

4-4-2002

## Press release : 2002 : 04 : 04 : USF Offers Cultural Institutions Management Certificate Program

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### Recommended Citation

Kurelik, Deborah, "Press release : 2002 : 04 : 04 : USF Offers Cultural Institutions Management Certificate Program" (2002). *USFSP News and Press Releases* . 103.

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For Immediate Release

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### **USF Offers Cultural Institutions Management Certificate Program**

St. Petersburg, Fla. (April 4, 2002) - The University of South Florida announces the Cultural Institutions Management Certificate Program, designed to meet the need for practical skills by those individuals working in cultural institutions by bringing them together with experts in the field.

Skills are acquired in Management and Administration, Financial Management and Accounting, Development and Marketing, and Programming. The noncredit program which is offered at USF St. Petersburg, begins May 17, 2002, and features a series of eight convenient workshops.

The certificate can be completed within four months, and individual workshops may also be taken on an open enrollment basis.

The first two workshops in May feature "Management and Administration for Cultural Institutions" on Friday, May 17 from 9 a.m. to 4 p.m. and "Strategic and Long-Range Planning" on Saturday, May 18 from 9 a.m. to 1 p.m. A complete schedule and course information is available on our web site [www.outreach.usf.edu](http://www.outreach.usf.edu).

"The sheer number of cultural institutions here and throughout the Tampa Bay area warrants the program and many will benefit from it," said H. William Heller, USF St. Petersburg Vice President and Executive Officer. "It is a perfect fit for USF St. Petersburg, given its location and support for the arts."

The program is designed for current professionals and staff working in cultural institutions on a career track; development, marketing and other consultants working with cultural institutions; visual and performing artists, scientists, biologists, historians, directors, producers and managers who need to acquire additional skills to work in cultural institutions; and those interested in working with cultural institutions in the future.

An outstanding faculty has been assembled from cultural institutions, academia, the nonprofit sector and private industry, whose experience has made them leaders in their field.

include Wit Ostrenko, M.S., president and CEO of the Museum of Science and Industry; Holly H. Duncan, M.A., president and CEO of the Morton Plant Mease Health Care Foundation; Andrew W. Witt, M.A., executive director of The Arts Council of Northwest Florida and president of the Florida Association of Local Arts Agencies, and author Bernadette Young, founder and manager of the Center for Creative Teambuilding.

“This new Certificate in Cultural Institutions Management is another excellent example of the ways USF serves the professional continuing education needs of our community,” says Educational Outreach’s Interim Dean Kathleen Moore.

The program is coordinated by the Educational Outreach’s Division of Professional and Workforce Development.

If you would like more information, please call Kalika Novoa at (727) 553-3189 or visit our website [www.outreach.usf.edu](http://www.outreach.usf.edu) for course information. To enroll directly in these programs, you may call USF Educational Outreach/Registration at 813/974-2403 or toll-free 866/541-7124.