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Inside

Director sought: The Latin American Initiative hopes to have a new leader in place by September. The steering committee has requested an internal search to find the right candidate.

Tough topics: Affirmative Action and a rehashing of the atomic bomb controversy of 1945 are the subjects most likely to make sparks fly during this fall's lecture series.

Breaking down barriers: Teaching Incentive Award winners Anita Callahan of Engineering and Manoug Manoujian of Mathematics know the secret to getting students to warm up to their subjects.

Projects to beautify Tampa campus

While the USF community will have to put up with some construction dust, from the dirt will rise a new parking garage, central core (Martin Luther King Plaza) beautification, Archin/Centers/Education II building, and Bookstore and Textbook Center by December 1996. Plans will transform the center of the Tampa campus into a more inviting and shaded place — complete with oak trees, a fountain, reflecting pool, an outdoor classroom and a Martin Luther King Jr. Monument with the “I have a dream” speech inscribed on it.

This central core project, which will cost $1.8 million, is scheduled to begin construction in December and finish next May. (See chart below.) The new bookstore/textbook building will be adjacent to the Phyllis P. Marshall Center. Project cost is $7.2 million.

Library receives new books

More than 100 new books were recently donated to USF’s library during the Southern American Studies Association’s Biennial Conference (SASA). The books, which were on display during the event, were donated from nine university presses.

“I am hoping that other academic conferences will emulate this practice and encourage exhibitors to donate books to the university library,” said Ruth Banes, associate professor of American Studies at USF and president of SASA.

USF earns award of excellence

On July 27 in Gainesville, State University System Chancellor Charles Reed presented USF with an Award of Excellence certificate for having a perfect record of submitting Board of Regents data requests on time for 1994-1995.

In other words, USF stayed off the “hit list” that is published every week listing each report, by university, that is overdue at the BOR, said Institutional Research and Planning Director Jon Blades. Reed noted that this is the second year in a row that USF has received this annual award.

With the 275-plus reports that USF has been required to submit to the BOR annually, this was no small feat, Blades said. “I know that some people spend weekends and evenings working to get the reports in on time. Thank you very much for your excellent work. Let’s try to do it again this year.”

Center to close

The Central Florida Regional Data Center will close for the Labor Day holiday on Sept. 4. The system will be in unassisted mode. Normal operations will resume at 7:30 a.m., Tuesday, Sept. 5.

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Child care: ‘The right thing to do’

Child care at USF has been an issue since the mid-1980s. In 1992, a survey of 225 faculty and staff indicated a need for affordable, quality child care.

Now, $600,000 has been set aside toward a center, and a child care task force will prepare a report for President Betty Castor by Dec. 31. The $600,000 will come from the Capital Improvement Trust Fund, composed of students’ fees.

The task force’s report will look at a site, the facility, costs, the possibility of using vendors to build or run the center, a contract and partnerships with other local child care centers. Reasonable fees and providing part-time and drop-off care are priorities. A new survey will also be created.

Comprised of representatives from Student Government, the A&P Council, the USPS Senate, the Faculty Senate, Facilities Planning, the College of Education, the Status of Women Committee, Purchasing, Academic Affairs and other groups, the task force began meeting July 21. It’s headed by Wilma Smith of Budgets, Human Resources and Information Technology.

USF’s current child care center, called the Educational Research Center for Child Development (ERCCD) is run by the College of Education. About 80 children attend the center daily.

Due to a recent Board of Regents ruling, only students can take their children to the center. Costs are $60 per week for first-time students, $65 per week for part-time students.

Before this fall, non-students could use the center for $113 per week, explained Lynn Lavely of the ERCCD. Child care in the USF area generally runs $75 to $100 weekly, she added.

Cost is a concern, but the 1992 survey indicated that most parents want quality, Smith said. “We have a lot of women working two jobs, single parents — they’re missing work, being late and interrupting work for sick children.”

“We do not have drop-in or part-time students,” Lavely said. “There is a need for that.”

“The question is: should our children receive good care or should they just be housed?” said Associate Provost Jean Linder. “Some facilities are barren.

“Our objective is to provide a quality facility and break even,” said Associate Director of Environmental Health and Safety Terry Dowdy.

A needs assessment survey is one of the top priorities, Smith said. “People are questioning the need (for a child care center). It’s more than a productivity issue, it’s the right thing to do.”

By Lisa Cunningham
Wanted: Director for Latin Initiative

The Latin American Initiative's steering committee has asked Provost and Executive Vice President Thomas Tighe to conduct an internal search for a director of the program. The director could start in September. This is something we have to move quickly, because right now we haven't got a captain who's going to steer," Committee Chairman Michael Kovac told the group at its July meeting. The steering committee consists of Tighe, college deans and a member of the Latin community.

