WELCOME FROM THE DIVERSITY AND INCLUSION OFFICE!

Many of us had high hopes for 2020. The year began with all the possibilities and hopes of a new year, and a new decade. Little did we know in January as we were celebrating the start of something new that the world as we knew it would quickly be shut down under a ravaging worldwide pandemic. As we sheltered in place and tried to make sense of the new reality, the world became a captive (and mostly unwilling) audience to the murder of Mr. George Floyd. The ongoing racial injustice and senseless deaths of Ahmaud Arbery, Breonna Taylor, Rayshard Brooks, Daniel Prude, Nina Pop, Tony McDade and countless others drove many seeking justice to the streets in protest. As we were challenged to #SayTheirNames, some of us drafted heartfelt statements calling for change and pledging to work for such. Others created personal action plans, while some mobilized themselves and others, then got to work.

This document is a small snapshot of some of the work that our committed students, staff, faculty and community partners have done, and continue to do, to affect change locally and beyond. It is by no means exhaustive, as there are so many initiatives and projects happening all across our campus. Many of the efforts outlined here began long before the Summer of 2020 — and I believe that speaks to the heart of who we are. This is not a trend or a reaction to atrocities of the day. We are committed to creating an Inclusive Community here on the USF St. Petersburg campus, in the city of St. Petersburg, the Tampa Bay area, and the world. Long after the hashtags stop trending, the work will continue. The movement for justice will not end, even though some attempts to silence individuals or block truth may be temporarily successful. The world is bigger than any one of us, and as a whole, we can, and will, affect change.

More recently, we have witnessed a surge in physical violence and hate crimes towards members of the Asian and Asian American and Pacific Islander Community. The mass shooting in Atlanta and rise in attacks have underscored the fact that the effects of racism are prevalent and far-reaching. We must continue to condemn and admonish the hatred and violence that is being perpetrated on fellow humans! Members of the LGBTQIA+ community continue to be confronted with atrocities and discrimination in daily life. Many places operate from an ableism perspective and disregard those of us who live with visible and invisible disabilities. Religious (and non-religious) freedoms are seldom considered, unless those views conform to the social majority. Our veterans, who have dedicated their lives to our freedom and liberty are oftentimes left out of important conversations and plans. We have a lot of work to do to ensure that our inclusive community is not inadvertently excluding those who don’t readily come to mind when we think of “diversity”. We must consider all ages and types of experiences, backgrounds and beliefs, because each person contributes a valuable perspective to who we are as a community. We must respect each other and dismantle the pervasive narrative that has us operating and believing in a false hierarchy of human value.

As the USF St. Petersburg Campus Diversity Officer, I am fortunate to work alongside and collaborate with many passionate and dedicated individuals, all across the university and this great city — who are committed to the laborious and sometimes dangerous process that is required to bring out the changes that are sorely needed in our world. These individuals often do not seek the spotlight, and many work tirelessly in the background, committed to truth telling, building equitable processes, facilitating healing, and creating radical transformation with the goal of a better world for all of us. To all of you, I say THANK YOU! There is an old saying about when you plant a tree, you do so knowing that you don’t expect to sit under its shade. Thank you all for planting the trees that will shade future generations.

Michelle Madden, Ed.D., Campus Diversity Officer
MESSAGE FROM THE CHANCELLOR

Dear USF St. Petersburg campus community,

Like so many others across the country, I was deeply troubled by the deaths of George Floyd, Breonna Taylor and other innocent Black Americans. These incidents were just the most recent examples of how what we value on our campus is not reflected within important segments of our society. They also serve as a painful reminder that there is still much work to be done to create an anti-racist society that provides physical and psychological safe spaces for everyone.

This past year has been a time for listening, discussing and taking action on behalf of what we know to be just and fair. Anything less is simply unacceptable. I want to thank all USF St. Petersburg campus community members for their ongoing support of our efforts to end systemic racism. This document offers a look back at our campus efforts and activities as we work to dismantle structures that perpetuate racism while actively promoting racial equity for our faculty, students, staff and community partners.

As Regional Chancellor, I am very excited to work alongside others to create a campus community that eliminates racial inequities, serves as a model for educating the community around issues of social justice and social action, and ensures that all USF St. Petersburg campus faculty, staff and students understand, appreciate, and live the ideals of an inclusive community.

