



# ENGAGING USF ST. PETERSBURG

## Bulls in the 'Burg

### 2023



UNIVERSITY of  
**SOUTH FLORIDA**  
ST. PETERSBURG



Located on the waterfront in the heart of a bustling downtown, USF St. Petersburg prides itself on offering opportunities for innovation and collaboration with businesses and cultural institutions. As Pinellas County's only residential, research preeminent university, we are committed to creating partnerships that maximize the impact of our degree programs, research efforts and campus activities, while providing the structural, technological, and supportive infrastructure for the campus and the community to flourish.

We strive to be a friendly neighbor and a valuable community asset. That means connecting our experts to community members, collaborating on local events and sharing university space, programming and resources. To be a good partner, we must also be a good listener. Read on for more information about how to engage with USF St. Petersburg. Then let us know how we can leverage resources and work together to make our university and our region shine.

# USF St. Petersburg / At a Glance



## CAMPUS

52 ACRES



## STUDENTS

~3,600



## DEGREES

48

### DOWNTOWN

### WATERFRONT

### BUILDINGS

29

### UNDERGRADUATE

~3,300

### GRADUATE

~240

### RESIDENTIAL

976

### DELIVERING CLASSES TO

~15,000

### MAJORS

31

### GRADUATE

12

### GRADUATE CERTIFICATES

5

A small campus feel with big aspirations, one of the nation's top 50 public universities.

Student-faculty ratio: 19:1

For a full list of degrees, visit



## Points of Pride

Read all about other initiatives that make USF St. Petersburg a world-class research institution and a valuable community partner at [stpetersburg.usf.edu/points-of-pride](https://stpetersburg.usf.edu/points-of-pride).



Pride

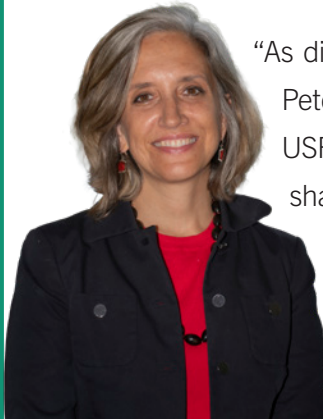
**WORLD CLASS RESEARCH:**  
\$6M-\$7M IN GRANTS IN 2022/2023

# Community Relations

The Office of Community Relations was established in partnership with the City of St. Petersburg, the St. Petersburg Downtown Partnership, and the St. Petersburg Innovation District in 2021 to serve as a liaison to and from the St. Petersburg community.

“There is a direct connection between successful cities and centers of higher education.

Jason Mathis,  
CEO of the St. Petersburg  
Downtown Partnership



“As director of Community Relations for the USF St. Petersburg campus, my goals include mobilizing USF resources to benefit key stakeholders on shared priorities; serving as a front door to the St. Petersburg campus and a conduit to resources on all three USF campuses; and representing USF in community, keeping the community informed and in dialogue with USF.”

Caryn Nesmith • *Director of Community Relations* • USF St. Petersburg • [carynn@usf.edu](mailto:carynn@usf.edu)

In 2022, USF welcomed Christian Hardigree as the new Regional Chancellor of USF St. Petersburg. Chancellor Hardigree represents USF within the St. Petersburg community, serving in leadership roles on several boards and committees.

In 2023, USF established the Office of Community Partnerships to serve as a front door for all of USF. Dr. Eric Eisenberg is the inaugural senior vice president for Community Partnerships for all USF campuses.



USF St. Pete Community Relations



USF Community Partnerships





## Focus Groups



# SPOTLIGHT: Employer Focus Groups

As a unique way to engage community in dialogue, in Summer 2023, we invited regional-area employers in sectors or fields correlated to USF St. Petersburg campus' most popular majors to participate in a series of focus groups.

