R.I. He was previously the chief of schools/administration for Hillsborough County Public Schools in Tampa.

**CAMERON RUFF**, Management '17 and Marketing '18, joined the football coaching staff at Jesuit High School in Tampa. He was an offensive lineman for the USF football team for four years.



**KRISTIN STEFFEN**, MPH '14 and MS '17, Life Member, has joined the University of Nevada in Las Vegas as the senior director of faculty affairs in the School of Medicine. She previously served as assistant director of programs and outreach and deputy Title IX coordinator for USF Health.




**NICK VOJNOVIC**, MBA '12, was inducted into the Florida Hospitality Hall of Fame in recognition of his commitment and service to the hospitality industry. He was also the association's 2019 restaurateur of the year.

## USF





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## In Memoriam

**OLLICIA C. ANDERSON**, Biomedical Sciences '19, Nov. 24, 2019  
**OTIS ANTHONY**, African Studies and Sociology '73, Nov. 8, 2019  
**WAYNE BOND**, Accounting '67, Dec. 8, 2019  
**JOHN BOZMOSKI, JR.**, General Business Administration '77, Jan. 6, 2020  
**BRENDA C. CHAPMAN**, Psychology '85, Jan. 7, 2020  
**BRUCE E. COBLE**, Management '82, Dec. 8, 2019  
**ROBERT PAUL COCHRANE**, Reading Education '76, Dec. 20, 2019  
**JAMES R. COTA**, Finance '84, Jan. 5, 2020  
**GUY L. DIRSCHERL**, Civil Engineering '83, Oct. 27, 2019  
**BARBARA (MOORE) DOHERTY**, Elementary Education '69, Dec. 22, 2019  
**DANIEL C. EGAN**, Art '74, Dec. 27, 2019  
**BRUCE E. FLEURY**, MA Library and Information Sciences, Jan. 3, 2020  
**EMILY FORCKE**, Industrial Engineering '11, Nov. 9, 2019  
**ROGER FRAZEE**, Accounting and Finance '71, Life Member, former Alumni Association board chair, Nov. 1, 1946  
**JUAN N. GARCIA, JR.**, Political Science '07, Dec. 28, 2019  
**MARY JEAN GIBSON**, Religious Studies '83, Nov. 12, 2019  
**CAROL W. GOSSARD**, MA Elementary Education '79 and EdD '93, Dec. 14, 2019  
**ELIZABETH B. HALBACK**, MA Library and Information Sciences '76, Dec. 16, 2019  
**ROBERT W. HAMPTON**, Finance '74, Dec. 26, 2019  
**DONALD W. HEYSEL**, Management '74, Nov. 2019  
**ROBERT M. HINTON**, Management '72, Dec. 9, 2019  
**ELIZABETH R. JANSEN**, MA Guidance and Counseling Education '72, Sept. 6, 2019  
**TIMOTHY K. JOHNSON**, English Education '88, Nov. 7, 2019  
**RONALD JONES**, Psychology '82, Nov. 26, 2019  
**JAMES G. KENNEDY**, ME '75, Nov. 17, 2019  
**MARY (MURPHY) KIBLER**, Elementary Education '74, Oct. 31, 2019  
**PAUL S. KRUG**, Physics '69, Dec. 28, 2019  
**VANCE R. LACKORE**, MEd '75, Nov. 27, 2019  
**EARL J. LENNARD**, Special Education '63 and PhD '93, Life Member, Dec. 23, 2019  
**DONALD A. LINDER**, Zoology '71, Dec. 18, 2019  
**MARSHA LITTELL**, Nursing '87, Nov. 22, 2019

