Leadership Gifts Set to Transform BUSINESS Education
New and returning students share their Bull pride at the Fall 2014 Week of Welcome kickoff.
Cover Photo: USF alums Pam and Les Muma stand with students by the college that now bears their name.
This has been a remarkable fall semester at USF! I cannot recall a time when the words “record-breaking” were used more often. And I am proud to share some of those records with you in this issue of USF Magazine.

The entire Tampa Bay community celebrated with us in September, and again in October, when we announced two historic gifts that will forever change business education in the region. USF alumni and longtime supporters Pam and Les Muma announced a $25 million gift to the USF College of Business, now the USF Muma College of Business, and retired entrepreneur Kate Tiedemann announced a $10 million gift to the USF St. Petersburg College of Business, now the USFSP Kate Tiedemann College of Business. I am overwhelmed by the generosity of these individuals who understand that education is the foundation for progress and economic development.

In our annual research report you will read about several records announced in the fall, including $428 million in research grants and contracts awarded in the last academic year. The figure is an increase of nearly $15 million over the previous year, and it’s just the tip of the iceberg. USF was awarded a record 113 new patents last year and surged to its highest spot ever in the national research rank-
ings—No. 43 among public and private universities nationwide.

In Sports you will read about a classroom record achieved by our student-athletes and announced by the NCAA—an 83 percent Graduation Success Rate—the best in program history. USF’s GSR was a 6 percent increase over last year.

As you page through this issue, take a look at some of the institutions named along with USF in Entrepreneur magazine’s annual ranking of the nation’s top 25 entrepreneurship education programs. USF, making its eighth consecutive appearance among the top 25, was the only Florida university to make the list.

Along with records, this issue of USF Magazine is filled with news about exciting initiatives and important developments. Don’t miss our What’s New feature highlighting new and renovated spaces on the Tampa campus. Also, be sure to read about the remarkable history of USF’s College of Engineering, celebrating its 50th anniversary this year.

I hope you enjoy this issue and share my excitement for all we’ve accomplished these past few months. As the year draws to a close and the holidays near, I wish all of you a safe and memorable season.

USF SYSTEM PRESIDENT
JUDY GENSHAFT
Global Citizens

An innovative curriculum focused on global citizenship opened Rachael Soloway’s eyes to what she wanted to do with her life.

Today, the senior communications major, with a concentration in public advocacy, is filling out applications for law school as she contemplates a summer internship in a congressional office on Capitol Hill. Already she has completed a Senate Foreign Relations Committee internship with Senator Marco Rubio and a directed study in Spain, comparing the country’s declining universal health care with the implementation of the Affordable Care Act.

Soloway, a member of USF’s inaugural Global Citizenship General Education cohort, is a pioneer of sorts—a model USF student prepared for success in a global society.

In Fall 2015, USF will launch its university-wide Quality Enhancement Plan (QEP), a regular part of reaffirmation of accreditation by the Southern Association of Colleges and Schools (SACS). The five-year plan is designed to enhance student development in a particular area—global learning, in the case of USF.

Karla Davis-Salazar, associate dean of undergraduate studies, is spearheading the initiative, which has been in the planning stages since June 2013, when a steering committee composed of students, faculty and administrators began the process of selecting a topic around which to build its plan.

Why global learning?

“The number one goal of USF’s (2013-2018) Strategic Plan is to produce well-educated global citizens,” explains Davis-Salazar. “The program we are developing, called The Global Citizens Project, will help students develop skills that will allow them to navigate our increasingly interconnected world.”

USF’s Global Citizens Project has three main components: a globalized general education curriculum, an award program to recognize global student citizens, and pathways to infuse global citizen learning into academic majors. The initiative will also include culturally engaging on-campus events and a Global Citizens Living Learning Community (LLC) for globally-minded students from all majors.

“We are trying to put the global focus everywhere,” says Davis-Salazar. “We want it to become institutionalized and part of the culture of USF.”

