Ohio State VP named vice president for Development and Alumni Affairs

The Board of Regents plans to eliminate degree programs in the State University System that haven't produced any graduates in the past three years.

The Employee Assistance Program at USF kicks off a regular column in this issue of Inside USF. The feature will address topics related to personal wellness and the work environment.

Thomas L. Tobin, a vice president for Ohio State University, has been named vice president for development and alumni affairs at USF and executive vice president of the USF Foundation, President Francis T. Borkowski recently announced.

Tobin, the vice president for Ohio State’s university communications and development and executive director of the Ohio State University Foundation, replaces Joseph F. Busta, Jr. Busta is leaving USF this month to become vice president of advancement at Auburn University. Tobin will begin full-time duties at USF on September 1.

"This is the kind of challenge I have been looking for," Tobin said. "I am a young university on the move. I look forward to assisting President Borkowski in guiding this institution into a new era of private giving and alumni involvement."

At Ohio State, he led the university’s campaign to raise $550 million in private gifts, accomplishing the task almost a year ahead of schedule. Ohio State officials expect the total to reach $450 million when the campaign officially ends June 30.

"Tom Tobin was the top person among an outstanding group of candidates for the position," Borkowski said. "His leadership in helping Ohio State raise $100 million over its capital campaign goal and his long experience in development and university communications are major pluses that will help us enter a new phase of fundraising even as we enter the final year of our $111 million Campaign USF".

Tobin has been vice president for university communications and development at Ohio State since May 1983. For the previous three years he was special assistant to the president and director of public affairs at the University of Illinois.

Prior to that, Tobin spent five years at the University of Iowa as director of public information and university relations and served on the faculty of journalism.

"I am pleased to have the system will be in unassisted operation during this time. Limited operational support will be available between 8 a.m. and 5 p.m. from December 26 to December 31 at Adm 264. The system will then be in unassisted mode until Wednesday, January 2, 1991, when normal operations will resume."

Occasionally, the USF Tampa campus is required to schedule utility-related outages during holiday periods. CFRDC will provide as much notification as possible should this occur.

Bob Allen memorial fund

A memorial fund has been established in the name of Bob Allen, the director of Public Affairs who passed away last month. Gifts in memory of Bob are welcome. The University and the family will together determine the appropriate use of the fund. Checks should be made payable to the University of South Florida Foundation, noted for the Robert Allen Memorial Fund, and mailed to the USF Foundation, LlB 654, University of South Florida, Tampa, Florida, 33620.

The first $1 million Endowed Chair in African Art in the southeast has been established at USF’s College of Fine Arts. The announcement was made by John Smith, dean of the college.

The chair, to be known as the Stuart S. Golding Eminent Scholar Endowed Chair in African Art, has been established by Roberta Golding in honor of her late husband.

"We are ecstatic about this endowed chair from Mrs. Golding," said Smith. "It is very significant as the first chair established in the College of Fine Arts. This generous gift provides the opportunity to expand the goals of cultural diversity through the distinct medium of African art."

Bruce Marsh, acting chair of the art department, added, "Roberta Golding’s gift of the endowed chair will allow us to develop a full program in the study of African art at a time when cultural diversity is a critical need in our department and university. It is essential that we begin offering our students an education which moves beyond the traditional limits of Western art and art history. We are keenly interested in the prospect of planning and implementing this program, and hope that it will contribute to our community as well as to the university."

Golding, who passed away in 1988, was a leading shopping center developer on the west coast of Florida. In addition to the malls he created, he devoted a great deal of time and energy to the restoration of the historic Willard Hotel in Washington D.C.

"It is a great joy to me to be able to participate in a gift to the college’s art department," said Mrs. Golding. "This endowment will help to bring forth the historical richness of the African heritage to be shared with aspiring artists. I am pleased to have this opportunity to honor my late husband with a gift to USF and to the Tampa Bay community."

The system will be in unassisted mode and normal operations will resume at 7:30 a.m., Tuesday, September 4.

Veteran Day: The center will be closed Monday, September 3. The system will be in unassisted mode and normal operations will resume at 7:30 a.m., Tuesday, September 4.

CFRDC holiday schedule

Customers of the Central Florida Regional Data Center (CFRDC) should note the following holiday schedules for planning purposes:

Independence Day: The center will be closed Wednesday, July 4. The system will be in unassisted mode and normal operations will resume at 7:30 a.m., July 5.

Labor Day: The center will be closed Monday, September 3. The system will be in unassisted mode and normal operations will resume at 7:30 a.m., Tuesday, September 4.

Veteran Day: The center will be closed Monday, November 12. The system will be in unassisted mode and normal operations will resume at 7:30 a.m., Tuesday, September 4.

