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Press release : 2004 : 04 : 30 : USF St. Petersburg College of Business Adopts Maximo Elementary - 120 Fifth Graders Field Trip to College of Business to Learn About Social Responsibility

Mary Ellen Norton

Holly Kickliter

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USF St. Petersburg College of Business Adopts Maximo Elementary - 120 Fifth Graders Field Trip to College of Business to Learn About Social Responsibility

By: [Mary Ellen Norton](#) | Source: [Holly Kickliter](#)

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Scandal, mismanagement and bankruptcy are all words that come to mind at the mention of companies like Enron, Worldcom and Tyco. Who will be the next Dennis Kozlowski? Is he in our schools right now? The University of South Florida St. Petersburg College of Business hopes not. That is why it is inviting fifth graders to be college students for a day to try their hand at doing business in today's marketplace.

Fifth grade students at Maximo Elementary MicroSociety® Center for Economics & Visual Arts School will take a field trip May 6 from 9 am to noon to the College of Business to team with undergraduate and graduate students, faculty and administrators to resolve hypothetical business situations. The school is a perfect fit for the program because of its business focus and value orientation.

After being divided into small groups, students will be given two case studies. The first will detail a problem they must develop a solution for, and the second will require them to make a value judgment ranging from diversity to ethics. Together, USF St. Petersburg and Maximo students will work to develop answers.

"USF St. Petersburg needs to continually demonstrate its social responsibility," said Ronald P. Hill, Ph.D., dean of the USF St. Petersburg College of Business. "The idea that the ivory tower can teach, but not learn, does not work. Our students learn by giving back to the community. We can do the most good by helping young people and businesses in our community see a better world."

USF St. Petersburg will also help students prepare a short presentation for USF St. Petersburg's Social Responsibility and Corporate Reporting Board. Organized in fall 2003, the board is exclusive to USF St. Petersburg in the USF university system and is concentrating its efforts in midtown St. Petersburg. Members include executives from major accounting and financial firms in south Florida. Based on their presentation as a team, students will be awarded prizes.

Located in midtown St. Petersburg, Maximo Elementary School serves children in kindergarten through fifth grade, emphasizing high student achievement, character education and building life skills. The goal is to empower students for success both inside and outside the classroom. Students are encouraged to collaborate with parents, business people and teachers to be productive members of society and to manage their resources.

USF St. Petersburg adopted Maximo Elementary to encourage students to become productive members of society. The partnership is part of St. Petersburg Mayor Rick Baker's Mentors & More Initiative aimed at recruiting mentors from the community to support education.

"We want to help the midtown area of St. Petersburg, and teaching social and corporate responsibility to students is the first step," Hill said. "The enthusiasm of the students and faculty has created a wonderful learning environment."

CONTACT: Holly Kickliter 727-553-4455

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USF St. Petersburg - 140 Seventh Avenue South, St. Petersburg Florida 33701-5016 -- 727-553-4USF

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