Utilizing the Customer Experience Lab at the Kate Tiedemann School of Business and Finance, the focus groups convened industry employers with the aim to:



## Confirm Skills

And competencies needed to enter the local workforce within particular sectors



## Assess Experiences

Of local employers who hire university/USF students in terms of their level of preparedness to meet the needs for said skills and competencies



## Determine Gaps

And what would be needed to address them

Sessions included industry leaders and hiring agents in Journalism, Media and Communication; Criminal Justice; Business and Financial Services; Marine Biology and Environmental Sciences; Creative Arts/Design; and Health Sciences.

“This was a really forward-thinking idea by the university to create a space for these discussions and further connect us with the campus,” said Kim Amendola, the southeast deputy regional administrator for NOAA Fisheries and a USF alumna.

“  
I learned so much and am excited to think about what to try to bring to our campus again.

Dawn Cecil,  
Campus Chair,  
Professor in Criminology



# Corporate Partnerships

The University of South Florida is internationally recognized as a premier institution for excellence in education, research, partnerships, student and faculty talent, patents, technology transfer, professional development, community engagement and strategic giving. The Office of Corporate Partnerships can assist whether you are interested in **building your brand** with USF's 59,000 students and 6,100 staff and faculty across three campuses, or benefiting from **USF's research, innovation and knowledge enterprise**.

Become A Partner



## SPOTLIGHT: Duke Energy



Over the last decade, Duke Energy has been a steadfast partner to USF St. Petersburg on initiatives that promote clean energy alternatives, as well as through initiatives promoting STEM education.

In 2022, Duke Energy's Clean Energy Connection community solar program allowed USF's St. Petersburg campus to expand its investment in renewable energy while saving money and enhancing environmental sustainability. By becoming a subscriber in the program, the campus expanded its renewable energy portfolio – by up to 6,753 kilowatts, or about 70 percent of the campus' energy demands - and supports Duke Energy's reduction of greenhouse gas emissions at a fraction of the cost of adding more solar panels and arrays. This partnership built upon a solar battery project installed on the top of the university's 5th Avenue South parking garage in 2015.



## SPOTLIGHT: Duke Energy

Meanwhile last year, the USF College of Marine Science's Oceanography Camp for Girls (OCG), which encourages the pursuit of technical careers in science and engineering, received a \$25,000 grant from Duke Energy. For more than 20 years, OCG has educated young women about the ocean environment and inspired them to assume leadership roles in scientific and engineering fields.

Additionally, last year Duke Energy gave a \$75,000 grant to the College of Education to establish a Mathematics, Engineering, Science Achievement (MESA) Schools Program, which supports underrepresented students in excelling and finding pathways into science, technology, engineering and mathematics (STEM) fields.



# Talent Recruitment and Experiential Education

Hire a student, host an internship, mentor or take part in career fairs and other opportunities to get to know students! The Office of Career Services offers career development and coaching services to students and a variety of opportunities for employers to connect with students, faculty, and staff to increase the employment opportunities for USF students and graduates. Whether you want to hire a student for an immediate part-time opening, become an internship site or fill positions with future graduates or alumni, the Office of Career Services can help.



Employer Relations





# SPOTLIGHT: Innovation Scholars Career Exploration Program

The Innovation Scholars Career Exploration Program provides unique job shadowing opportunities for incoming high-achieving first-year students at USF St. Petersburg by partnering them with companies and professionals in and around Downtown St. Petersburg and within the St. Petersburg Innovation District. This program provides students an introduction to one or more industries as they shadow mentors and test career options to help solidify major choices and academic paths early in their university experience. Approximately 60 to 80 students per year participate in the program. Mentors are recruited from companies in a variety of sectors, including Financial Services, Arts, Engineering, Law, Information Technology, Accounting, Education, Non Profits, Healthcare, Insurance and others.

In Spring 2023, student Samantha Greenfield was interested in a medical clinical experience, and through the Innovation Scholars program was matched with Sarah Stephens, an Administrative Manager at Johns Hopkins All Children's Hospital. Though Sarah's position was not clinical, she enabled Samantha to meet a broad range of doctors at the hospital, giving her an even broader view of the medical field. One of those meetings led to her next professional experience, an internship in the summer of 2023 with a psychologist.