To learn more about the Global Citizens Project visit http://www.usf.edu/gcp.

What is the QEP?

The QEP, or Quality Enhancement Plan, is a five-year plan to enhance student learning in a particular area that is important to the university and aligns with the university’s strategic plan.

What is the Global Citizens Project?

The Global Citizens Project is USF’s QEP. It is a university-wide initiative focused on enhancing the global knowledge, skills and engagement of USF students.

What is the goal of the Global Citizens Project?

To prepare USF students for success in a global society.
Messenger of Peace

Legendary scientist Jane Goodall shared her wisdom and inspirational stories with students of all ages at USF’s Tampa campus in September.

Best known for her landmark study of chimpanzee behavior in Tanzania, Goodall began her day-long visit to USF at the university’s botanical gardens, where more than 200 local elementary school students were taking part in a nature program that bears her name. Goodall, a surprise guest, spoke of her experiences as a child dabbling in science and encouraged the young audience to do their part to help change the world.

In the evening, Goodall brought her message of conservation and environmental awareness to the USF Sun Dome, where an enthusiastic crowd of supporters and university students listened as the soft-spoken primatologist described the challenges she faced in her career, her experiences in nature, her enthusiasm for botany, and the simple steps everyone can take to promote conservation and make a difference.

Goodall, who celebrated her 80th birthday in 2014, travels an average of 300 days per year, speaking about the threats facing chimpanzees, environmental crises, and her reasons for hope that humankind will solve the problems it has imposed on Earth.

Goodall’s evening lecture was sponsored by the College of Arts and Sciences in collaboration with the Frontier Forum Lecture Series and the University Lecture Series.

Shared Reading

A university-wide program that aims to engage students, faculty and the university community in a lively discussion about important world issues connected to a common reading got underway in the fall. Kristen Iversen’s “Full Body Burden: Growing Up in the Nuclear Shadow of Rocky Flats,” is the selection for this year’s Common Reading Experience. The program is a collaborative effort between the Office of Undergraduate Studies, Student Affairs and USF Libraries.

“Full Body Burden” is a haunting work of narrative nonfiction about a young woman growing up in a small Colorado town close to Rocky Flats, a secret nuclear weapons plant once designated “the most contaminated site in America.”

To learn more about the book and related events, visit http://lib.usf.edu/common-read.

Tops for Entrepreneurs

Only one public university in Florida—the University of South Florida—made Entrepreneur magazine’s list of the nation’s best entrepreneurship education programs. USF’s graduate program ranked No. 13 overall and sixth among public universities, according to the survey conducted by The Princeton Review.

It’s not USF’s first appearance on the list.

This year marks the eighth consecutive year the USF Center for Entrepreneurship has been ranked among the nation’s top 25 programs for entrepreneurs.

In addition to USF, the 2015 rankings include Harvard University, Stanford University, Northwestern University and the University of Chicago.
Indian Experience

A summer study abroad program orchestrated by USFSP Chemistry Professor Madhu Pandey was the first collaboration between the Indian School of Mines (ISM) in Jharkhand—one of the top 10 universities in India—and an American university.

The ISM welcomed Pandey and her students, Kate Greene, Dylan Gambill and Shiloh Gilbert, with a formal ceremony and great celebration. An article about the event made front-page news in the Hindustan Times the following day.

The students were in for a grueling two weeks of studies, with four classes every day, six days a week. They gained significant knowledge through courses on the environmental impacts of mining.

The group visited two mines as well as a geological museum and various labs. They learned about mineral processing, mine ventilation and surveying with a gyro-theodolite, an instrument which allows the user to navigate underground by the turn of the earth. They also had time to experience the local culture.

Pandey, a native of India, says the people of her country were excited to see the students.

“I saw respect in their eyes for my students,” she says.

