

CAMPUS MISSION STATEMENT

The mission of the St. Petersburg Campus of the University of South Florida is to provide to the citizens of Pinellas County access to the high quality teaching, research and service functions of the modern university. The campus, which marks its inception from 1965 and is the largest and most developed of USF's regional campuses, offers well-established undergraduate, upper-level degree programs in business, education and liberal arts as well as a range of graduate education opportunities for which community need and interest are demonstrated. The list of approved programs is updated annually and formally reviewed every five years.

The College of Business Administration Program (COBA) offers high quality undergraduate and masters level courses in general business and in each of the specific disciplines within the COBA, including accounting, economics, finance, information systems and decision sciences (ISDS), management and marketing. Full undergraduate majors are offered in accounting, management, and general business. Courses required for an undergraduate degree in the other areas and for the MBA degree are also offered.

The College of Education offers well-established programs in Early Childhood Education, Elementary Education, Special Education, Counselor Education, English Education, Educational Leadership and Foundations of Education. Both graduate and undergraduate offerings are keyed to programmatic and certification needs in the local school system and changes in state requirements.

High quality and high demand offerings in liberal arts and behavioral sciences are available through the College of Arts and Sciences. Majors in English, Government,

Psychology, Criminology, History and Geography are available. The campus' new Mass Communications/Journalism graduate program takes special advantage of our close proximity to a major newspaper and the prestigious Poynter Institute for Media Studies. The campus houses and supports the Marine Science graduate program and other marine research entities such as the U.S. Geological Survey, the Florida Institute of Oceanography, and the Florida Marine Research Institute.

In its teaching, research and service roles, the St. Petersburg campus is committed to supporting a dynamic academic environment with an emphasis on interdisciplinary cooperation. Recognizing the strengths and interest of its primarily "non-traditional" student body, the campus encourages a student-oriented, personalized learning environment both within and beyond the classroom that offers opportunities for close interaction among faculty, students and staff. Consonant with the preceding focus on interdisciplinary cooperation is the intent of the campus to develop an ethics program to examine a range of ethical issues.

The campus enjoys a unique relationship with the Pinellas County community and benefits from its proximity to numerous art, educational, business, and medical institutions. The campus' relationship to the community is characterized by its traditional support of continuing education, its opportunities for lifelong learning, and its encouragement of community service. In addition, the campus monitors community needs and assists in developing opportunities for creating access to high-demand academic programs.

C A M P U S G O A L S

1. College of Business Administration programs seek to provide for the employment needs of the area business community and to provide opportunities for our students to achieve their professional goals.

2. College of Business Administration faculty research and service will, in addition to serving the needs of the academic community, where appropriate, be targeted at the needs of the area business community, and to the improvement of the local economic environment.

3. College of Education programs seek to improve current and future educational practices in the region through teaching, research, and service oriented to the preparation of entry level teachers and experienced professionals as adaptive, critically minded participants in a changing, culturally diverse, and technologically sophisticated environment.

4. College of Arts and Sciences programs seek to instill in students a beginning knowledge of the history of human ideas, a sense of love for learning, and an understanding of the means which scholars have used in their search for beauty and order in the natural world; and to instill in students the abilities to think logically and open-mindedly; to approach problems analytically, rationally, and ethically; to read and evaluate critically; and to communicate clearly in speech and writing.

5. The Nelson Poynter Memorial Library seeks to provide support and to enhance the teaching, research and service functions of the campus by providing bibliographic, informational, and learning resources and services consistent with the present and anticipated needs of its students, faculty, staff and community.

6. Student Affairs seeks to provide a comprehensive range of student development programs that promote the balanced pursuit of the student's intellectual, physical, personal, social, cultural and moral development.

7. The campus will seek to retain and emphasize its personal and human scale through appropriate educational experiences.

8. The campus will seek to realize its interdisciplinary potential through appropriate educational offerings.

9. The campus will seek to realize its potential in promoting inquiry, knowledge, skills and dispositions related to the field of ethics.

10. Administrative Affairs seeks to provide effective and high quality administrative and operational support for the campus teaching, research and service mission.

11. The campus seeks, through the Office of Development, to acquire private financial support to further its mission of teaching, research and service.

12. The campus seeks, through the Office of University Relations, to provide effective promotion, communications and relationships with governmental, legislative, media, alumni and various community entities.