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A Future Look at USF - St. Pete

Lowell E. Davis

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THE AMBASSADOR CLUB

Sunday, March 29, 1987

A FUTURE LOOK AT USF - ST. PETERSBURG

Good Things Happening:
1. City acquisition of 24 acres - ~ $821,000.
2. Progress in getting Multipurpose Bldg.
3. Director of Development's Area Relations on board.
4. Student increase: ~ 3022 + Headcount ~ 1002 FT.
5. New building for Marine Science remains high on USF priority list.
6. Support from many groups - including:
   a. The City
   b. Rotary Club Scholarships
   c. Minority Student Scholarship Fund
   d. St. Pete Progress
7. Community Advisory Board
8. Proposal: finding for studying need for USF-St. P. to provide academic
9. Presentation to Regents/Chancellor/Staff/President/Staff/All Children's Hosp.
Dean's activities to date:

1. Studying all academic programs
2. On-going discussions with:
   Director
   Student Coordinators
3. Meetings with individual faculty members
   Review C.V. of all faculty
4. Meetings with support groups:
   Physical Plant Personnel
   Custodians
   Registrar
   Student Affairs
   Development
   Misc. Groups
5. Meetings/Speeches in the Community:
   St. Pete Progress
   United Way
   Upper Pinellas County Mental Health Services
   Rotary Club/Kelvair Club
   City Hall Meetings
   Testified in Court
C. Consider Status & Needs in Colleges:

1. Arts & Letters:
   - Only English & Mass Comm. required.

   **NEED**: Balanced courses in Humanities, Philosophy, Classics, Religion, Ethics.

   **DEVELOPMENT**: Provisors approval:
   a. Faculty for Mass Comm.
   (Power Inst. Collab.
    for Grad. Program)
   b. Faculty for Humanities.

2. Business:
   - Several areas represented, e.g. MBA.
     Including:
     - Good Programs:
       Accounting, Marketing, Management, Finance, Gen. Bus. Admin.,
       ISDS (Inf. Syst. & Decision Science)
     
     **NEEDS**:
     a) ISDS - 2 Faculty
     b) Dept. & Gen. Business Should be established.
3. **Engineering:**
   - Only Engineering Technology program
   - Offered with WO Adj. Fac. + IFT
   - Core program — needs improve.
   - **NEEDS:** Additional Fac./labs/hands-off work

4. **Education:**
   - Several areas represented, including:
     - Elementary Ed. / Secondary Ed.
     - Early Childhood Ed. / Reading
     - Educational Measurement, etc.
   - **NEEDS:**
     - Faculty for Math Ed.
     - Science Ed.
     - Early Childhood Ed.
     - Special Ed.

   - **b.** Grad. Courses & Programs
5. Natural Science:
   Only Marine Science (Distinguished)
   Good Teaching only & Research
   Needs:
   (a) Undergrad fac. in Biology/Chemistry/Physics
   (Only Elem. Action now offered)
   (b) Fund properly designed labs
       at least to begin program
   (c) Lecture courses could be instigated
       e.g. Cell Physiology, Hist. of Science
       Elem. Genetics, Biochem.

6. Fine Arts:
   Only 1 course offered — Music Appreciation
   With good piano, could involve symphony
   Various ensembles, semi small
   concerts and recitals on campus
   Needs:
   (a) Art Courses/Program (Studebaker Blvd.)
   (b) Use in Collaboration — Sci. Museum
      St. Pete Museum
      The Art Center
      Clearwater/Ft. Pierce Museum
7. Social and Behavioral Science:
- representation in
  - History — Public Administration
  - Economics — Geography
  - Political Science — Psychology
  - Sociology

NEEDS:
(a) More faculty diversity in each program
(b) Development of Ph.D. Program in Social Work
(c) Development of Sociology Program in interdisciplinary

8. Other Considerations:
(a) Endowed Chairs —
(b) Distinguished Professorships —
(c) Review of Procedures: Tenure/Promotion
(d) Master Plan for Physical Plant —
(e) International Programs —
(f) Expansion of Rare Book Library

(g) Student Affairs Development
(h) University Relations
(i) Administrative Services

Support Areas not discussed now.
9. **Bottom Line Considerations:**

(a) **USF-SP** — Programs of Excellence —

- USF cafeteria or Snorgas board type & education

(b) Programs of distinction may be

- Arts & Science Programs
- Professional Programs
- Unique Programs only on the Campus

(c) Availability on St. Pete's Campus —

- minimum possible course offering/program

(d) Affirmative Action

(e) Planning for ~ 6000 Students FTE
This brings me now to the Black Agenda.