Though we celebrate our efforts and our successes to this point, we recognize there is still more to be done. Your support is essential as we work to address these important issues throughout the Tampa Bay region. Stay engaged with us and let us know how we can continue to improve. It will take our collective voices and sustained effort to advance this worthy cause and create a just and equitable society.

Regards,

Martin Tadlock, Ph.D., Regional Chancellor

HISTORY OF DIVERSITY INITIATIVES

For more than a decade, the Chancellor’s Advisory Council on Issues of Diversity and Inclusive Community (CADIC), has championed diversity and inclusion efforts on the St. Petersburg campus. An advisory board to the Regional Chancellor, members of CADIC include faculty, staff, administrators and students from across the university. CADIC works closely with the Chief Diversity Officer (CDO) to create a climate and sense of community within the university that is safe, affirming and inviting for all students, staff, faculty and administrators.

CADIC Members 2021 – 2022

Denelta Adderly Henry
María Caban-García
Roy Callihan
Goliath Davis – Community Liaison
Serge Desir
Kemesha Gabbidon
Patti Helton
Rebecca Johns
Michelle Madden – Chair and Liaison to Chancellor
Brenda Polis – Administrative Support
Jamie McHale
David Sheddon
Wayne Taylor
Marketa Teal
Brenda Walker
Laura Zuppo
After several years of work, the USF St. Petersburg campus formally acknowledged the Indigenous communities who originally inhabited the land where the campus now sits. By creating a Native American land acknowledgment, the campus is honoring both the prosperous life and the painful history of the people of Florida’s largest open-water estuary.

“As a university, we are about helping people understand what goes on today as well as what came before, and that includes dispelling stereotypes and mythologies about different peoples and cultures,” said Tadlock, who is a member of the Pee Dee Indian Tribe of South Carolina.

Future collaborations will be determined through the relationship between members of the Seminole Tribe and the campus. Potential partnerships may include addressing matters of environmental justice and an arts and scholarly works exchange. As the relationship between the campus and the Seminole Tribe develop, it will be crucial to follow the lead of the Seminole people and listen to their needs and desires.

The ultimate goal is to hear from and learn about distinct cultures. Committee members hope this process is the first step toward respecting this land through environmental stewardship and welcoming all to it, especially those who are descendants of the people who lived here before. In addition, they want to remind people that Indigenous communities such as the Seminole are our fellow citizens in the Tampa Bay area, Florida, and the United States.

“We want Indigenous students here and when they step foot onto our campus, they feel welcome, they feel acknowledged,” said Arthur, who is a member of the Choctaw Nation of Oklahoma. “This is very important to me and to the other members of the USF St. Petersburg Campus community to continue to work and build a relationship with the Indigenous communities here.”

Land Acknowledgment Committee: Emily Mann, Student Success Librarian; David Sheddon, Assistant Librarian, Head Special Collections & University Archives; John Arthur, Professor, Archeology; Michelle Madden, Campus Diversity Officer; Steph James, Instructional Designer; Jadzia Duarte, Student Government President 2019-2020; Robert Austin, AWAIRE / Weedon Island (Archaeologist)
The University of South Florida St. Petersburg campus wishes to acknowledge and honor the Indigenous communities who lived and took stewardship of this land. The university recognizes that this campus was built on the Indigenous homelands and resources of the Seminole, Miccosukee, and Tocobaga people as well as their ancestors going back over 10,000 years. We acknowledge the painful history of genocide and forced removal from their territory, and we honor and respect the many diverse Indigenous people still connected to this land on which we gather. This is a call for all of us to commit to continuing to learn how to be better stewards of the land we inhabit.

stpetersburg.usf.edu/land-acknowledgment
In July 2020, USF’s St. Petersburg campus and community leaders in St. Petersburg and Pinellas County convened a task force to explore how we can bridge our efforts to address inequalities that exist in our city and county. Since then, task force members met monthly to discuss current initiatives, as well as gaps that might present opportunities for collaboration.

The purpose of the task force is to serve as a bridge between the St. Petersburg and Pinellas community and the USF St. Petersburg campus that will bring forward recommendations and priorities that have a lasting, positive impact on our campus and community of citizens in the areas of diversity, inclusion and equity.