USFSP broke ground in October on a new building for its College of Business, which was recently renamed the USFSP Kate Tiedemann College of Business. From left: USFSP Campus Board member Roy Binger; self-made CEO and $10 million donor Kate Tiedemann; USF System President Judy Genshaft; USF Trustee and Campus Board Chair Debbie Nye Sembler; Campus Board member Judy Mitchell; Campus Board member Bob Churuti; and USFSP Regional Chancellor Sophia Wisniewska.
This fall marks the first formal USFSP student internship with the South-eastern Guide Dogs (SEGD) organization. And Bethany Porcelli, president and founder of the USFSP Pre-Vet Society and a biology senior, jumped at the chance to participate in the exciting new partnership.

“I applied to the genetics and reproduction internship because SEGĐ has a great reputation in the nonprofit animal field,” says Porcelli. “They’re educating me about a field that I was unfamiliar with, while providing me with a career-furthering experience.”

As an intern, Porcelli goes through the intensive process of choosing a canine to be a “breeder.” She screens for dogs with the best genes—good health and temperament, for example.

“Bethany’s experiences will be invaluable to her as she pursues her future career in veterinary medicine,” says Biology Professor Norine Noonan. “This is exactly the kind of relevant experience that we encourage and facilitate for USFSP students.”

**Dog Science**

Stories by KARLANA JUNE and JESSICA BLAIS | USFSP

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A $1 million SunSense grant from Duke Energy Florida will fund research to explore solar energy production and storage at USFSP. As part of the grant, a 100 kW solar photovoltaic (PV) system will be installed on the top of the university’s 5th Avenue South parking garage.

Energy produced by the solar PV system will be stored in new battery systems and data will be collected on all aspects of PV and energy storage, maximizing synergy between the two systems.

“This is an incredible opportunity to manage energy costs, while promoting sustainability on campus,” says USFSP Regional Chancellor Sophia Wisniewska.

USFSP faculty from all three colleges—Arts & Sciences, Business, and Education—have pledged to incorporate the project and sustainability into their curricula.

The solar array at USFSP will measure approximately 7,100 square feet, with 328 individual panels. It will be designed as a freestanding canopy with space beneath for parking.

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**Photo:** Bethany Porcelli tests progesterone levels as part of her SEGĐ internship.
This is an excellent opportunity and an exciting time in the evolution of USFSM. It is clearly a special place with a wonderful future...

– DR. SANDRA STONE

Teaching Hotel

The Resort at Longboat Key Club and the College of Hospitality and Technology Leadership have launched a unique partnership that offers hospitality students hands-on experience in running a major hotel and club. As the official teaching hotel for the college, the resort takes students through a rotation of every operational and administrative division, allowing them to shadow key leaders. “Our goal is to produce top candidates for the next generation of hotel leadership in the region and to offer career opportunities within the Ocean Properties’ portfolio of properties,” says Jeff Mayers, general manager of The Resort at Longboat Key Club.

Photo: Jeff Mayers (l), and Dean of the College of Hospitality and Technology Leadership Cihan Cobanoglu (r), hold crystal pineapples—the symbol of hospitality. They are surrounded by USFSM students and faculty.

Stories by RUTH LANDO | USFSM
New Leader

USF Sarasota-Manatee welcomed its new regional chancellor at the 21st annual Brunch on the Bay on November 2. Dr. Sandra Stone joins USF from Dalton State College in Georgia, where she was vice president for academic affairs. A member of the University System of Georgia since 1996, Dr. Stone brings extensive experience in higher education administration, including strategic planning, faculty and program initiatives, accreditation, applied research, economic and workforce development, student retention, and graduation improvement and change initiatives.

“All of the pieces of my career come together nicely in this new role,” Dr. Stone says. “This is an excellent opportunity and an exciting time in the evolution of USFSM. It is clearly a special place with a wonderful future, and I am grateful for the opportunity to help shape that future alongside our talented faculty, students and supporters in Sarasota-Manatee.”