Mentor a Student



“I’m super excited for my internship. I think it’s going to open a lot of doors for me.”

Samantha Greenfield,  
USF St. Petersburg student

# Corporate Training and Continuing Education

Corporate Training

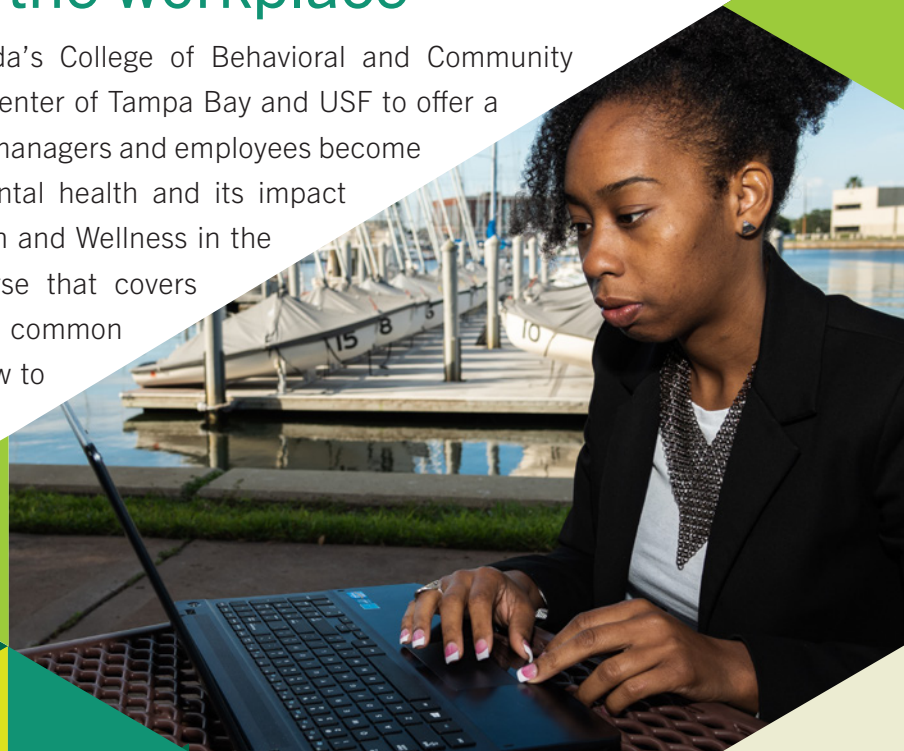


USF is committed to meeting the Tampa Bay Region's continuing education and corporate training needs. From degree completion programs to test preparation, graduate certificates, and industry certifications, USF offers online and in-person educational options.

If your company needs customized training or is interested in learning which of our educational offerings may meet your specific knowledge and training goals, contact USF's Office of Corporate Training and Professional Education to explore how a partnership with USF could benefit your team and your business.

## SPOTLIGHT: USF offers free course on mental health in the workplace

In 2023, University of South Florida's College of Behavioral and Community Sciences partnered with the Crisis Center of Tampa Bay and USF to offer a free, online course designed to help managers and employees become more well-versed in addressing mental health and its impact on their organizations. Mental Health and Wellness in the Workplace is a seven-session course that covers symptoms of some of the most common mental and behavioral disorders, how to identify behaviors that may suggest an impairment and how to approach the employee.



It will also include information on available resources to help businesses attract and retain top talent.

“Every year businesses lose billions of dollars due to mental and behavioral health issues experienced by members of their workforce or their family members. These financial losses can be attributed to absenteeism, a decrease in productivity and medical claims. In addition, there are considerable reputational repercussions due to high employee turnover, job dissatisfaction and poor morale,” said Julie Serovich, dean of the USF College of Behavioral and Community Sciences.