Task force members established the following objectives:

- Increase representation of people of color at USF’s St. Petersburg campus among staff, faculty, students, and business suppliers
- Increase accessibility to higher education for students of color
- Strengthen campus engagement with the community around diversity, inclusion, and equity practices
- Create a program(s) or initiative(s) to have a lasting, positive impact on our campus and community

One of ideas the task force explored was creating a Truth, Racial Healing and Transformation (TRHT) Campus Center. TRHT Campus Centers implement visionary action plans with the aim of moving the needle on the transformative goal of erasing structural barriers to equal treatment and opportunity on campuses, in our communities, and for our nation around the pillars of the TRHT Framework: narrative change, racial healing and relationship building, separation, law and economy.

The Association of American Colleges and Universities (AAC&U) is partnering with higher education institutions to prepare the next generation of strategic leaders to break down racial hierarchies through the TRHT framework developed by the Kellogg Foundation. Twenty-five universities host campus centers around the country and there are 14 TRHT community collaborations supported by the Kellogg Foundation. The Foundation for a Healthy St. Petersburg has issued a planning grant to USF to explore the creation of a center at the St. Petersburg campus that will bring together regional higher education institutions interested in focusing on systemic changes to dismantle racial hierarchies within their institutions, as well as the community at-large.

Campus Community Task Force and the St. Petersburg Higher Education Social Justice Consortium address inequalities throughout the region

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An art banner designed to honor 400 years of African American history is now mounted on the main academic building on USF’s St. Petersburg campus, where it will serve as a powerful symbol of the campus’ commitment to honoring the Black experience.

Called “I AM 400,” the banner was created by father and son artists Jerome and Jeromyah Jones from Richmond, Va. It is a collection of 69 painted portraits of notable pioneers from the African American community, such as Martin Luther King Jr., Arthur Ashe, Stevie Wonder and trailblazing NASA mathematician Katherine Johnson.

The portraits have been transformed into digital images and arranged on a 4-by-12 vinyl banner. The banner is intended to highlight the achievements and victories of African Americans in the 400 years since the arrival of the first enslaved Africans in colonial North America.

“This shows we value the people, we value the history and we want to learn more,” said Michelle Madden, campus diversity officer. “We want people to know we care about different perspectives, we care about different people and we are striving to be inclusive.”

I AM 400 BANNER BRINGS CELEBRATION OF BLACK HISTORY TO CAMPUS

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ANTI-LYNCHING MEMORIAL

In 2020, the USF St. Petersburg campus joined the Pinellas Remembers/Community Remembrance Project Coalition. Pinellas Remembers, a local affiliate of the Montgomery, Alabama-based Equal Justice Initiative, bears witness to the legacies of racial terror, epitomized by lYNCHings in America. On Tuesday, February 23, 2021, faculty members Julie Armstrong, Ray Arsenault, and Thomas Hallock joined with representatives from Pinellas Remembers, the City of St. Petersburg, the Tampa Bay Rays, Foundation for a Healthy St. Petersburg, and 40 other community partners to unveil a historical marker at the site of John Evans’s 1914 lynching. Evans, one of three confirmed lynching victims in Pinellas County, was killed near the intersection of Dr. Martin Luther King, Jr. (formerly Ninth) Street and Second Avenue South in St. Petersburg. In addition to installing the historical marker, Pinellas Remembers sponsors educational efforts and community conversations centered on truth-telling and racial reconciliation.

THE USF FAMILY STUDY CENTER

Now in its 18th year of service to St. Petersburg and Pinellas County, the USF Family Study Center’s unique purpose and contributions advance the concept that every child’s life chances are improved when the co-parenting relationships among all the important caregiving adults involved in their lives can be strengthened.

In 2020, the Center’s “Attending to Infant-Family Mental Health in Pinellas County during COVID-19”, funded by the Pinellas Community Foundation, provided virtual and live behavioral supports to parents and caregivers of infants and toddlers to aide babies’ thriving during the pandemic’s most challenging phases. In 2021, the Center’s 9th annual “Listening to Babies” event, “Are You Listening?” addressed the impact of institutionalized racism and implicit bias in affecting service provision to Black fathers, mothers, and families with small children. New Public Service Announcements from the Center in English, Spanish, and Vietnamese celebrate use of everyday moments to support babies’ mental health and thriving.

