New College rated best buy in public education

New College of the University of South Florida has been rated America's best buy in public higher education, according to the Fall 1990 Money College Guide recently published by Time Inc.

The four-year honors college of USF, which has 510 students, ranked fourth in the nation overall, following Cooper Union for the Advancement of Science and Art in New York City, California Institute of Technology and Rice University.

New College led five Florida representatives among the 40 top buys. The University of Florida ranked 10th overall and seventh in public college.

The recent survey evaluated, among other things, value and quality of the university's academic and athletic programs, faculty, academic atmosphere and facilities.

Money magazine rated New College as having a "good buy" overall, giving it scores of 71 in academic and athletic programs, 73 for faculty and 82 for facilities.

The magazine gave New College the highest "good buy" rating among 34 public colleges, including the University of California at Berkeley, Stanford, the University of North Carolina at Chapel Hill, the University of Michigan at Ann Arbor and Brown University.

Survey shows students, public think positively of USF

The University of South Florida is thought of favorably by most groups it serves, though not many in the general public beyond the West Coast of Florida are very aware of the University.

These are some of the results of a comprehensive "public image study" about USF conducted by the Center for Organizational Communication at USF. The Center's report reveals the opinions of more than 3,000 members of the general public, current USF students, high school juniors and community college sophomores, and members of the media.

"We attempted to give USF a detailed template of the public image across Florida," said Center Director Loyd Pettegrew. "To my knowledge, this is the most comprehensive study of opinions about a university ever undertaken."

According to the Center's report, USF last examined its public image five years ago. That effort was modest, involving only a random sample of Hillsborough County residents. But USF is now the second largest university in the State and one of America's 30 largest institutions of higher learning.

The recent, more comprehensive survey was in response to the university's impressive growth and profound organizational changes.

"Of all the positive results of this survey," said USF President Francis T. Borkowski, "we are most pleased that 96 percent of the students reported that they are satisfied with their USF experience."

Only 21 percent of Florida residents outside of USF's 15-county service area claimed to be aware of USF. Yet 90 percent of Florida residents said they would consider attending USF if the opportunity presented itself.

"This is our biggest disappointment, of course," said Vice President for Public Affairs J. Mark Lono, "but it gives us a challenge for the immediate future."

"The low awareness level is easy to understand," he said. "We are young, our name can be confusing, and we don't play football. But there is so much importance now going on here that we should be able to get our story out much more effectively in the future."

The Center found that 70 percent of USF students and 62 percent of high school college sophomores believed USF's academic reputation is better than that of the Florida State University.

Eighty-two percent of high school counselors and 95 percent of the media thought so.

New travel forms needed

The last date for using the old travel voucher forms is Sept. 30.

From Oct. 1, new travel forms are in effect. An incorrect amount appeared in the last issue of Inside USF.

Correction

Lynne Wimmer received a $2,000 grant from the Florida Dance Association and the Metro-Dade Cultural Affairs Council for "The Restoration of a Dance Achievement Award". An incorrect amount appeared in the last issue of Inside USF.

Other findings:

- About 75% of the public would consider attending USF if looking for a higher education opportunity, and more than 90% would recommend USF to prospective students.
- Among present students, 75% would consider attending USF for further study, and among the media representatives more than 70% would recommend it to others.
- About a quarter of the public says that USF is best known for health sciences (next frequent is athletics, then teaching), with a third of the media volunteering that the most frequent is the health sciences.
- Media representatives listed "medical" most frequently (17%) when asked about the USF programs that are most noteworthy, with which they were most familiar.
- Although half of the general public listed the absence of football and/or the athletic program in general as USF's greatest weakness, prospective students did not say this was a significant factor in considering USF attendance.
- Current students (13%) indicated the basketball team was the aspect about USF that they might most "bark" about. The students would like to have football at USF, according to 75%, and 62% would be willing for their student fees to help support this.
- According to a good deal of both the general public and the media, USF has a good "media image."

The full results of the survey are being discussed with groups throughout the University and will be used in the development of strategic plans and public affairs programs.
SEPTEMBER 21
Retirement/Lowell E. Davis Hall (formerly Bayboro Hall), on the St. Petersburg campus, 9:30 a.m.

SEPTEMBER 25
Dedication of Lowell E. Davis Hall. (formally Bayboro Hall), on the St. Petersburg campus, 9:30 a.m.

SEPTEMBER 5
USF Women’s Club First Friday hosted by the College of Arts and Sciences, 4 to 6 p.m. Green and Gold Room at the USF Sun Dome.

SEPTEMBER 5-6
President’s USF Faculty/Staff Supper. 7 p.m., John and Grace Allen Administration Building. RSVP by Sept. 28 by mail or in person in ADM 241.

Bayboro Hall to be renamed for former dean

Bayboro Hall at USF St. Petersburg will be renamed the Lowell E. Davis Memorial Hall at a dedication ceremony Sept. 25 at 9:30 a.m. outside the hall. Faculty, staff and the public are invited.

The name change is due to a state legislative bill that became law in June. The bill was sponsored by Rep. Doug Jameson, D-St. Petersburg.

Davis, USF’s first black dean, died last year at age 58 after suffering a stroke. He served as dean of the St. Petersburg campus after a 17-year career at Syracuse University in New York, where he was a biology professor and an administrator.

At USF St. Petersburg, he concentrated on expanding the campus, faculty and course offerings. New buildings at the campus during his tenure include a $2.1 million Campus Activities Center, and the acquisition and renovation of the Studebaker Building which houses the U.S. Geological Survey’s national center for coastal geology.

During the dedication ceremony, a bronze plaque featuring Davis’ likeness that is mounted to Davis Hall, will be unveiled.

