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Campaign leaves USF in the money

USF surpassed the $220-million goal for "Great Achievements, Great Expectations: The Campaign for USF" with more than a year still remaining for the fundraising effort, university leaders recently announced. With pledges and gifts totaling $221 million, the campaign is already the largest such effort in Tampa Bay history. The total is nearly double the $116 million that USF raised in its only previous capital campaign, which ended in 1991.

"When you consider that more than 88,000 donors from every state in the nation and 23 foreign countries have contributed $220,000 gifts to this campaign, it becomes clear that USF is a nationally recognized university," said Mandell "Hinks" Shimberg, campaign chairman. "And we are not finished. We plan to take full advantage of the final year of this campaign.

The unprecedented size of the effort was made possible in part by the nearly 50 organizations and individuals who have made gifts of $800,000 or more, including Joy Culverhouse, O'Connell Steakhouse founder Chris Sullivan, the All Children's Hospital Foundation and Lucent Technologies/Cirent Semiconductor.

The funds increased the USF endowment from $79 million in 1995 to $237 million. Total assets held by the USF Foundation included during the same period from $197 million to $345 million.

That growth is critical, as interest accrued from the university's endowment goes directly to support scholarships, faculty professorships and chairs, research, facilities, equipment and other areas.

In the next year, the campaign will focus on improving graduate studies and research initiatives at USF, paying special attention to areas in which the university has the greatest potential to develop nationally important programs. Those areas include medical research, marine science, bioengineering, bio-medicine, microelectronics, water resources and behavioral sciences.

Among the priorities in those areas are graduate fellowships, centers and institutes focusing on advanced research and technology, entrepreneurship, medicine, international programs and electronics, said incoming USF President Judy Genshaft, who assumes her new position on July 5. She has been analyzing and shaping those priorities in conjunction with interim President Richard Peck, former President Betty Castor and Provost/Executive Vice President Thomas Tighe.

"Great universities are built on graduate education and research," said Genshaft. "The foundation has already been well-laid for USF, and I fully intend to continue aggressively in developing those areas.

"Peck and Genshaft said the campaign's success would not be possible without the leadership of Castor, Shimberg, Campaign Co-Chairman Gus Stavros, the campaign executive committee, the USF Foundation, hundreds of campaign volunteers, interim Vice President for Advancement Vicki Mitchell and former Vice President for Advancement Kathy Stafford.

"We're got to find a cure for this insidious form of cancer," Mrs. Reeves said. "I believe that Dr. Rosemurgy has developed a program that can have a substantial impact. I will support all research and patient care directed by Dr. Rosemurgy, because he cares very deeply about his patients and their quality of living.

Both Rosemurgy and Tampa General are nationally regarded as leaders in digestive disorders and pancreatic cancer research. Rosemurgy shares with Reeves and Culverhouse the early awareness of pancreatic cancer and its warning signs. Symptoms such as abdominal pains frequently go unchecked; the diagnosis is often too late.

"Mrs. Reeves and Mrs. Culverhouse have been community leaders in improving medical care in Tampa Bay," Rosemurgy said. "Pancreatic cancer is the fifth leading cause of cancer death and is almost always fatal. The National Pancreas Foundation estimates that 25,000 people may die from pancreatic cancer each year.

by Sarah A. Worth

$1-million gift created for cancer study

USF Dr. Alexander Rosemurgy has received a $1-million endowment to further his efforts to cure pancreatic cancer, thanks to his care of a former patient.

The endowment was established by two of Tampa's leading businesswomen and advocates for cancer research: Vivian Reeves and Joy Culverhouse. The endowment is being launched in memory of Vivian's husband Allen Reeves, who died of pancreatic cancer in January. Rosemurgy was Mr. Reeves' physician.

As the surgical director of the Digestive Disease Center at Tampa General Hospital and founder of the TGH Trauma Center, Rosemurgy has been a pioneer in the field of pancreatic cancer research. He studies combinations of surgery with chemotherapy and enzyme inhibition therapy to prolong survival for sufferers of pancreatic cancer.

The Vivian Clark Reeves and Joy McCann Culverhouse Endowed Chair for Digestive Disorders and Pancreatic Cancer is a culmination of contributions from Reeves, Culverhouse and the state.

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by Sarah A. Worth

USF-St. Pete recruits more freshmen for campus

In a landmark development, USF-St. Petersburg this fall will begin admitting freshman and sophomore students on a regular basis.

Until recently, the campus admitted only juniors, seniors and graduate students.

Two years ago, the campus began enrolling 50 freshmen per year into its full-time Learning Community program.

The program was successful, but on a limited basis. The campus ended up turning away those students who only could attend school part time, or who were interested in subjects outside the liberal arts parameter.

Now, freshmen who wish to can still join the Learning Community, but have other options as well.

They can join a new, four-year honors program that also starts in the fall. The existing two-year honors program, which serves juniors and transfer students, will continue.

Freshmen and sophomores can attend school full or part-time, and have access to a wide variety of the required undergraduate courses.

"This change means the campus can now much better serve the residents of Pinellas County," said Bill Heller, acting vice president of USF-St. Petersburg. "It opens up the floodgates and allows us to provide higher education to people at all college levels."

Students at USF-St. Petersburg can receive degrees in business, education, nursing and the arts and sciences. Plans are under way for new programs in environmental science, graphics arts and visual communications, and museum studies.

Marine Science also recently established itself as USF-St. Petersburg's first to be exclusively on the St. Petersburg campus.

USF-St. Petersburg joins the Tampa campus and New College as campuses that admit freshmen. Sarasota and Lakeland campuses allow upper-division students.

The Tampa Admissions office is working to create a campus image of the St. Petersburg campus for incoming freshmen.

by Deborah Kurlik and Danita Arbuckle
Bringing in: Recruiting requires group effort

Leslie

Problem Solving and Decision Making and Leadership Certification Program was

made into a motion picture by

The Tampa Tribune

inside USF

Data center closes for Fourth of July

The Central Florida Regional Data Center will be closed for the Fourth of July. The data systems will be unavailable starting at 4 a.m. July 5.

Correction

Elliott Hardway was USF's librarian from 1957 to 1967. A preview of Inside USF article contained inaccurate information.

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