The 2021 Listening to Babies conference occurred during Baby Talk Week, which was founded by the Concerned Organization for Quality Education of Black Students. The February 2021 event engaged over 100 Pinellas County service providers, for families of infants and toddlers, USF students, staff, and faculty who addressed race-based equity in service provision.

LISTENING TO BABIES 2021
“ARE YOU LISTENING?”

FRIDAY, FEBRUARY 26, 2021
9:00 am – 1:00 pm
Venue: Conference offered online via ZOOM
During this year’s interactive conference, participants will explore the strengths, struggles and strategies of “listening,” the impact of cultural trauma and actions to overcome as everyday tasks.

Keynote: Dr. Barbara Stroud
Barbara Stroud, PhD, is a renowned trainer, consultant, author, co-founder of California’s Association of Infant Mental Health (CalAIMH), and a member of the Academy of Zero to Three. Follow.

SPONSORED BY:

LISTENING TO BABIES 2021
“ARE YOU LISTENING?”

Sponsored by:

UNIVERSITY OF SOUTH FLORIDA
College of Education

For more information, please contact: LaDonna Butler | lnbutler@usf.edu | 727-873-4848

Photo courtesy of the City of St. Pete.
USF Pearls was launched in December of 2020 as a USF St. Petersburg campus initiative. The program is designed and created for students emerging from the foster-care system. Nationally, the graduation rate of persons emerging from the foster-care system with a 4-year degree is less than 2%. The USF Pearls program aims to close the degree attainment gap for these motivated and talented students by providing intentional care coordination support.

Among the services the program offers:
- Skill-building focused student activities
- Care coordination in individual and group formats
- A holistic approach that is student-centered and strength-based
- Member-exclusive events and programming with set learning objectives for each Pearl
- Mentorship with faculty and staff with similar interests and preferred and desired personality traits

Led by Student Government and Student Affairs/Student Success, the campus’ new Peace Pole was dedicated on December 4th, 2019 in the courtyard between Bayboro Hall and Nelson Poynter Memorial Library. It is an internationally recognized symbol of the hopes and dreams of humanity. Created by artist Susan Gott, our hope is that the pole will represent a location for peaceful demonstration and reflection not only for the campus but for the St. Petersburg community as a whole.

Co-facilitated by the Director of Innovative Teaching and Learning Tim Henkel and Campus Diversity Officer Michelle Madden, the Teaching and Learning in the Diverse Classroom (TLDC) Professional Learning Community offers a weekly collaborative learning space for campus professionals to share and discuss the TLDC inclusive teaching framework. Initiated and hosted by Cornell University, the course offers best practices and multiple entry points for reflection and exploration of the research on learning and diversity in a US, higher educational setting. So far, three cohorts of USF faculty and staff have successfully completed the certification requirements and participation in the local network.

www.edx.org/course/teaching-learning-in-the-diverse-classroom
The Women and Leadership Initiative (WALI) team from the Kate Tiedemann School of Business and Finance hosted a three-event series in spring 2021, curated to bring deeper awareness to the challenges and barriers women of color face in the workplace. The series is called I’m Speaking: Conversations on Race, Gender, and Ethical Leadership. The panel of co-creators that came together, along with additional panelists and moderators, represented an impressive range of communicators, educators, entrepreneurs, and community developers. Co-creators included Skye Idehen, Sam Obeid (program director, Community Tampa Bay); Ruthmae Sears (associate professor of Mathematics Education, University of South Florida); and Michelle Madden (campus diversity officer, University of South Florida St. Petersburg campus).

Additional panelists included Audrina Bigos (Morning News Anchor, CBS Chicago); Sherrel Sampson (Founder and CEO, Canviy); Latifa Jackson (Founder and CEO, Hurst Consulting Group, Inc.); Neudy Carolina Nuñez (Program Director, Academic Initiatives and Living Learning Communities, University of South Florida Tampa campus); Renée Baker (Head of PCG Advisor Inclusion Networks, Raymond James); Hillary Van Dyke (Co-Founder, Green Book of Tampa Bay); and Gypsy Gallardo (CEO, The Power Broker Media Group).