Dr. Borkowskis to host supper for faculty, staff

The USF Faculty/Staff Suppers, given by President and Mrs. Borkowski, will be held on October 5 and October 6 in the anteroom of the John and Grace Allen Administration Building.

I look forward to these two evenings as an opportunity to visit with my colleagues on campus, and thank them for the diligent work they do,” said Borkowski.

The dinner was held for the first time last year. It will be held on two days this year in order to accommodate faculty and staff members. The supperers will give faculty and staff members “a chance to meet and interact with each other in an informal setting,” said Borkowski.

Invitations are being mailed to faculty and staff. The menu will include barbecue chicken, ham, coleslaw, baked beans, brownies, and cake.

Building dedicated

President Borkowski presided over the ribbon-cutting ceremony to dedicate the new Student Health Services Building on September 5.

Notebook

Promotions

Inside USF offers sincere congratulations to the following employees who have received promotions: Deborah Bagby, program assistant; Patricia Claytor, office manager; Betty Ferrier, Sr. secretary; Mary Jane Graff, executive secretary; Juliane Melko, program assistant; Gayla Montgomery, executive secretary; Julio Santos, accountant; Beatriz Saunders, Sr. biological scientist; Jeffrey Spalding, Sr. library technical assistant; Richard Vevang, broadcast engineering technologist.

Welcome

Inside USF extends a warm welcome to the following new employees and returning retirees: Antonio Abadia, administrative assistant; Karl Achenbach, assistant professor; Jennifer Agana, senior computer programmer/analyst; Patricia Baker, secretary; Virginia Barness, senior registered nurse supervisor; Rachael Barnett, clerk/typist; Maun Barrios, academic administrator; Karen Blocker, clerk; Tomas Boucqaga, assistant professor; Albert Bradley, custodial worker; Rakko Brand, storekeeper/receiving clerk; Darnon Buhl, Jr., assistant director; Joan Buschel, telephone systems operator; Roy Canon, professor; Larry Carey, chairperson and instructor; Geyette Castillo, clerk; Corinne Chapman, secretary; Ray Cornett, machinist; Karen Crews, senior clerk; Martha Dalforno, senior secretary; Kristen Davis, counselor/advisor; Marlene Dignan, senior word processing operator; James Doolie, behavioral program specialist; Frank Dubart, custodial worker; Michael Elias, custodial worker; Teodore Figueira, assistant professor; Lewis Glass, assistant clerk/typist; Catherina Gold, clerk/typist; Larry Gray, senior security guard; Louie Green, Jr., custodial worker; Patrick Griffith, assistant instructor; Brenda Harrison, custodial worker; Mary Hayward, office assistant; Jack Heitgl, information specialist; Holly Hills, assistant professor; Hilari Hinman, assistant instructor; Debra Hodes, assistant instructor; Christine Hudson, laboratory technician; Ann Irwin, clerk/typist; Carmen Johnson, secretary; Sandra Kischuk, senior information specialist; Mary Beth Lane, clerk/typist; Patricia Litherland, registered nurse specialist; Tammy Lock, custodian and supervisor; Nancy Long, student specialist; Melissa Mancini, broadcast specialist; Diane Martin, instructor; Kathleen McCarthy, assistant professor; Juliana McDermott, senior fiscal assistant; Joni MacLaurine, senior behavioral program specialist.

William Mike, clerk/typist; Carol Moore, secretary; Shari Nelson, secretary; Trung Nguyen, senior engineering technician/designer; Angela Nunn, clerical aide; Dobromir Penev, assistant professor; Dean Pippin, senior clerk; Andretha Reeves, secretary; Sonia Roberts, custodial worker; Molly Rose, assistant professor; Karen Salish-Hughes, assistant professor; David Samuels, instructor; John Scharf, instructor; Susan Schabert, library technical assistant; Karen Slack, instructor; Judith Stephens, instructor; Janice Steinbrich, senior health support technician; Linda Stoinke, clerk; Marie Claire Strow, senior secretary; Margaret Szabanci, assistant professor; Walter Thompson, assistant automotive equipment mechanic; Stephen Ugris, Jr., senior human services counselor; Fevrique Vilsaint, chemist; John Walsh, assistant professor; Mark Wathen, instructor; Linda Welch, clerk/typist; Elizabeth Winslow, senior human services counselor; Roger Rothe Wright, Jr., custodial worker; David Zerriejn, receptionist, Tickers, 20 plus service charge, available at Ticketmaster.

Borkowskis to host supper for faculty, staff

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Fine Arts

Fine Arts (art exhibits are free). Call 974-2285 for art museum information. Call 974-2311 for information on school of music events. Call 974-2232 for box office information.

THROUGH SEPTEMBER 30

SEPTEMBER 22
Murrum of the Heart, 8 p.m.; Jean Florette, 10 p.m. University Lecture Hall. $2 faculty and staff with ID; $2.50 general public; $1 children under 3.

SEPTEMBER 28
Ziggy Stardust and the Spiders From Mars, 8 p.m.; Pink Floyd: The Wall, 10 p.m. University Lecture Hall. $2 faculty and staff with ID; $2.50 general public; $1 children under 3.

SEPTEMBER 29
Pink Floyd: The Wall, 8 p.m.;

SEPTEMBER 22
Murmur of the Heart, 8 p.m.; Jean Florette, 10 p.m. University Lecture Hall. $2 faculty and staff with ID; $2.50 general public; $1 children under 3.

SEPTEMBER 5
Parenthood, 8 p.m.; Gross Anat­omy, 10 p.m. University Lecture Hall. $2 faculty and staff with ID; $2.50 general public; $1 children under 3.

SEPTEMBER 13
Pat Metheny, 8 p.m.; Special Events Center. Tickets, $20 plus service charge, available at Ticketmaster.