Dr. Stone has a deep understanding of public higher education at both the institution and system levels—on campuses of varying sizes—and has earned a reputation for openness, candor, humor and strong relationship-building skills. She also has more than 30 years of leadership experience in the fields of social services, health care, teaching, policy development and enforcement, and has served local, state and national committees, government agencies and task forces.

“A native of Chicago, Dr. Stone spent her early childhood on her grandparents’ farm in Tennessee and moved to Atlanta with her family in 1965. She holds bachelor’s degrees in sociology and psychology and a master’s degree in psychology from the University of West Georgia, a doctorate in sociology from Emory University, a post-doctoral certificate in organizational behavior from Tulane University and is a certified mediator. Her research and teaching interests are largely in the areas of juvenile delinquency and justice, gangs, family violence, women in the criminal justice system, program evaluation and public policy. She credits her time working in hospitals, nursing homes, child protective services and a battered women’s shelter as formative years in both her professional and personal life.

Dr. Stone’s husband, Anthony, a police and forensic psychologist, received his Ph.D. in psychology from USF in 1977. He looks forward to living in Sarasota, where he has significant family ties. Anthony’s maternal grandfather was Lewis Van Wezel, namesake of the Van Wezel Performing Arts Hall. The Stones have two adult children.”
When you see the Computer Assisted Rehabilitation Environment system (CAREN) in action, the room-sized simulator resembles a giant video game, complete with avatars. Scenes projected on its 180-degree screen range from walking through a forest to driving past cityscapes to riding on a wave-tossed boat.

The three-dimensional virtual reality system engages and entertains—but its purpose is serious.

CAREN’s immersive environment and interactive gaming elements safely challenge people to learn new strategies for coping with changes in their balance, coordination or mobility caused by disability, traumatic injury or aging. The advanced technology also gives researchers the scientific tools they need to advance the diagnosis and treatment of musculoskeletal and neurological disorders.

Supported by a $450,000 National Science Foundation (NSF) grant, USF recently became the first non-Department of Defense institution in the United States to obtain the CAREN extended model for research and rehabilitation, says William S. Quillen, associate dean of the USF Health Morsani College of Medicine and director of the School of Physical Therapy & Rehabilitation Sciences.

“The CAREN system will be a critical part of the university’s neuromusculoskeletal, traumatic brain injury and post-traumatic stress disorder research initiatives involving wounded warriors, warfighters and student veterans,” Quillen says. “The system will greatly facilitate our ongoing interdisciplinary research to analyze human mobility and function and to improve the quality of life for people with disabilities by increasing their independence and community reintegration.”

The CAREN project brings together more than 20 investigators with expertise in rehabilitation engineering and science from the colleges of Engineering, Medicine’s School of Physical Therapy & Rehabilitation Sciences, Arts and Sciences, Behavioral and Community Sciences, Nursing, and The Arts. The investigators will collaborate with researchers from James A. Haley Veterans’ Hospital and Draper Laboratories.

Kim works with patients living with stroke, ataxia and other neurological disorders that significantly increase the risk for falls. “We can gradually increase the level of difficulty of the exercises based on patients’ performance using the CAREN system. This allows patients to safely push their limits while working to regain balance control,” he says.

The immersive system precisely measures and integrates a variety of data valuable to researchers and therapists—including which muscles are work-
ing at any given time, length of stride, weight bearing distribution, and how an individual’s joints move and the amount of force placed on them.

The information can be used, for instance, to analyze and correct the asymmetric gait of patients recovering from stroke, to test and improve prosthetics for lower-limb amputees, and to design assistive devices such as orthotic shoes, crutches or canes that help users walk more efficiently without tiring easily.

“We’re just beginning to use the system for studies,” says Kyle Reed, assistant professor of mechanical engineering in the College of Engineering. “We expect in the next year or two we will have lots of results that can both help researchers at other universities and make life better for people with strokes, amputations, spinal cord injuries and other physical limitations.”

