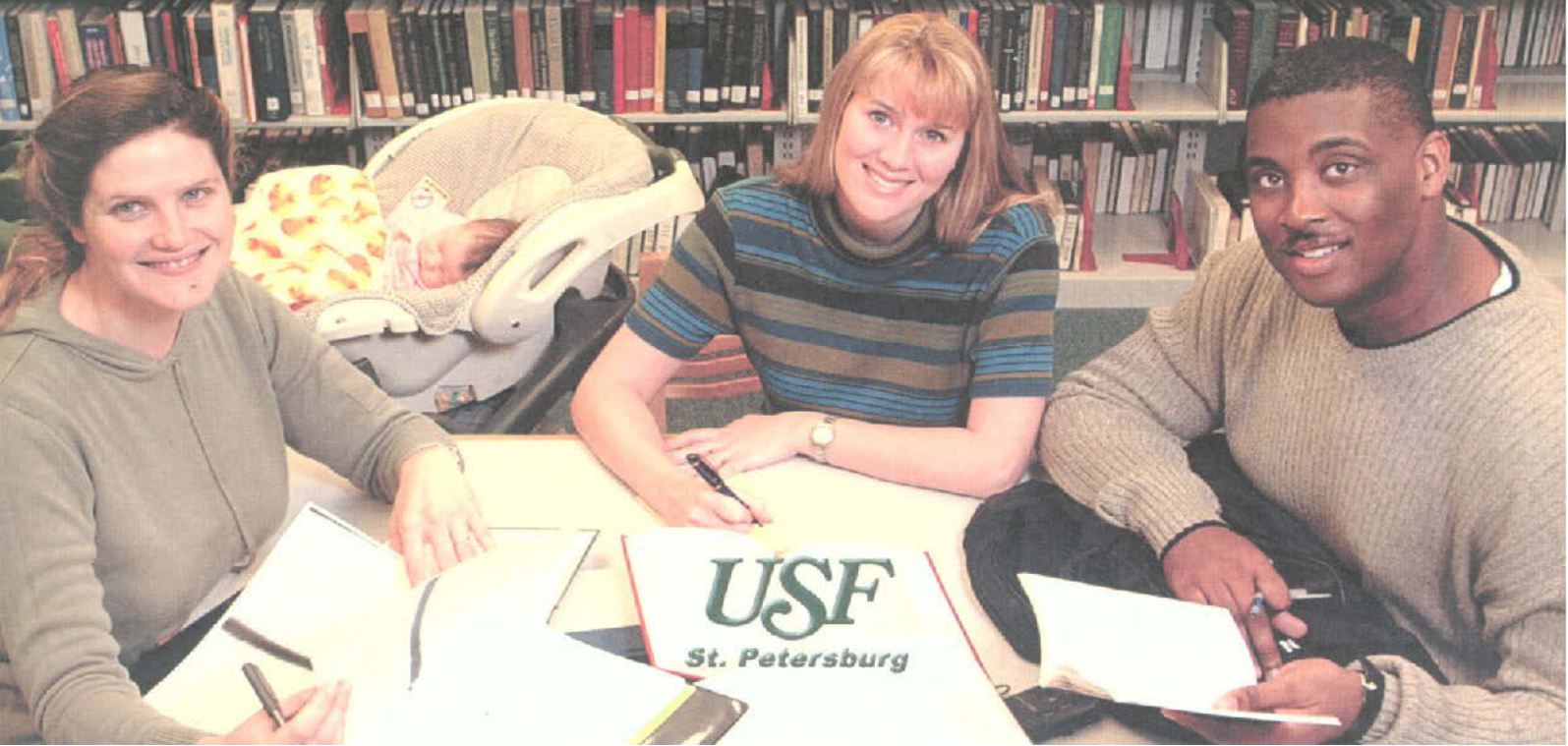


# PROGRAMS *of* DISTINCTION

## FOCUS ON EXCELLENCE





## *The Challenge*

In the fall of 2002 we recognized the need to refine our academic focus and shape a scholarly identity for USF St. Petersburg that would strengthen our profile as a complementary campus of a premier research university.