The business of educating our young people is very serious business. It is without doubt, our greatest task, our greatest calling and the greatest legacy which we can leave to this younger generation and for posterity. It is and will be the difference between success and failure, a better and a life of multiple hardships and poverty. The education of a mind, the securing of a membership card by way of what they call a degree, licensing or certification, or the finely tuned skill in a fair of trained hands are all what the Black Agenda should be in terms of its priorities.

We should be helping one another and supporting one another in this effort. Just last night, I attended the Tenth Annual Leadership Program.
for Higher Achievement Commencement Ceremonies. This is a special program sponsored by the Alpha Phi Alpha Fraternity for Black High School Students and accommodated at Eckerd College. The program is designed to assist and prepare and encourage high school students for college careers. I applaud those efforts and would encourage other organizations to join in this all-important type of service. Also, at Eckerd College last night, the college awarded four scholarships to Black Students. I commend these efforts. Regrettably, we at the University of South Florida cannot do that because (unlike Eckerd) we are a state institution and bound by regulations. However, with much lower tuition rates and community organization which are in a position to help financially, several scholarships for Black students could be arranged.
The recent Supreme Court decision regarding Affirmative Action for Women and Minorities is an important decision, but like the Civil Rights Laws and other Affirmative Action Laws, we still have a great deal of work ahead of us. The letter of the law is one thing; the spirit of the law is another.

It is inexcusable and absolutely unacceptable that on the USF-St. Pete Campus there should be only one Black professor (excluding me). The student body is composed of 320 Black students. This, in my opinion, is unacceptable.

I call on you to join me in making the University of South Florida at St. Petersburg a place where we teach, learn, we nurture, we care, and educate the Black youth of this community. We must put pressure on those who make decisions.
on university budgets, we must educate the law makers that adequate appropriations must be made for us to bring Black educators into positions of honor, scholarship and authority.

At this time in history, we have a golden opportunity to make a change and a difference at the University of South Florida. The community

"A mind is a terrible thing to waste."
HAS ANOTHER "AMBASSADOR" SITTING
IN A HIGH PLACE, A PLACE
WHICH CAN HELP TO MAKE A
DIFFERENCE:

WE MUST MAKE A DIFFERENCE

1. WE MUST HAVE AN INCREASED ENROLLMENT
   OF BLACKS AT U.S.F.

2. WE MUST HAVE AN INCREASED NUMBER OF
   BLACK WOMEN AND MEN WHO
   TEACH AND WORK AT USF

3. WE MUST HAVE INCREASED INVOLVEMENT IN COMMUNITY
   DECISION MAKING CONCERNING
   U.S.F.
IT IS THE BEST OF TIMES — TO ACHIEVE OUR GOALS.

WE HAVE EVERYTHING BEFORE US AN LITTLE TO LOSE.

IT IS THE AGE OF INNOCENCE.

IT CAN NOT BE THE SEASON OF DESPAIR.

WE MUST USE THIS UNIVERSITY TO FULFILL OUR DREAM.

A DREAM OF FREEDOM, PROSPERITY AND EDUCATION.

THEN WE CAN TRULY SAY FREE AT LAST, FREE AT LAST.
THANK GOD ALMIGHTY

WE WILL BE FREE AT LAST.
A. Good Things Happening:

1. City acquisition of approx. 24 acres--approx. $12 M.
2. Progress in getting--Multipurpose Bldg.
3. Director of Development & Univ. Relations on board
4. Student increase: approx. 3,000+ headcount
   approx. 1,000 FTE
5. New building for Marine Science remains high on USF priority plans
6. Support from many groups--including
   (a) The City
   (b) Rotary Club Scholarships
   (c) Minority Student Scholarship Fund
   (d) St. Pete Progress
7. Community Advisory Board
8. Proposal: Funding for studying need for USF-St. P. to provide
   academic programs.
9. Presentation to Regents/Chancellor & Staff/President & Staff
   (resolution of All Children's Hosp.)

B. Dean's activities to date:

1. Studying all academic programs
2. On-going discussions with
   Directors        Students
   Coordinators
   (Meetings with individual faculty members
   (Review of C.V. of all faculty
3. Meetings with support groups:
   Physical Plant  Personnel
   Custodians      Registrar
   Security        Student Affairs
   Bookstore       Development
   Misc. Groups
4. In Tampa--meetings with
   President, Provost
   Vice Presidents
   All Deans
   Directors
   Meetings on Master Plan for Physical Plant
5. Meetings/Speeches in the Community:
   SPJC
   St. Pete Progress
   United Way
C. Consider Status & Needs in Colleges:

1. Arts & Letters:
   Only English & Mass Comm. represented
   NEED: Balanced courses in Humanities
         Philosophy, Classics
         Religion, Ethics
   DEVELOPMENT: Provost’s Approval
       a. Faculty for Mass Comm.
          (Poynter Inst. Collab. for Grad. Program)
       b. Faculty for Humanities