Thanksgiving: The center will be closed Thursday and Friday, November 28 and 29. The system will be in unassisted mode; limited operational support may be available on Friday, from 9 a.m. to 5 p.m. Normal operations will resume at 7:30 a.m., Saturday, November 24.

Christmas and New Years: The center will be closed Monday, December 24 at 3 p.m., through Wednesday, December 26 at 11 a.m. The system will be in unassisted mode during this time. Limited operational support will be available between 8 a.m. and 5 p.m. from December 26 to December 31 at Adm 264. The system will then be in unassisted mode until Wednesday, January 2, 1991, when normal operations will resume.

Oops!

Sure you were glad to receive FMH’s newsletter Mind Matters in the mail. However, you may have wondered why you received that publication, which is strictly for members of the community. And the answers – a printing error sent Mind Matters to all USF faculty and staff. FMH wishes you happy reading.

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Herb Karl, a professor of education on the St. Petersburg campus, is a self-described "media ecologist." He studies how TV, film, radio and the computer shape our perceptions and thinking.

A rango figure ambling the halls between classes, Professor Herb Karl might easily be mistaken for an Old World anachronism -- Marshall Dill­

os of Bayhoro. But aside from his duties as an educator, Karl is also a committed seeker to enhancing their writing skills, Karl is a self-described "media ecologist."

He prefaces this intriguing label with "closet" simply because he doesn't claim the specific degree in this nascent discipline. Karl received his Ph.D. from Florida State University and has been a professor of education since 1971. But there are those who do consider him a media ecologist -- the Australian, for instance.

Not one to toot his own horn, Karl spent three weeks last fall as a guest lecturer in Australia. Or, he is a media ecologist worth listening to, so much so the Australians were willing to pay for the privilege. The tour was sponsored by the Austra­

lian-American Education Foundation. Not long after his return, he addressed a gathering at a brown bag lunch at USF-St. Petersburg.

Media ecology is the creation of Neil Postman. He is the author of Amusing Ourselves to Death. His magnum opus of social scientists, anthropologists, media critics and - most importantly - gen­

eral semanticians.

With the average 15-year-old spending as much time in front of a TV set as in a classroom, media ecologists are interested in the ef­

fects TV, film, radio and the com­

puter have on all of us. Media ecolog­

ies looks at how content and form shape the perceptions and thinking of those exposed to it.

There is increasing concern that the electronic media is turning the minds of America to mush. There's nothing wrong with making a video of Moby Dick, but some students are reluctant to read the book, says Karl. They see no point to it; the video serves as animated Cliff's Notes.

Karl points out, "If we're pro­

moting literacy, then the video is fine as a supplement to the book, not a substitute for it."

Increasingly, the significance of reality is linked to its entertainment value, Karl says. But TV compresses time and distorts reality; problems are solved in the span of a 30-minute show.

Compared to the convenient televised version of life, students often consider reading difficult or boring, Karl says. Rather than pick up a book and exercise their ability to think, they opt for TV torpor.

But media ecologists are inter­

ested in all media, and printed media is hardly exempt. As the first media editor of the English Journal, and an inaugural member of the Double­speak committee, Karl served with John Lutz, author of the bestselling Doublespeak. Each year the Double­speak committee bestows an Orwell award for the most obese English phrase. Or, as Karl puts it, "stupid language."

Examples include the military's euphemistic reference to the Gre­

nada invasion as a "vertical inser­

tion" and General John Carter dubbing his abysmal econ­

omic policy an "incomplete suc­

cess."

Such elusive explanations are familiar to anyone who has tried to make sense of a politician's slippery statements, says Karl.

Frowning, Karl observes, "We all are confronted with this sort of thing in our everyday lives. Try going into a camera shop to buy a modern camera, or even more exa­

rat ing, how about shopping for a computer?"

For the uninstructed, the answers provided by sales personnel could just as easily be in Swahili.

"They know it, and they like it that way. The use of cryptic lan­

guage enables politicians, lawyers and salespeople to keep the upper hand," Karl says. "When pressed for clarity, the response is often a conde­

scending stare which says, 'Have you been living in a cave?'"

Fortunately, there are excep­

tions. Stephen Jay Gould, the re­

owned Harvard evolutionary biolo­

gist and paleontologist, not only writes for scholarly journals, but frequently contributes to the popular magazine Discover. In evidence on Karl's desk is a copy of A Brief History of Time which theoretical physicist Stephen Hawking makes cosmology accessible to the curious common man. Sadly, says Karl, the number of experts who make esot­

eristic concepts palatable to the public is a distinct minority.