"One of an internal search, it will expose the program and what's going on to the whole university," agreed Interim Arts and Sciences Dean David Stamps. Friedlander would respond about half of his or her time on the Latin program. In two to three years, the director's job could be a full-time one, Kovac said. The director could report to Interational Affairs Center Director Mark Ori, who in turn would report to Tighe

Inside the program, which will be an interdisciplinary one and was created earlier this year, has a budget of about $100,000. That money is used to pay three people, including the director, an assistant and an adviser.

Latin American courses offered this fall cover several areas: geography, political systems, arts and letters of Latin America (including women writers), history and relations with the United States. Courses are also offered on the Caribbean (such as Caribbean literature), Central America and Mexico.

A brand-new course, "History of Cuba," will be available in the fall of 1996. In addition, several courses, such as "Ethnic America" and "Marxist Political Economies" have Caribbean or Latin American components.

The University of Florida and Florida International University have the most active Latin programs in the state, said International Affairs Center Program Development Officer Maura Barrios.

The steering committee, which meets monthly, will be briefed by experts on the economy and other issues affecting Latin America.

It's important to get a handle on the economies of Latin American countries, said Interim Counseling Dean Richard Taylor. "If the economy drives everything..."

It's a little dangerous to get current information without knowing why things exist," agreed Fine Arts Dean John Smith.

Friedlander said that his second task as director of the Latin American Initiative would be to try to reach out to managers at local media organizations.

"A lot of them teach for us and hire our students," said Friedlander. He wants to spread a circle of contacts out to Lakeland and Sarasota, "where we students are studying in a pre-comm environment (prior to enrolling in core classes)."

By Lisa Cunningham

Reaccreditation top task for new director

Sometimes, when you start a new job, it's not immediately clear what your responsibilities are.

As the new director of the School of Mass Communications, Edward Jay Friedlander already knows at least some of what he has to do.

Friedlander makes it clear that gaining full reaccreditation for the school is his first task.

"It's going to take quite a bit of work," said Friedlander. The Accrediting Council will evaluate the School of Mass Communications in May 1996. "I'm going to do everything I can to get the school fully accredited," he said.

Friedlander pointed to a lack of communication between Tampa and the St. Petersburg campus as one of the most significant reasons for the school's current status as "provisionally accredited."

This lack of communication is easy to change, said Friedlander. E-mail is helping to change it, and distance learning will allow classes at one campus to be broadcast at another, he said. "We're all one school — one family."

Another accreditation obstacle that Friedlander noted was that "The Accrediting Council felt that research among faculty was uneven — there wasn't enough on the whole. They're asking faculty to come up with ways to improve research."

To accomplish this, he is looking for "concrete proposals from faculty."

Friedlander said that cutbacks in curriculum may also be necessary to reaccredit. "In relation to the budget, we were trying to do too many things — we're stretched beyond our resources," he said. "There really aren't enough dollars."

Friedlander said he is primarily looking at two areas for possible elimination: the Visual Communications sequence and the Programming and Production option within the Telecommunications sequence.

"It might take years, said Friedlander, to close a given sequence. Students already designated as Visual Communications students, for example, would be allowed to finish under that sequence. "When the last person left, the gate would close."

Friedlander emphasized that he isn't making decisions about curriculum and other such things on his own. "It's important that these decisions be made collectively," he said. The school's faculty will form a committee — with representatives from each sequence — to make decisions about how to meet the Accrediting Council's requirements.

This committee will meet in the fall, said Friedlander.

"I'm going to listen carefully to the various constituents of the school about the directions the school should take," said Friedlander.

Friedlander said that his second task as director of Mass Communications is to try to reach out to managers at local media organizations.

"A lot of them teach for us and hire our students," said Friedlander. He wants to spread a circle of contacts out to Lakeland and Sarasota, "where we students are studying in a pre-comm environment (prior to enrolling in core classes)."

By Doug Bud

FMHI dean

(Continued from Page 1)

more than just career decisions on what his heart has to say.

A research project that has fueled Shern's mission to make the world a friendlier place for the severely mentally ill is an example.

The project, which Shern will continue at FMHI began in 1990, when he and two co-principal investigators won $2 million from the National Institute of Mental Health to pursue "Housing Mentally Ill Street People: A Psychiatric Rehabilitation Approach."

"Shern led a team of 10 researchers into the streets..." Friedlander said. "It's a very good group of 186 people who could be classified as severely disabled."