To learn more about the CAREN project and see a video demonstration visit http://hscweb3.hsc.usf.edu/blog/tag/caren
Trash Art

A collaboration between the USF College of Marine Science and Georgia State University’s Arts Department, as well as more than 2,000 local residents and community partners, has resulted in a public art display—a sculpture made with marine debris collected from local waterways. The sculpture, “Current Collections,” is now installed in downtown St. Petersburg’s Poynter Park.

The project was conceived by artists and scientists from the two institutions as an effort to bring attention to the problem of litter in local waterways. Over the past year, project leaders engaged participants in local coastal cleanup collection and community art workshops to make small pieces of art using marine debris and recyclable materials. The works were collaged in a form that looks similar to an ocean gyre or “vortex” in which plastic bags and debris get caught.

Current Collections spans 40 feet and reaches 30 feet into the air. Five branching steel arms are covered with multi-colored translucent plastic skin, made from melted bags and debris collected from area waterways by the City of St. Petersburg and coastal cleanup volunteers.

KATY HENNIG | USF News

Frank Muller-Karger, biological oceanographer and professor at USF’s College of Marine Science, and artist Amandine Drouet. Artists Dena Light and Mike Wsol also contributed to the sculpture. View the “Current Collections” video at usf.edu/news.
50 Years of E

Photos:

a - Engineering’s first student, David Winter, and first dean, Edgar Kopp, featured in a 1964 St. Petersburg Times story.

b - Electrical Engineering Professor Oscar Garcia with students in the 1970s.

c - Dean Kopp in the 1911 Baker Electric car he and his students restored. The car is now on display in the Florida History Museum.

d - February 1979 article on EXPO 1979 in The Oracle. The event, held annually since 1972, is a celebration of National Engineering Week.

e - Founding officers of the Engineering Alumni Society.

f - 1970s aerial view of the planned engineering campus by year 2000.

g - 1987 dedication of Building B.

h - Groundbreaking for the Nanotechnology Research & Education Center in 2000. Then-dean Louis Martin-Vega stands second from left of USF President Judy Genshaft, along with engineering faculty and guests.

i - Robert H. Bishop was named the college’s sixth dean in 2014.

j - Civil Engineering Distinguished University Professor Alberto Sagues in the lab with a student.

k - Dean Louis Martin-Vega pictured with the 2003 Mini Baja Team.

l - An engineering student works in the laboratory.
When the USF College of Engineering opened its doors on Sept. 8, 1964, 240 students were enrolled, Edgar Kopp was dean and classes were held in the newly-opened physics building on the Tampa campus.

What a difference 50 years makes!

Today, Robert H. Bishop is dean and 5,087 students from 139 countries are enrolled in the college, which offers degrees in 14 disciplines, including chemical and biomedical engineering, civil and environmental engineering, and computer science, electrical, industrial, and mechanical engineering. Over the years, 22,200 degrees have been conferred at the bachelor’s, master’s and doctoral levels; the college now boasts 13 major research centers, and research expenditures for 2013-14 exceeded $30.5 million.

One hundred and forty-one faculty—119 tenured and tenure track—teach at the college today, a huge number compared to the five professors who joined Kopp as chairmen of the five programs initially offered by the college. Current faculty members include 20 recipients of National Science Foundation CAREER Awards, a National Academy of Engineering member, the 2012 U.S. Professor of the Year, and one recipient of the Presidential Early Career Award for Scientists and Engineers.

Ranked 72nd among public institutions today by U.S. News & World Report, the future is bright for the College of Engineering.

ANN CARNEY | USF News
Two record gifts—one at USF and one at USF St. Petersburg—will transform business education in the Tampa Bay region.

In October, USF System President Judy Genshaft announced a $25 million gift from USF alums and long-time supporters Pam and Les Muma. The gift, the single largest individual donation in the university’s 58-year history, means the College of Business in Tampa will now be named the USF Muma College of Business.