## *The Strategy*

We invited faculty to submit proposals for programs that would capitalize on our strengths and demonstrate the potential to achieve unprecedented recognition within the academic community and among prospective students in selected disciplines.

We have made a significant, strategic investment in those programs that best demonstrated the ability to meet the following USF St. Petersburg goals:

- To establish a distinctive academic and scholarly identity
- To strengthen existing undergraduate and graduate programs
- To achieve national and international prominence
- To support the recruitment and retention of nationally and internationally renowned faculty
- To enhance our community outreach mission
- To expand our research profile and increase our external funding performance
- To generate programmatic leverage for public and private development opportunities

## *The Outcome*

After an extensive review process, we selected four proposals and identified them as our Programs of Distinction:

- Florida Studies
- Environmental Science, Policy and Geography
- Social Responsibility and Corporate Reporting
- Journalism and Media Studies

We allocated substantive new and continuing resources to each program to support the hiring of additional faculty, technology enhancement, the development of laboratories, graduate student stipends, and community outreach activities. With a deliberate focus on these four programs which are evolving from existing academic offerings, we believe USF St. Petersburg will develop a reputation as an institution where students, faculty, and the community have a unique opportunity to:

- understand our culture
- preserve our world
- ensure integrity
- disseminate the truth

## *The Future*

USF St. Petersburg is committed to teaching excellence in a student-centered environment; relevant and high-quality research that will contribute to the public good; and partnership that will enhance the social, economic and intellectual growth of our community.

The Programs of Distinction encompass all of these things, and promise extraordinary potential for groundbreaking, cross-disciplinary collaborations that will unite and benefit our campus, the City of St. Petersburg, and the State of Florida.

Making this strategic investment in the academic future of USF St. Petersburg is just the beginning. As the Programs of Distinction take shape and grow, we will look to our friends and partners to join us in creating a reputation for national and global excellence and a distinctive identity for this campus...one of which we will all be proud.

# Florida Studies

For everyone who lives, works, or studies in Florida, the best way to understand our state and the issues we face is to put them in the context of our history and distinctive regional culture. The Florida Studies program brings together faculty from history, economics, geography, political science, anthropology and other disciplines to create an integrated, in-depth exploration of our state's changing identity as a part of the American South as well as a bridge to the Caribbean Basin.

From environmental policy and resource management to political challenges and immigration reform, Florida presents distinctive problems that merit close attention. Students from any discipline can benefit from Florida Studies courses as they prepare for careers ranging from urban planning to social work, from historic preservation to international business. For anyone who is interested in how our state fits into matters of regional and global significance, this program presents the ideal opportunity to use the State of Florida as a teaching and research laboratory.

MAGAZINE OF THE FLORIDA HUMANITIES COUNCIL

FLORIDA

FLORIDA  
HISTORICAL QUARTERLY  
PUBLISHED BY THE FLORIDA HISTORICAL SOCIETY

ST. PETERSBURG  
AND  
THE  
FLORIDA  
DREAM

1888-1950

RAYMOND ARSENAULT

Tales of Old  
Florida



FLORIDA



"USF St. Petersburg realizes that we must understand our past in order to shape our future. The Florida Studies program will provide a perfect opportunity to study the issues that affect all of us in order to reach solutions and make changes that will improve our quality of life."

Rick Baker  
Mayor of St. Petersburg

"The Florida Studies program provides Florida scholars and students with the opportunity to study a bellwether state in the throes of transition and transformation. The scholarship and resources produced by this program will position USF St. Petersburg as the center for Florida Studies in the state university system."

Francine Cary, Ph.D.  
Executive Director, Florida Humanities Council

"Florida needs educated residents who care about it, and who are prepared to invest themselves in the struggle to maintain and improve the quality of life here."