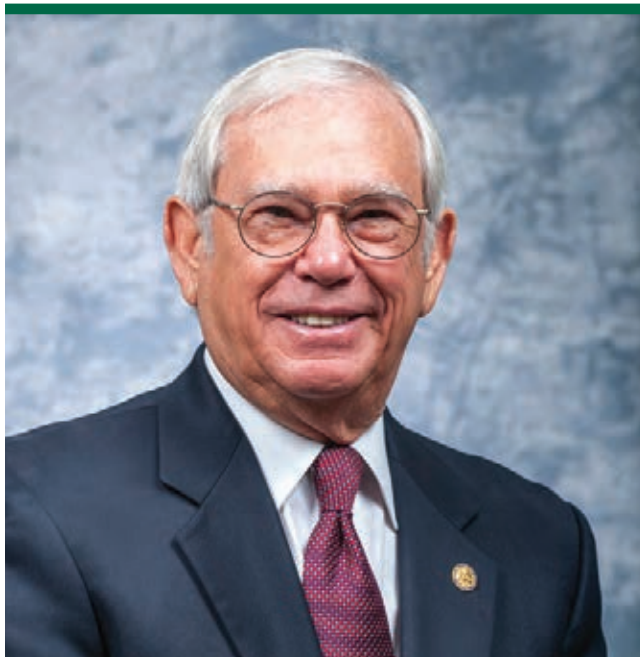
**LEROY H. MERKLE, JR.**, Political Science '72, Nov. 03, 2019  
**MICHAEL E. METZIERE**, Physical Education '75, Dec. 2, 2019  
**JAMES E. MINERD, JR.**, Finance '85, Oct. 22, 2019  
**CATHERINE M. MITCHELL**, MA Elementary Education '84, Nov. 19, 2019  
**BRIAN J. MOSCHETTO**, Civil Engineering '93, Oct. 31, 2019  
**CAROLYN E. NICHOLSON**, Psychology and Sociology '77, Oct. 22, 2019  
**MARIAN L. REINHARDT**, Interdisciplinary Social Sciences '98, Nov. 4, 2019  
**LINDA B. RICHARDS**, Sociology '74 and MA '77, Dec. 26, 2019  
**LESLEE F. ROBERTS**, Accounting '82, Nov. 19, 2019  
**JORGE L. SANTANA**, Health Sciences '16, Dec. 19, 2019  
**LISA M. SCHALLER**, Communication '95, Dec. 17, 2019  
**FERNANDO SOCIAS**, Accounting '82, Dec. 16, 2019  
**RONALD J. SOUD**, Political Science '70, Nov. 29, 2019  
**CARMEN K. THOMAS**, Elementary Education '69 and MEd '72, Nov. 4, 2019  
**JOHN A. THOMSON**, Mass Communications '74, Nov. 25, 2019  
**ROBERT E. TROUT**, History '88 and MA '99, Dec. 20, 2019  
**EUGENE W. WILCOX, Sr.**, Criminology '75, Dec. 17, 2019  
**JIMMY D. WOODS**, MA Distributive Marketing Education '71, Jan. 1, 2020

## Faculty/Staff

**EDWARD "JAY" FRIEDLANDER**, School of Mass Communications Director, Jan. 31, 2020  
**WILLIAM "BILL" T. HARDING**, Information Technology Professor, Jan. 3, 2020  
**JOHN R. HOWEY**, Development Committee for School of Architecture, Oct. 26, 2019  
**JAMIL JREISAT**, Professor Emeritus, Government and International Affairs, Nov. 14, 2019  
**JEROLD S. KARP**, Small Business Development, Jan. 2, 2020  
**MICHAEL J. LEIBER**, College of Behavioral and Community Sciences, Jan. 13, 2020  
**WILLIAM A. SMITH**, Engineering Professor, Jan. 5, 2020

## Friends

**MARK GIBBONS**, former state representative and son of "the father of USF," the late U.S. Rep. Sam Gibbons, Jan. 7, 2020  
**RICK MOTT**, Advocate of College of Education, Nov. 25, 2019  
**JOSEPH V. REINEMAN**, College of Engineering Advisory Board Member, Dec. 29, 2019



## Earl J. Lennard 1942 - 2019

A member of USF's charter class, former superintendent of the Hillsborough County School District and Hillsborough supervisor of elections, Earl Lennard died Dec. 23, 2019. He was the first recipient of the College of Education Dean's Lifetime Achievement Alumni Award in 2014 and was a member of the college's Dean Circle advisory board.



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