The announcement in Tampa was made on the heels of President Genshaft’s September announcement of a record $10 million gift to the USF St. Petersburg College of Business from retired entrepreneur Kate Tiedemann. In her honor, the college is now known as the USFSP Kate Tiedemann College of Business. Both gifts are part of the $1 billion USF: Unstoppable Campaign.

“As an institution, we are humbled by the generosity of these remarkable philanthropists,” Genshaft says. “These historic gifts will change business education as we know it in the region and will help transform the lives of generations of students.”
Students, faculty and alumni gathered in the USF College of Business atrium on October 10, to celebrate the Mumas' transformational gift.
This gift elevates USF into the top tier of business schools, one where donors so strongly believe in the mission and vision of the business school that they are willing to invest in it in a substantial and transformative way.”

– MOEZ LIMAYEM

Pam & Les Muma

A historic $25 million gift from USF alums Pam and Les Muma will have a significant impact on students in the USF College of Business — now known as the USF Muma College of Business. The gift focuses on student success, placing students on a professional development track from their first moments at USF. It also emphasizes faculty development and engagement in the business community.

“This gift elevates USF into the top tier of business schools, one where donors so strongly believe in the mission and vision of the business school that they are willing to invest in it in a substantial and transformative way,” says USF College of Business Dean Moez Limayem. “Pam and Les’ investment will have a tremendous impact on the educational experience for our students.”

The gift was announced in October amid fanfare, a drum roll and a standing ovation from students, faculty, staff and guests.

“Pam and Les Muma are truly inspirational philanthropists who love USF,” says USF System President Judy Genshaft. “I can’t think of two more deserving individuals to receive the honor of having a college named after them.”

Les Muma is a 1966 graduate and the retired chairman and CEO of Fiserv, Inc., a financial industry automation products and services company he co-founded in 1984. Together, he and Pam have a long history of philanthropic support to USF; their latest gift brings the couple’s total giving to $41.2 million, making them the largest individual donors in USF’s history. In addition, Les has served as chair of the USF Foundation Board of Directors and chair of the first phase of the USF: Unstoppable Campaign.

USF Foundation CEO Joel Momberg calls the Mumas’ gift a fitting capstone to a life-long association with the university.

“Pam and Les Muma have a deep and real passion for the University of South Florida, its students and its faculty. This transformative gift for the USF College of Business exemplifies this, and in naming the Muma College of Business, we forever recognize this legacy of support,” Momberg says.

Muma’s career in data processing began while he was a student at USF majoring in mathematics. Internships at Southern Bell in Jacksonville, Fla., and International Mineral and Chemical (IMC) in Bartow, Fla., led to his first job after graduation, one in the information technology department at IMC.

“This gift fulfills a dream of both Pam and myself, to be able to demonstrate in a meaningful way our gratitude to USF and in particular to the USF College of Business for helping us build the foundation upon which our business careers grew,” Muma says. “Further it is our vision and belief that this gift will provide Dean Limayem and his team the resources needed to elevate the Muma College of Business to one of the preeminent business schools in the country, giving many more young students the opportunity to kick start their own successful careers.”

Pam, a founding member of USF Women in Leadership and Philanthro-
py, has a long history of philanthropy within the Tampa Bay area. She serves as chair of the Board of Directors of the Tampa General Hospital Foundation, is a member of the Florida Health Science Board of Directors, and is past chair of the board of Junior Achievement of Tampa Bay.

“If it were not for the USF College of Business, Les and I would not be in a position to create this legacy at USF today,” she says, adding that the couple has developed special relationships with many of the students they have supported over the years. “We felt this was the time to endow the College of Business so we can continue to watch these young adults grow and evolve into responsible business leaders.”

The Mumas’ previous giving to USF has benefitted the College of Business, USF Athletics and USF Health/Tampa General Hospital.
Kate Tiedemann never attended high school or college, but after visiting USF St. Petersburg (USFSP), the retired entrepreneur and Pinellas resident was determined to create a long-lasting legacy with her first major gift to support higher education.