The event series garnered more than 550 in-person attendees and 7,087 YouTube views.

UMOJA BREAKFAST

In August 2020, the Office of Multicultural Affairs hosted first-year and transfer students at the 1st Annual Umoja Breakfast. The purpose of the event is to welcome Black, Latinx, Asian and male-identifying students and their families/guardians to the University of South Florida St. Petersburg campus. Members of those groups are and have historically been underrepresented on the campus, and the breakfast was a way to help new students build connections with one another, and faculty/staff who can serve as resources. Organizers hope to make the Umoja Breakfast an annual/signature event for the St. Petersburg campus.
On February 1, 2020, members of the Student Affairs and Student Success division hosted the inaugural Diversity and Inclusion Conference titled “Still We R.I.S.E. — Resilience in Social Experiences.” The Office of Multicultural Affairs took the lead in coordinating this hallmark event. The purpose of the annual conference is to enhance the learning, understanding and development of concepts surrounding diversity, inclusion and social justice for USF and surrounding Florida colleges and universities. The 2021 conference “BECOMING” took place ion Feb. 6, 2021, in a virtual format in consideration of the COVID 19 pandemic restrictions.

After analyzing the results of the 2019 Campus Climate Survey, the St. Petersburg campus conducted follow up listening sessions and focus groups with students to gather additional qualitative information to guide campus leadership in decision making regarding matters of Diversity, Inclusion, and Sexual Violence. DIEO collaborated with the Kate Tiedemann School of Business and Finance and the Consumer Insight and Sales Lab to conduct a series of four student focus groups in October and November of 2019. Sessions were moderated by lab coordinator Elliott Wiser and Assistant Professor Kemesha Gabbidon. As a result, improvements have been made in Title IX training for students, orientation sessions and incident reporting procedures.

The USF College of Education and Pinellas County Schools launched a new initiative aimed at increasing the number of male teachers of color in local elementary schools, particularly those with populations of poor or at-risk students. The program is called “Call Me MISTER,” which stands for Mentors Instructing Students Toward Effective Role Models. Founded and based at Clemson University, the innovative program has spread to more than 25 colleges and universities nationwide.

The Call Me MISTER initiative includes:
- Tuition assistance for admitted students pursuing approved programs of study in teacher education
- An academic support system to help assure success
- A cohort system of social and cultural support
- Assistance with job placement
- The opportunity to attend a national summer conference with all Call Me MISTER participants
Several faculty researchers were awarded grants from the $500,000 commitment from **USF Anti-Racism Research Grants** provided by the Office of the Provost and USF Research & Innovation.

- **Ending Racism to End HIV: A Qualitative Pilot Study to Examine the Impact of Racism and Intersectional Stigmatizing Identities on Black Adolescents Living with HIV in Tampa Bay.** PI: Tiffany Chenneville, Ph.D. & Co-PI: Kemesha Gabbidon, Ph.D. College of Arts and Sciences, Department of Psychology
- **Black Microbusiness Economic and Social Resiliency to Natural Disasters: The Case for Targeted Policy Interventions and Resiliency Support Network for Minority Lead Microbusinesses.** PI: Matthew Mullarkey, Muma College of Business and Co-PIs: Sridhar Sundaram, DBA, Kate Tiedemann School of Business and Finance, Muma College of Business, Philip Trocchia, Ph.D., School of Marketing and Innovation, Muma College of Business, and Brenda Walker, Ph.D., JD, College of Education
- **Racism in School Exclusionary Suspensions (RISES) Proposal.** PI: Brenda Walker, Ph.D., JD, College of Education & Co-Principal Investigators: Saundra Johnson-Austin, College of Education

Anthropology Assistant Professor Heather O’Leary received a **USF New Researcher Award** (2020) for her research focused on broadening resilience for diverse communities in coastal southwestern Florida by examining how women and people of color experienced different socio-economic impacts from the 2017–2019 Florida red tide event.