Raymond Arsenault, Ph.D.  
John Hope Franklin Professor of Southern  
History & Director of the Florida Studies Program

USF  
St. Petersburg

*Myth:*

*The future of Florida will be tied up with senior citizen issues.*

*Reality:*

*Within a decade, the average age of St. Petersburg citizens will be younger than the national average.*

PROGRAMS of DISTINCTION  
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## Environmental Science, Policy & Geography

We cannot separate the study of the environment from the understanding of the global economy, changing political structures, and the organization of human systems. In this program, faculty from biology, chemistry, geography, geology, mathematics and political science promote an interdisciplinary framework for the study of environment and society. Whether students focus on science, policy, or geography — they will strengthen their scientific and analytical skills while enhancing their understanding of the broader social and natural contexts in which they will apply those skills.



*"It's true... The USGS scientists look forward to collaborating with the faculty and students of the ESP&G program in addressing complex natural resource issues across the Nation and around the world."*

Lisa L. Robbins, Ph.D.  
Center Director, USGS Center for Coastal  
and Watershed Studies

*"Our environmental problems are the result of human, political, economic, and cultural decision-making — they didn't just come out of thin air. Our graduates will be the movers and shakers in the environmental and planning fields who will solve those problems."*

Rebecca A. Johns, Ph.D.  
Associate Professor of Geography  
USF St. Petersburg

*Location, location, location.*

*"Groundwater, lakes, rivers, estuaries, tidal and freshwater wetlands, the Everglades, the Gulf of Mexico, and the Atlantic Ocean...can form the ideal base for curriculum development, coursework, and research projects."*

Bruce R. James, Ph.D.  
Director of the Environmental Science  
& Policy Program  
University of Maryland, College Park

Knight Oceanographic Research Center

USF  
St. Petersburg

*Access to an extraordinary diversity of aquatic ecosystems and water resources, and the close proximity of USF's College of Marine Science and the USGS Center for Coastal and Watershed Studies will provide this program with wide-ranging opportunities for innovative research development, teaching collaborations, and student internships.*

PROGRAMS of DISTINCTION  
FOCUS ON EXCELLENCE

*"The Programs all play to existing strengths on the [USF] St. Petersburg campus. And they all present, with proper leadership and adequate resources, the possibility for genuine distinction... These are encouraging steps for this still-young university campus."*

*St. Petersburg Times, December 30, 2002*

## *Social Responsibility & Corporate Reporting*

Corporate recruiters are not just looking for skills in today's business-school graduates — they are looking for trustworthiness. In an era marked by a pervasive lack of confidence in the corporate and business arenas, this program will offer a unique and timely focus on behavioral ethics.

Faculty from accounting, information systems, economics, marketing, management and finance are retooling the MBA program and selected undergraduate courses to include an emphasis on ethical decision making and marketing, fraud prevention and detection, and responsible financial reporting. In addition to preparing students for a job market in which integrity in decision-making is becoming increasingly important, the program will include the delivery of seminars and conferences to assist the local business community with better understanding the importance of ethics to financial governance.

**COURAGE**

**TRUTH**

*"With its new Social Responsibility and Corporate Reporting program, USF St. Petersburg is teaching students that ethics are just as important as the traditional disciplines of management, accounting, and finance. Graduates gain a distinct advantage when they arrive in the workforce with the tools of their trade and an understanding of business integrity. Business and the investment community will also be better served."*

*John Ramil, President, Tampa Electric*

*"I am impressed that USF St. Petersburg is taking the lead in preparing our students to be responsible and ethical leaders in the corporate world. By establishing the Social Responsibility and Corporate Reporting Program, the University is acknowledging our responsibility to respond to a changing culture that demands trustworthiness and the ability to make appropriate and principled decisions."*

*Gus Stavros, Chairman, Pelam Investments*

*"Business graduates need more than basic skills to compete in the corporate world today. Companies are looking for people with integrity — and USF St. Petersburg has demonstrated a keen awareness of this by establishing this program. It truly is a distinctive example of business education for the 21st century."*