2. Business:
   Several areas represented up to MBA
   including: (Good Programs)
   Accounting, Marketing, Management,
   Finance, Gen. Bus. Admin.,
   ISDS (Info. Syst. & Decision Sciences)
   NEEDS: a. ISDS--two faculty
          b. Dept. of Gen. Business
             should be established

3. Engineering:
   Only Engineering Technology for present
   (Offered with approx. 10 adj. fac. + 1 FT
   good program--needs improve.
   NEEDS: a. Additional Fac./Labs/Hard & Soft ware
          b. Faculty/labs in other areas--
             Collaboration with
             electrical, industrial, computer,
             Marine Science,
             civil, chemical
             Children’s Hosp.
             (Rob Goode)
          c. Courses in non-lab areas:
             statics, thermodynamics, fluids,
             materials, statistics
          d. More math courses/faculty in math through
             diff. calculus

4. Education:
   Several areas represented including:
   Elementary Ed./Secondary Ed. )
   Early Childhood Ed./Reading ) BA
   Educational Measurement, etc. ) Level
   NEEDS: a. Faculty for Math Ed.
          Science Ed.
          Early Childhood Ed.
          Special Ed.
       b. Grad Courses & Programs

5. Natural Sciences:
   Only Marine Science (Distinguished)
   Grad. Teaching only & Research
   NEEDS: a. Undergrad Fac. in
Biology/Chemistry/Physics
(Only Elem. Astron. now offered)
b. Two properly designed labs at least
to begin program
c. Lecture courses could be initiated
e.g., Cell Physiology, Hist. of Science, Elem. Genetics, Biochem.

6. Fine Arts:
Only one course offered--Music Appreciation.
With good piano, could involve symphony, various ensembles, give small concerts and recitals on campus

NEEDS:
   a. Art Courses/Programs (Studebaker Bldg.)
   b. Use in Collaboration--Dali Museum
      St. Pete Museum
      The Art Center
      Clearwater/Tampa Museums

7. Social & Behavioral Science:
   Fair representation in
   History -- Public Administration
   Criminology - Geography
   Political Science - Psychology
   Sociology

NEEDS:
   a. More faculty & diversity in each program
   b. Development of P-T Grad. Program
      in Social Work
   c. Development of Gerontology) Programs
      & Interdisciplinary

8. Other Considerations:
a. Endowed Chairs
b. Distinguished Professorships
c. Review of Procedures: Tenure/Promotion
d. Master Plan for Physical Plant
e. International Programs
f. Expansion of Poynter Library
g. Student Affairs
   ) Development/ Support areas--not
   ) University Relations ) discussed now.
   ) Administrative Operations

9. Bottom Line Considerations:
a. USF-SP -- Programs of Excellence, Distinction
   -- Not cafeteria or smorgasboard type of education
b. Programs of distinction may be
   (Arts & Science Programs
   ) Professional Programs
   Unique Programs only on this campus
   )widest possible course offerings/programs
c. Availability on St. Pete's Campus--
d. Affirmative Action
e. Planning for approx. 6,000 students FTE

This brings me now to the Black Agenda.

The business of educating our young people is very serious business!!
It is without doubt, and greatest task, our greatest calling and the
greatest legacy which we can leave to this younger generation and for posterity. It is and will be the difference between success and failure, the life of middle-classdom or better and a life of multiple hardships and poverty. The education of a mind, the securing of a membership card by way of what they call a degree, licensing or certification, or the finely-tuned skill in a pair of trained hands are all what the Black Agenda should be in terms of its priorities.

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It is inexcusable and absolutely unacceptable that on the USF-St. Pete Campus there should be only ONE Black professor (excluding me). The student body is composed of 3% Black Students. This, too, is unacceptable.

I call on you to join me in making the University of South Florida at St. Petersburg our university—a place where we teach, we learn, we nurture, we care and educate the Black youth of this community. We must put pressure on those who make decisions on university budgets, we must educate the law makers that adequate appropriations must be made for us to bring Black educators into positions of honor, scholarship and authority.

At this time in history, we have a golden opportunity to make a change and a difference at the University of South Florida. The community has another “ambassador” sitting in a high place, a place which can make a difference: We MUST make a difference.

1. We must have an increased enrollment of Blacks at USF.
2. We MUST have an increase of Black women and men who teach and work at USF.
3. We MUST have increased involvement in community decision making concerning USF.

It is the best of times—to achieve our goals.

We have everything before us and little to lose.

It is the Age of Innocence. It CANNOT be the season of despair. We must use this university to fulfill our dream, a dream of freedom, prosperity and education. Then we can truly say, “Free
at last, free at last, thank God Almighty, we will be free at last."

"A mind is a terrible thing to waste."

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