**Climate Community Resilience Challenge Grant, AT&T and Department of Energy.** $50,000. “Toward a Holistic Smart City: an innovative approach using a Community Resiliency Information System (CRIS) to foster resiliency.” PI: Barnali Dixon; Co-PI: Rebecca Johns. This project designs a web-interface to increase community participation in climate and disaster related planning, preparation and response, with a specific focus on African-American neighborhoods of south St. Petersburg. The project aims to increase minority participation in building climate resiliency at the neighborhood level and enable planners to be more informed and sensitive to the specific needs of diverse communities.

**American Geophysical Union Grant, $10,000.** “Mapping Flood Vulnerabilities and Solutions: A Geospatial Analysis Workshop for Pinellas County Students.” PI- Barnali Dixon; Co-PI: Rebecca Johns. This grant supported a free STEM/GIS educational workshop for students from St. Petersburg’s most economically disadvantaged and marginalized neighborhoods.

**USF Internal Research Grant, $2,500.00** “Displaying Human-Nature Entanglements: Educational Exhibits at the Smithsonian Institute.” PI: Rebecca Johns. This project examines diversity and inclusion/exclusion in the rhetorical construction of environmental citizenship at a premiere national institution.

**$50,000 Planning Grant from the Foundation for Healthy St. Pete** to begin exploring and research into developing a Truth Racial Healing and Transformation Campus Center on the USF St. Petersburg campus.

**USF Pearls, Kate Tiedemann and Ellen Cotton** made a gift of $100,000 to help launch the program on the St. Petersburg campus.

**Call Me MISTER,** over $175,000 in private support was received both from corporations, Duke Energy, and individual donors, Dr. Sita C. Amba-Rao, who each made gifts of $50,000. A group of generous donors who wish to remain anonymous established the Friends of the MISTER’s fund with over $75,000 to provide scholarships, housing awards, and professional development support for students.
STRATEGIC GOAL 1

CLEARLY DEFINE, PUBLICIZE, AND IMPLEMENT THE UNIVERSITY’S COMMITMENT TO DIVERSITY AND INCLUSION

Nelson Poynter Memorial Library created and published an Antiracist Reading List, accessible at lib.usfsp.edu/antiracist.

Student Conduct and Ethical Development (SCED) developed a new mission statement in 2020 that includes: “The goal of SCED is to create environments that empower students to engage as ethical citizens in a diverse global society.”

Compass Student Experience implemented diversity and inclusion training for all student leaders, including:
♦ Incorporating qualitative and quantitative questions to the student leader evaluation tool to learn about student experiences and perceptions as they relate to diversity and inclusion; and
♦ Implementing diversity and inclusion professional development activities/exercises during the pro staff weekly staff meeting.

Campus Recreation created a new mission statement that expressed commitment to diversity and inclusion: “Campus Recreation provides the USF St. Petersburg campus community the opportunity to engage in diverse recreational activities that promote a healthy active lifestyle in an inclusive environment.”

Housing and Residence Education (HRE) has created and is committed to maintaining a new residential community program called Stonewall Suites, which educates students on the lived experience of gender and sexually queer people nationally and locally. Participation has quadrupled since the inception in 2019.

The Kate Tiedemann School of Business and Finance launched a number of initiatives related to diversity and inclusion, including:
♦ Student organizations partnered with the local Boys and Girls Club of Suncoast to provide tutoring support for local students.
♦ Two faculty members were awarded $5,000 for conducting research on topics related to Women and Leadership Initiative (WALI) and $1,500 towards WALI programming support.
♦ Para Adelante, the nonprofit organization started by alumna Vanessa Ferrer and professors Karin Braunsberger and Richard Flamm, was accepted into GlobalGiving’s Accelerator Program. This program provides a global crowdfunding platform for grassroots charitable projects. The nonprofit’s crowdfunding campaign raised $8,845 from 95 individual donors to help three indigenous Guatemalan women with college.

Nelson Poynter Memorial Library launched a diversity and inclusion website assessment.

Student Affairs and Student Success Division developed a Multicultural Organizational Development Administrative Unit Review Plan (MCOD), which was submitted for review to the division’s Diversity and Inclusion committee.