This course follows the success of the Diversity, Equity and Inclusion in the Workplace Certificate Course, offered in 2021 by the USF Muma College of Business in partnership with the Tampa Bay Lightning and Jabil Inc. Over 130,000 people registered for the seven-week certificate program from around the world, and 63,000 completed the program.

“

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Julie Serovich,  
Dean of the USF College of  
Behavioral and Community  
Sciences

# Giving

The Office of Advancement fosters a culture of philanthropy on campus, in the community and beyond. So much of our campus' accomplishments are possible due to those who make it their philanthropic priority. University Advancement grows and strengthens relationships between the USF St. Petersburg campus and a wide array of communities through communications, development, and advocacy. Join the Alumni Association, the Town and Gown, the Retired Faculty and Staff Association or join us for our annual on campus fundraiser Bulls & Brews By The Bay which supports student scholarships.

Donor gifts—of any size and amount—help strengthen USF St. Petersburg, from faculty support through endowed chairs and professorships to student support with gifts to fellowships and scholarships, which allow students to keep their focus on the achievement of their academic goals.

Whether a gift is to an operating or endowment type account, it is all a significant investment in the University's and our students' futures.

Give to USF





# Civic Engagement

USF St. Petersburg is dedicated to preparing students to become thoughtful, engaged citizens and advancing research and knowledge that serves the public interest. Since 2021, USF has held the prestigious Carnegie Community Engagement Classification, recognizing its commitment to community and civic engagement. The campus' Center for Civic Engagement advances the citizen scholar model, and offers faculty development to encourage community and civic-engaged coursework.

Civic Engagement



## SPOTLIGHT: Youth In Government Civic Fellows

Since 2018, USF St. Petersburg campus and Florida YMCA have partnered to offer an annual Civics Fellows Program, an initiative designed to enhance civic education in the state by giving high school students hands-on experiences in government and public service. The program was created in 2018 by the Florida Legislature as part of a larger initiative to strengthen civic literacy in Florida. It is the first and only such civic education partnership between a university and the YMCA in the nation.

“This program is a really innovative idea that provides experiential learning opportunities for the state’s civic curriculum. It is a model that other states would like to follow,” said Judithanne Scourfield McLauchlan, professor of political science at USF St. Petersburg and coordinator of the Civic Fellows Program.



## Signature Community Events







# Community Engaged Learning and Research

USF holds the prestigious Carnegie classification as a Community Engaged University. Community engagement is a collaboration between institutions of higher education and their local, regional, state, national, and global communities for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.

USF Faculty Expert Guide



## History Harvest

In Fall 2023, the Department of History held its first-ever History Harvest, a one-day event for community members to bring and share letters, photographs, records, objects, and stories, and participate in a conversation with students majoring in History about the significance and meaning of their materials. Selected artifacts were viewed and processed at the History Harvest, and students digitally catalogued objects and briefly interviewed owners for the item's backstory. Students then used the items and oral histories as the basis for a semester-long historical research project.



History Harvest



# Healing Arts Class

A healing arts class on the USF St. Petersburg campus is helping students understand the therapeutic methods of interacting with art for people with memory loss. The collaboration between USF's Judy Genshaft Honors College and the James Museum of Western and Wildlife Art in St. Petersburg allows students to see firsthand how these interactions can benefit individuals diagnosed with Alzheimer's disease and other forms of dementia. As part of the class, the James Museum invited people in assisted living facilities from the Tampa Bay area to take art tours, which were hosted by students from USF. Students learned how methods of engaging with art can help participants access and express memories, improve communication skills, externalize emotions, relieve stress and promote positive feelings.

Healing Arts



# Graduate students analyze historical data to inform future city planning

Students pursuing a Master of Science in Business Analytics and Information Systems reviewed data on property ownership, investments and property values in the South St. Petersburg Community Redevelopment Area (CRA). Students utilized advanced analytics applications to clean the data and create interactive visualizations for the City of St. Petersburg's Economic and Workforce Development Department. The city could use the historical data analyzed by the students to help devise strategies for public investments and infrastructure improvements in the future. The spring 2023 collaboration was part of an Enterprise Information Systems course that gives students real-world experience in business analytics, data science, data and information technology.