Hardly an anti-media curmudg­

corn, Karl acknowledges that just as the printing press was a revolution­

ary extension of handwriting, and the camera for the eye, the computer magnifies memory. But the ques­

tions using the computer to replace teachers.

Yet Karl is not blind to the oppo­

rtunities computer technology brings to the classroom. He cites interna­

tional electronic mail as one of the most positive functions of the computer in education.

"Imagine students in this coun­

try communicating with those in Eu­

rope, exchanging ideas about envi­

ronmental projects -- for about the cost of a Big Mac."

To some degree, this already has been implemented. The Blue Tri­

angle, a project involving U.S. and Australian educators, enables schools from Australia, Canada and the United States to communicate by computer, Karl says.

He even envisions students us­

ing computers to research and com­

pare their own textbooks. Although he sees limits to the role of the com­

puter as teacher, he doesn't entirely discount the use of television to in­

struct students.

"Talking heads have question­

able merits, but inspiring series, such as "The Ascent of Man, and NOVA, stimulate viewers to investigate fur­

ther."

Karl believes that a principal task of educators is to "blow the whistle" on the harmful effects that media have on all of us.

"By training youth to be criti­
cally analytical, they will be capable of judging the media, and they'll be aware of attempts to turn our fantas­

ies into needs."

Media, used responsibly, edu­
cates and entertains; irresponsibly, it enravels, Karl says. As technology accelerates the world's pace, the need for prudent judgment has become more urgent, he says.

Karl cautions, "Media aware­

ness is not a luxury, it's a necessity. We have only our souls to lose."

The director of USF's $111 million campaign for private sup­

port is leaving the university a full year ahead of the projected conclu­

sion of Campaign USF, but with 85 percent of the goal already met.

Dr. Joseph Busta Jr., vice presi­

dent for development and alumni affairs and director of the campaign, announced that a total of $94 million has been reached toward the pro­

jected goal. He will leave USF June 30 to take a position at his alma mater, Auburn University.

"I leave USF and the campaign with regret that I will not be here at the conclusion," he said, "but with a great deal of satisfaction at the goals our efforts have achieved and the response from the communities we serve."

The new total was achieved in part by a number of units that have already reached or exceeded their individual goals. These units include USF at St. Petersburg, the Colleges of Education and Business Admini­

stration, and the library.

It also includes the university's newest endowed chairs -- the Stuart S. Golding Endowed Chair in Afri­

can Art and the John W. Holloway Endowed Chair in Theatre and Dance. These constitute the first em­

inent scholars chairs to be located in the College of Fine Arts. The Holloway gift is the first to be established by the USF Foundation. Holloway graduated from the col­

lege in 1976 with a bachelor's de­

gree in theatre.

Campaign USF is the first campaign for private support with a goal, and a beloved President conducted by a public university in Florida.

Chairman Rudy Michaud has announced the slogan for the final year will be "Campaign USF: This is the moment to join the USF family and projected to reach its $111 million goal by June 1991."
USF professors share high-tech teaching ideas with other universities

Two USF professors have created computer programs that are allowing the country to share their high-tech teaching methods in the physical education field.

Funded by the U.S. Department of Education, grant leaders Bowles and Klesius, both of USF's physical education department, teamed up with Bill Butson of WUSF-TV to develop the "I'm Special (ISI) Interactive Learning System." The project resulted in a self-paced learning system to train future physical education professors to handle the special needs of handicapped children.

Using a computer with a touch sensitive screen and video display technology, physical education majors observe and analyze the performance skills of children with various disabilities. The ISI program takes the prospective teacher through a series of physical activities, such as jumping and running, throwing and kicking, and asks questions based on observations. The program is written to prepare teachers to write educational plans for each student, Bowles said. Their system is currently being used by 30 universities throughout the United States.

Sponsored Research head, USF "pioneer" retire

After seven years with the Division of Sponsored Research, Frank Lucarelli has retired to a new life, Lucarelli headed for upstate New York, to a new wife, in New York. Lucarelli guided all facets of research at USF, including all the organization's financial matters, personnel, and government grants.

"I have never learned so much as I did when I worked for Dick Connar," said Dr. Richard Karl, one of the first surgeons Dr. Connar recruited and the medical director of the H. Lee Moffitt Cancer Center.

"We do not miss Frank's good advice and his sense of humor," said George Newkome, vice president of USF's Office of Financial Aid.

June Miller, who served USF for more than 25 years, will retire on July 1. She has worked in the Financial Aid Office for the past 17 years, but also worked in University Development for 12 years organizing alumni affairs and scholarship funds.

"I remember when the university started, we knew all the other faculty and staff by first name," said Miller. "We even knew most of the students.

"In 1963, when the first USF class graduated, Miller organized a group of faculty and staff who had worked at USF since its establishment.