STRATEGIC GOAL 2

DEVELOP ANNUAL REPORTS SUMMARIZING PROGRESS IN BOTH INTERNAL PROCESSES AND KEY OUTCOMES TOWARD ADVANCING DIVERSITY AND INCLUSION GOALS

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STRATEGIC GOAL 3

CREATE A WELCOMING ENVIRONMENT FOR ALL INDIVIDUALS REGARDLESS OF RACE, GENDER IDENTITY, AGE, TYPES OR ABILITY, SEX, SEXUAL ORIENTATION, FAITH, NATIONALITY, ETHNICITY, SOCIOECONOMIC BACKGROUND, JOB ROLE AND FUNCTION, CULTURE, VIEWPOINTS AND FAMILIAL STATUS

Student Government leaders on the USF St. Petersburg campus launched the You Belong Here campaign. This campaign promotes a sense of belonging for all campus community members.

The Underrepresented Student Committee was formed in Summer 2019 to address anticipated needs of underrepresented students ranging from access, retention and graduation. New initiatives and programs including a professional development action plan, the My Brother and My Sister’s Keeper Mentoring program and a Male Student Initiative.

Dean of Students’ Office updated the Code of Conduct language to be more inclusive of all students.
STRATEGIC GOAL 4
RECRUIT, RETAIN AND PROMOTE MORE WOMEN AND INDIVIDUALS FROM UNDERREPRESENTED BACKGROUNDS IN FACULTY, STAFF AND ADMINISTRATOR LEVEL POSITIONS

Revised Recruitment and Hiring Procedures. University of South Florida implemented USF Policy #0-617, which includes a designated Equal Opportunity Liaison (EOL) for recruitment and review of the applicant pool summary by the Diversity, Inclusion and Equal Opportunity office.

STRATEGIC GOAL 5
RECRUIT, RETAIN, DEVELOP AND GRADUATE MORE DIVERSE UNDERGRADUATE AND GRADUATE STUDENTS TO SUPPORT EQUITABLE REPRESENTATION

The Pinellas Access to Higher Education (PATHe) program developed a strong library of presentations designed to appeal and serve different audiences (e.g. community members, high school students) while ensuring consistent and effective messaging that highlights diversity/inclusion/access. In the past year, counselors participated in over 250 events, reaching over 8,600 individuals. This included high school leadership, college and guidance counselors, staff at both St. Petersburg College (SPC) and USF St. Petersburg campus, local high school students and their family members.

The Regional Chancellor’s office created, developed and led Start Strong, an on-boarding four-day experience for fall and summer first time in college (FTIC) students in August 2019. This contributed positively to students’ sense of belonging, which contributes to retention.

STRATEGIC GOAL 6
PROVIDE HIGH QUALITY DIVERSITY EDUCATION, ORIENTATION AND TRAINING FOR ALL MEMBERS OF THE UNIVERSITY COMMUNITY

The Judy Genshaft Honors College on the USF St. Petersburg campus created and/or participated in a variety of presentations over the past year aimed at promoting a more diverse and inclusive society:
✦ Being James Baldwin (freshman honors seminar)
✦ The Flight Portfolio (Sembler Lecture on Holocaust rescue)
✦ Howard Arthur Tibbs: Citizen, Musician, Air Force officer, and Tuskegee Airman, as told by his son
✦ Women’s Equality: When is the Battle Won?
✦ What Happened to Post-Racial Societies?
✦ Unsettled: Seeking Refuge in American (on gay and lesbian refugees)
✦ Polyglot Much? The Virtues of Mastering Foreign Languages

Student Affairs and Student Success Racial Justice Social Hour: Following the murder of George Floyd, the Student Success Division wanted to create a dedicated space and time each week for staff to come together to discuss systemic racism, to learn about the Black Lives Matter movement and discuss social justice in action, learn about racism and white privilege in the United States, address action items for USF and share thoughts and experiences.

ADDITIONAL READING LISTS FROM THE NELSON POYNTER MEMORIAL LIBRARY

• Antiracist Reading List https://lib.usfsp.edu/antiracist
• Weekly Challenger Research Guide http://lib.usfsp.edu/weeklychallenger
• Children’s literature portraying religious diversity http://lib.usfsp.edu/ChildrensLiteratureReligiousDiversity
Notable Accomplishments

Kathryn Arthur and Julie Armstrong were co-principal investigators for a grant team that is recovering the history of Tampa Bay’s African American cemeteries that were relocated or covered over (Zion, Oaklawn, Moffit, Evergreen). This was for one of USF’s Understanding Blackness and Anti-Black Racism grants, and the project is called the African American Burial Grounds and Remembering Project.