City Planning

# Ensuring Veteran Success

At USF St. Petersburg, over 1,000 students are military connected. The goal of the Military Families and Veteran's Success Center on campus is to provide a seamless transition for our nation's veterans from military to collegiate life by enhancing personal development and academic success. We are dedicated to providing our military families, military, and student veterans with the support they need to excel academically and professionally.



# SPOTLIGHT: Student Project Helps Veterans

Whenever Steven Brown visited the Bay Pines VA Healthcare System in St. Petersburg, Fla., he always noticed how many veterans were at the bus stop, either waiting for a ride or getting dropped off.

So during his government class, where students tackle an issue and present their solution to the relevant governing body, Brown saw an opportunity. He and a group of students (Nathan Tout-Puissant, Andrew Alan, and Navaeh Coleman) developed a proposal to allow Pinellas County disabled veterans to ride public buses for free.

That proposal is now official policy. In March, Brown and fellow students presented their proposal in front of the Pinellas Suncoast Transit Authority (PSTA) Board of Directors and received a positive response. On May 24, the board took up a vote on the proposal and approved it overwhelmingly.

“This proposal will improve access to medical care while cutting costs for disabled vets. It will also improve quality of life, making it more convenient to go to the grocery store or visit family more often,” Brown said.

The board even went one step further, passing a motion to allow all Pinellas County veterans to ride PSTA buses for free starting November 10, 2023.





# Campus Bookstore

The Campus Bookstore has a large selection of textbooks, course materials, USF St. Petersburg collegiate t-shirts, sweatshirts, gifts, hats and more. We've got gift ideas ranging from drinkware to gift cards. Visit the USF St. Petersburg campus bookstore website for location and hours.



Bookstore



Recreation

# Campus Recreation

Memberships available. Lessons for boating, sailing, and fitness facilities are available. Our campus also offers camps, adventures, group fitness and an array of events. Discover what our campus recreation has to offer.



# The Nelson Poynter Memorial Library

The Nelson Poynter Memorial Library promotes teaching, learning, and research, connecting campus and community to a variety of information sources, innovative opportunities, and diverse perspectives. Special Collections and University Archives include special collections (The Weekly Challenger, Floridiana, rare books, personal papers, and manuscript collections) as well as the institutional archives of the campus.

## Events and Conferences

Thinking of hosting an event in Downtown St. Petersburg? Need a meeting or conference space, ballroom or classroom? Plan your event on our beautiful campus today! Located in beautiful Downtown St. Petersburg, just a few blocks from Central Ave., the university is home to multiple summer camps, conferences, and intern housing every year.



Library



Events Space



**Customer  
Experience Lab**

## Customer Experience Lab

The Customer Experience Lab at the Muma College of Business is a state-of-the-art facility. The goal of the lab is to serve the community and bridge the gap between academic research and business research. This multi-purpose space provides community partners with the resources to:

- Conduct live focus groups for consumer research
- Obtain insights from faculty and students
- Conduct sales training in recording-enabled role play rooms
- Perception Analytic Dials providing real-time feedback on video and digital products

Focus groups are moderated by an experienced facilitator and community partners have access to highly qualified faculty for data interpretation and action plan development.



# VideoWorks

VideoWorks is the in-house production studio for the Department of Journalism and Digital Communication. Opened in 2012 to serve as a course creation studio for the department's 100% online master's degree in Digital Journalism and Design, the studio has evolved to serve the USF St. Petersburg campus community and beyond. The VideoWorks team produces course content, hosts student websites, facilitates real-time webcasting, and edits professional quality videography.

## Connect with USFSP



@gousfsp



USF St. Petersburg



@usfsp



USF St. Petersburg



@usfstpetersburg

@iam\_usfsp

(Instagram student takeover)



CAMPUS RESOURCES



VideoWorks



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**SOUTH FLORIDA**  
ST. PETERSBURG