*Chris Sullivan*

*Chairman and CEO, Outback Steakhouse, Inc.*

*"Companies are looking for people with technical skills and a value system they can rely on. It's not just about what you can do, it's about who you are."*

*Gerald H. Lander, Ph.D.*

*Professor of Accounting, USF St. Petersburg*

**USF**  
St. Petersburg

*USF advanced degree graduates posted the country's best scores on a nationwide exam given in November 2001 by the American Institute of CPAs. USF has placed among the top 10 universities 14 of the past 20 times the exam was given.*

**PROGRAMS of DISTINCTION**  
FOCUS ON EXCELLENCE



# Journalism & Media Studies

Since its inception, the Journalism Studies program has offered an innovative curriculum that goes beyond teaching traditional journalistic skills to include a philosophical exploration of journalistic practices, issues, law, theory and ethics. This dual perspective will continue to be a part of the program's new and strengthened focus on visual communications, science journalism and the Neighborhood News Bureau.



Whether they are developing expertise in video, web and cable news delivery, learning how to better disseminate scientific information to the general public, or uncovering the stories within a local community...

undergraduate and graduate students will receive an academic foundation that prepares them to research, edit, report, present and interpret the news with skill, responsibility and social consciousness.



*"After thirty years as a full-time journalist, I didn't want to pursue 'how-to' courses in mass communication. I wanted a new perspective on the profession...a chance to debate its philosophies and learn a bit about how others see us. The coursework has provided a new worldview for me, a new window on the profession I've practiced all my adult life, and as a result, it has helped me bring new energy to my job. I can't think of a better program to designate as a Program of Distinction."*

Jon Wilson  
General Assignment Reporter, *St. Petersburg Times*  
Spring 2003 candidate for Master's Degree  
in Journalism Studies

*"At Poynter we encourage professional journalists to sharpen their visual communications skills, to learn more about special topics, such as science journalism, and to focus on better covering communities. The USF St. Petersburg program is preparing students in a way that should ultimately benefit the journalism industry and society at large."*

Karen Brown Dunlap, Ph.D.  
Dean & President-Designate  
Poynter Institute

*"We teach our students that they need to practice journalism with a good dose of humility, respect for the power they have, and with a great sense of caring for people, the environment, and life."*

G. Michael Killenberg, Ph.D.  
Director of Journalism Studies Program

*The Journalism Studies master's program is one of only 41 accredited journalism graduate programs in the country.*

*In our first ten years, 73 students have graduated from the master's program. Seven of them have gone on to complete Ph.D.'s and are now teaching journalism.*

## *About USF St. Petersburg*

USF St. Petersburg is a rapidly growing, fiscally autonomous, urban campus of the University of South Florida, a Carnegie-designated Doctoral/Research University. Nearly 4,000 students enroll in 45 undergraduate and graduate degree programs through the Colleges of Arts & Sciences, Business, and Education. The campus is the site of a branch of USF's College of Nursing, the Children's Research Institute of USF's College of Medicine's Department of Pediatrics, and the nationally renowned College of Marine Science. The Florida Humanities Council, the USGS Center for Coastal and Watershed Studies, the Florida Fish & Wildlife Conservation Commission, the Florida Marine Research Institute, and the Florida Institute of Oceanography are also located on campus.

USF St. Petersburg is committed to excellence in research and teaching, and values faculty-student research collaboration, interdisciplinary perspectives, university-community partnerships, and a student centered environment that supports diversity. USF St. Petersburg's beautiful waterfront campus resides within St. Petersburg's downtown area featuring parks, shops, restaurants, art galleries, museums and performing arts and sports venues.

**USF**

**St. Petersburg**

140 7th Avenue South  
BAY 219  
St. Petersburg, Florida 33701  
[www.stpt.usf.edu](http://www.stpt.usf.edu)