Thomas Hallock has done research, teaching and service related to the Gas Plant area, Booker Creek and Salt Creek (these latter being historic South St. Pete waterways), including writing two student-edited books and working with the city on creek clean-ups and other improvements.

Jamie McHale received the USF 2019 Faculty Excellence in Diversity and Inclusion Award.

Kemesha Gabbidon received the 2020 Outstanding Black Faculty Award, Sankofa Celebration, USF Office of Multicultural Affairs.

The Department of Journalism and Digital Communication received the USF 2020 National Model of Excellence Award for Diversity and Inclusion for demonstrating significant commitment to diversity, inclusive excellence and equal opportunity in the areas of Diversity Teaching, Hiring, Training, Dialoguing, Retention (Students & Faculty/Staff), Diversity Research, Diversity Programming and Establishment of Diversity Committees.
Jennifer O’Brien is an associate professor in the Psychology Department in the College of Arts and Sciences at USF St. Petersburg campus, where she oversees the Preventing Alzheimer’s with Cognitive Training (PACT) clinical trial. Older adults from minoritized populations are at the highest risk for Alzheimer’s disease and other dementias, and Jennifer spends much of her time trying to ensure that such elders in the Tampa Bay area do not get dementia. Jennifer’s research focuses on early indicators of cognitive decline and she has been investigating the effectiveness of computerized cognitive training on preventing cognitive decline and dementia in older adults. She has worked to increase access for and interest in research participation for underserved older adults, including those in racial, ethnic, and socio-economically disadvantaged populations.

LaDonna Butler is the associate program director at USF’s Family Study Center and an adjunct faculty member in Psychology on the St. Petersburg campus. From 2018-2020, she served as the Family Study Center’s learning and development facilitator for the Foundation for a Healthy St Petersburg sponsored-project, “Trauma-Informed Infant-Family Mental Health”, and now serves as principal investigator for an expansion of that initiative. LaDonna is the founder of The Well for Life - a Healing Space, which provides training and development, clinical service and advocacy prioritizing individuals disproportionately experiencing adverse health outcomes due to systemic, historical and intergenerational determinants.

Dwayne Isaacs serves as the director of Student Life and Engagement and is devoted to serving underrepresented students. He has worked with colleagues behind the scenes on a number of diversity and inclusion initiatives that include the creation of the parenting room, Support-A-Bull food pantry, Peace Pole, SSS program, USF Pearls, first-year transition program for students of color, all gendered restrooms, and the You Belong Here campaign. He also volunteers on the Diversity, Equity, and Inclusion Program Team for the Association of College Unions International where he led a monthly series on social justice and diversity issues in higher education.

Emily Mann is the student success librarian at Nelson Poynter Memorial Library. She is the chair of the USF Libraries Diversity and Inclusion committee and is dedicated to making the library more inclusive and equitable both online and in person. Her projects this year have included curating an antiracist reading list (lib.stpetersburg.usf.edu/antiracist), led an antiracist reading group for library faculty and staff, and assessing the webpage and spaces for inclusivity and equity. She has also worked on the USF St. Petersburg campus as a member of the annual Diversity and Inclusion conference planning committee and leading a campus and community wide effort to create a campus Native American land acknowledgment.

Joseph Contes serves as the assistant director for Student Outreach and Support at the University of South Florida, St. Petersburg and Tampa campuses. He oversees a diverse array of services and programs that provide a safety net of support for students encountering life challenges that could impede their progress to achieving their degree. Joseph is a licensed mental health counselor with specialty practice areas in addictions and trauma. In 2020, he received a national award from the National Association of Behavioral Intervention and Threat Assessment (NaBITA) for his work in rolling out support to students at USF. Joseph has assisted the Student Success Division in many diversity, inclusion, and equity initiatives, and by volunteering to facilitate difficult conversations. He also presents to USF staff on self-care practices and defining being threatened vs. feeling threatened.
We are committed to creating an Inclusive Community on the USF St. Petersburg campus, in the city of St. Petersburg, the Tampa Bay area, and the world. Long after the hashtags stop trending, our work will continue.