"We called ourselves the Pioneers because we were the charter staff and faculty of this University," she said.

Miller has been a long-time member of the University Women's Club and started the Grace Allen Scholarship. She played a role in the acquisition of the pine trees lining the entrance.

"She is a charming lady and a diligent worker, who holds a vast amount of information from all the years she has served the university," said David Bledsoe, associate director of Financial Aid.

Humanities professor wins Howard Foundation fellowship

USF professor James D'Emilio was one of only eight Howard Foundation fellowships offered for the 1990-91 academic year.

In August, D'Emilio will travel to Galicia in the northwest region of Spain to continue his earlier research on Romanesque churches of that area. Like a detective piecing together past events, the humanities professor will closely inspect the artistic connections between the reportedly interconnected services of Galicia and its more cosmopolitan cities during the 12th and 13th centuries.

"My view of art is too nегlected by art historians and diss

Surgery head and Medical School founder retire

The death of Dr. Richard G. Connar of a long battle with cancer signals the end of the first three of his long and successful career as a community leader and a highly respected surgeon.

When he died at home Thursday morning, June 13, Dr. Connar was five months past his 70th birthday, an important milestone for chairman of the Department of Surgery at USF and the chief of the Division of Surgery at Tampa General Hospital. He was also former USF Vice President for Medical Affairs.

The warmth affection that people have for Dick Connar has been evident through the university and Tampa community," said USF President Francis T. Borkowski.

"As a surgeon he brought the era of heart surgery to Tampa in the 1950s. As a community leader, he helped us to develop the USF College of Medicine in the 1960s. As chairman of surgery during the 1980s, he both opened our new hospital here at USF, and bestowed tremendous interest in, medical education nationally.

Born in Zanesville, Ohio, Dr. Connar went to Duke University to receive his degree in Medicine after graduating first in his medical school class. In 1955, Dr. Connar moved to Tampa as partner with surgeon Lefie M. Carlton, Jr. News articles in The Tampa Tribune started almost immediately to detail pioneer heart surgeries the team performed at Tampa General Hospital — many of them first-time accomplishments in the area.

"He was an instant celebrity," said Tribune reporter Hayes said. "He immediately remembered the battle in a letter of tribute for a 1989 dinner in Dr. Connar's honor. "If there are any people here, I believe it is you. I remember your tireless efforts as chairman of the Medical School Committee of the Greater Tampa Chamber of Commerce to bring about the great improvements which we see today.

During the 1960s, Dr. Connar's involvement in community and state organizations grew. By the 1970s, he began to contribute to national groups. Between 1970 and 1976, he served on the Board of Governors of the American College of Surgeons. From 1972 to 1988, he was a delegate to the American Medical Association.

The list of his memberships in national medical education and residency groups is long, including his post from 1982 to 1986 as chairman of the Liaison Committee on Medical Education, memberships on the AMA Council on Medical Education from 1974 to 1982, and the Liaison Committee on Graduate Medical Education from 1974 to 1980.

In 1982, Dr. Connar accepted the job as chairman of USF's Department of Surgery, and quickly began recruiting talented young surgeons and residents. The resident dubbed him "The King."

"I have never learned so much as I did when I worked for Dick Connar," said Dr. Richard Karl, one of the first surgeons Dr. Connar recruited and the medical director of the H. Lee Moffitt Cancer Center.

"Dickie Dubbed me with a home-baked cake when I moved to Tampa. I served in the armed forces during the Korean War," said Dr. Connar.

Besides building the surgery department, Dr. Connar has been credited with "civilizing" the administration of the USF physicians' practice plan — which was under fire from the Florida legislature.

"It seems appropriate that I paraphrase the old expression, 'He's a doctor's doctor.' To be revered by your peers is a true sign of a life of selfless service. In addition, you have been able to move between two worlds, the private and public, with style and grace, again a satisfaction that few have had the privilege to experience. Your imprint on both is significant."

USF and SPJC College Reach Out Programs will share grant

USF and St. Petersburg Junior College will share a grant of $7,000,000 given by the Florida Legislature. The grant will be divided equally between the two colleges. CROP is an operation and will share in $7,000,000 annually in the summer for students in Pinellas and Hillsborough counties.

CROP, in its sixth year, is for underachieving ninth and 10th grade minority students from low income families.

James Swearingen, coordinator of the program, says CROP is successful. The program, he said, provides the students with an opportunity to capitalize on their academic potential and provide for their future education.

The program was designed to assist students who would not have otherwise gone to college by improving their grade point averages and college entrance examinations.

CROP serves an average of 80 students during the academic school year and 120 during the summer by offering mathematics, science, history, English and computer techniques.