We picked a group of people we felt were being neglected by the mental health system — these were people who were sleeping on grates and very disenfranchised. We wanted to demonstrate that they could be successfully treated."

But instead of coercively institutionalizing the 168 patients — around 60 percent of whom had schizophrenia or another major affective disorder, and half of whom had a co-occurring diagnosis of alcohol or substance abuse — Shern's approach was to "explicitly honor their choices. Some of them chose not to take medicine, for instance," he said, "and one patient refused to take shelter away from his 'home' in Central Park."

"The man in the park was the conscience of the program," Shern said. "If he didn't like the rhetoric of our program, or if we said, 'Look, you have to sleep in this bed to be treated,' he would have told us to get lost, because that wasn't his objective."

So the team trekked into the park regularly to reach him. Within two years of treating him on his own terms, the man wanted to move out of the park and into an apartment. A partnership Shern's group had with local churches allowed them to accommodate him.

"He's still there now," Shern said.

Not all the study's subjects have been success stories, though. Shern's drive to make a difference is rooted in the patients who slipped through the cracks.

"One fellow was finishing his Ph.D.," he said. "He was very smart guy. His mom had gotten ill, and in taking care of her — she eventually died — he developed severe anxiety. He was manic. He also had a serious substance abuse problem," and soon the man found himself with nothing, out on the streets.

"We got him an interview for a housing place developed for the state with nice apartments for the homeless and mentally ill. He had his interview, and then he was calling the landlord several times a day to see if he could move in."

"Eventually, the landlord said he's not an acceptable tenant because he's too nervous. So he chose to leave the program, and he died."

"We as a society put up a lot of barriers," added Shern, who seemed dejected when retelling the story. "The severely mentally ill 'have to meet our criteria to use the services that are supposed to help them. The sicker you are, the harder it is to get care. Sometimes it's a matter of life and death.'"

Shern sees his move to FMHI as a chance to make serious strides toward changing state mental health policies for two reasons: first, the institute has a tight relationship with the state, as it was originally funded through the Department of Health and Rehabilitative Services; and second, Florida's health care laws are undergoing major changes.

His research here will continue much in the same vein. "There's nothing wrong with research for the sake of research, but I'm committed to making a difference..." Shern said. "I don't know a lot about the (Tampa Bay) area," he said, but he may get involved with environmental issues here.

Before then, Shern will spend time "carefully and slowly" getting to know FMHI. "One thing I've learned is that it's a very big and complex place...I guess I'll take me a couple of days," he said, with a laugh.
**First down and goal: Regents to visit campus talk football**

As BOR members prepare to visit campus on Aug. 29, at least one regent feels confident the full board will vote "yes" to a football program at USF. "I'm confident we'll be successful," said Regent Dennis Ross, a Floridan. "I have long felt that football connects a university to its community and its alumni. This will provide the final link."

"We have a tremendous amount of support in the Tampa area," Ross added. "That's (will USF have a football team?) the number one question I get."

The regent and USF alumna, Elizabeth Lindsay, also expressed cautious optimism. "I happen to be a football fan, (but) I will have the same concerns as the other regents: Is it properly funded? Is the business plan sound? It's a very large undertaking, and we want to make sure it's done on a thoughtful basis."

During their USF visit, regents — including Lindsay — will look at Athletics' business plan and the graduation rate of current USF athletes. That rate is "very important" to both the regents and the NCAA, Lindsay said.

In July, the board of Regents' finance committee voted 5-1 to approve a 50-cent increase in the student activities fee, which will help pay for football. The full board voted for the increase the following day. The extra fee, to be paid only by USF Tampa students, is about $15 a year. The fee will reportedly bring in $30,000 per year, money and heighten campuswide awareness of the program, which has an annual budget of $1.5 million. Lindsay was one of the regents who agreed to the increase. "It seemed to have the support of the university community, particularly by the students and the administration," she said.

Before the July 20 meeting, two students called Lindsay to voice support. Student Government has agreed to pay for the fee during several meetings.

Although some regents, including Steve Uhlsheider of Tallahassee and Audrea Anderson of Fort Myers, expressed concern that football could overshadow academics, Ross contended that's a "false issue."

"If I had any concerns in that regard, I wouldn't support it," Ross said. "President Castor as well — if she was concerned, she wouldn't support it."

The $5-million fund for scholarships is an "essential predicate," he added.

**United Way gears up for record year**

United Way representatives at USF are preparing for the annual fall campaign by mapping out some strategic changes made for a better-than-ever year.

To provide more continuity, President John B. Hitt has declared a "rededication" and established a permanent United Way/Florida State Employees Charitable Campaign Cabinet. The group is chaired by Senior Vice President for Administration and counts key administrators, faculty, staff and students among its members.

Many of the members of the cabinet were part of last year's record-setting campaign, said Leavengood. "The ongoing direction provided by this group will help this fall's campaign raise even more funds for community organizations needing financial support.

The traditional campaign kick-off event has also been changed to serve more people. In past campaigns, the cabinet will host a Sept. 26 kick-off day that will feature vice presidents, deans and department chairs greeting employees at any available work and passing out campaign information. Signs promoting campaign awareness will be posted around campus, and campaign leaders will wear special ribbons and pins to spread the word further.

Of course, the campaign "thermometer" will still be displayed prominently in the front entrance to the campus to give faculty, staff and students a daily reminder of how quickly the University is progressing toward its goal of giving.

Other plans are being put in place, too, to help the USF community understand just how many of its own are helped by United Way/Florida State Employee Campaign contributions — information that has often gotten lost, such as Florida Easter Seals, Tampa AIDS Network, Big Brothers/Big Sisters of Tampa and the Tampa Bay Springs.

"People need to understand that when they give a little, they may be helping their neighbors a lot," Leavengood said.

**St. Petersberg sailors finish second**

Sailing Coach Steve Lang's team of three men and two women came in second in the southern division and sixth out of 16 teams from the entire Southeast in this year's competition. The sailing team is headquartered in Charleston, S.C. Races were sponsored by the South Atlantic Intercollegiate Sailing Association. The University of South Carolina "sailed the experience," said Lang, but team members were seniors, so next year will be a rebuilding year. Lang is the Atlantic Intercollegiate Sailing Association. The traditional campaign kick-off event has also been changed to serve more people. In past campaigns, the cabinet will host a Sept. 26 kick-off day that will feature vice presidents, deans and department chairs greeting employees at any available work and passing out campaign information. Signs promoting campaign awareness will be posted around campus, and campaign leaders will wear special ribbons and pins to spread the word further.

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**Hardy testifies before Congress**

Renowned Alzheimer's disease researcher John Hardy of USF testified recently in Washington before the House Subcommittee on Health and Environment.

The subcommittee, chaired by Rep. Michael Bilirakis, R-St. Palm Harbor, needed a progress report on neurological disorders. Bilirakis, whose brother died of Parkinson's disease, has been examining research results and funding priorities on the neurological front.

The subcommittee invited several prominent researchers in the fields of epilepsy, Parkinson's, stroke, multiple sclerosis, amyotrophic lateral sclerosis (Lou Gehrig's disease) and Alzheimer's (to brief members on their areas of expertise. Hardy, who holds the Pfeiffer endowed Chair for Alzheimer's Disease Research at USF, already has led a group of USF researchers in the discovery of a key genetic link to Alzheimer's.

The invitation to Hardy and the others actually came from the National Institutes of Health, which was asked by the Subcommittee to recommend prominent researchers.

"I was flattered to be asked," said Hardy, "and very, very excited. In terms of Alzheimer's, it's the demographic future of the U.S. It was an opportunity to showcase what we're doing and emphasize the importance of funding."

Alzheimer's is now the fourth major killer in the U.S., noted Hardy, and Alzheimer's patients are about 400,000 Floridians with the disease.

"As a forensic, I feel comfortable saying that in biomedical research, especially into Alzheimer's disease, the United States leads the way, largely through the foresight and determined political leadership in this direction over the last 20 years," added Hardy, a native of Great Britain. "NIH has been central to this... Over the last five years, especially, it has become clear that both Europe — especially Germany — and Japan are trying hard to catch up, so there is no room for complacency. We owe it to caregivers to continue to press hard on this problem."

**Who-vians galore**

Sophie Aldred of the sci-fi show, "Dr. Who," signs autographs for some local fans on Aug. 9 at the WUSF-TV studios. From left are Aldred, Paula Jerkins, Marc Roman and Pat Corey.

**Hot topics spark fall lectures**

Two of America's most controversial contemporary issues — the re-examination of the decision to drop the atomic bomb on Japan in 1945 and the role of affirmative action — will be highlighted Saturday (Aug. 5) in University Lecture Series this fall.

The University Lecture Series will feature a pro-affirmative action presentation, "We're All in The Same Gang," by Hispanic artist Edward James Olmos.

The other presentation, scheduled for Oct. 31, "An Evening with USF Tampa's author, "very-glamorous" novel "Toby's Lie."

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