In September, USFSP announced the largest single gift in its history—$10 million from Tiedemann, the founder and former CEO of Katena Products, Inc., one of the most successful eye instrument companies in the country—to benefit the USFSP College of Business. In her honor, the college has been renamed the USFSP Kate Tiedemann College of Business.

“Ms. Tiedemann’s personal story of overcoming challenges to fulfill her dreams and to give back to the community is a true inspiration for all,” says USF System President Judy Genshaft. “As a university system with a strong entrepreneurial spirit and deep commitment to student achievement, we are grateful to have forged this new partnership and to work with such an extraordinary individual in supporting the future of business research and education for generations to come.”

The story of Tiedemann’s entrepreneurial success, a tale of hard work, passion and fortune, is nothing short of extraordinary. An immigrant from Hamburg, Germany, Tiedemann endured an arduous steamship crossing from Europe to arrive in New York in 1955—at the age of 18—to live with an aunt. With limited English, she worked for two-and-a-half years as a maid and a cook for former New York Governor Thomas E. Dewey.

Eager to acquire administrative skills, Tiedemann worked multiple jobs before landing her first job in the surgical instrument business as an assistant in the New York sales office of Storz Instrument Company, now part of Bausch and Lomb. “I loved the work and was fascinated by the instruments,” she says.

Following the sale of Storz, Tiedemann worked 15 years in the surgical instrument field before starting
her own business. In 1975, Katena Products (short for Kate North America) was born in the basement of her New Jersey home. Tiedemann worked with ophthalmic surgeons worldwide to design and develop instruments for eye surgery. Today, Katena markets 1,400 products to more than 7,000 surgeons, outpatient surgery centers and hospitals in the United States and customers in more than 110 countries around the world.

Tiedemann has always had an emotional attachment to learning and education, often wondering what more she might have achieved had she had a formal education. “My highest level of education is grammar school, but I spent my whole life learning and still continue to do that,” she says. “Most of what I know I have learned from others.”

At USFSP, Tiedemann established a rapport with Regional Chancellor Sophia Wisniewska and members of her leadership team.

“When Kate and I met, we connected immediately,” Wisniewska says. “Given our backgrounds and immigrant families, we share a deep appreciation for the opportunities America afforded us in education and business.”

Most of all, Wisniewska says, the two share a desire to give back.

“Faculty and students are doing their part. This gift allows me to affirm and accelerate their good work,” Tiedemann adds. “I was fortunate enough to create a successful business in the U.S. and I feel strongly about creating a long-lasting legacy.”

Tiedemann has additionally contributed generously to hospitals, including the Saint Clare’s hospital system in New Jersey and Clearwater-based Morton Plant Mease. Her gift to the College of Business will support the education, research and service mission of the college, including a faculty endowment fund and academic research, technology and training, among other initiatives.
n the next 24 hours, cybercrime will cost the United States more than a quarter of a billion dollars and 191 citizens in Florida alone will fall victim to identity theft. In fact, Florida is No. 2 in the nation for this cybercrime, accounting for eight percent of all complaints.

The Florida Legislature and governor took steps this year to help mitigate these types of cyber threats by creating the Florida Center for Cybersecurity (FC²) at USF to promote collaborative cybersecurity education, revolutionary research and community engagement.

Thanks to an initial investment of $5 million in recurring funds, the center will enable the development of proactive solutions to pervasive and rapidly evolving cybersecurity challenges. FC² offers a revolutionary twist to countering cyber threats as it brings together experts from all 12 of Florida’s public universities, as well as representatives from government and private industry to collaborate on cybersecurity research, outreach and education.

“The University of South Florida has made cybersecurity an institutional priority, and we’re excited to build upon what we’ve accomplished through the collaborative opportunities of FC² at USF,” says USF System President Judy Genshaft. “We are so grateful to the governor and to our leaders in the House, Senate, and on the Board of Governors for giving USF and our partners the resources we need to position Florida as an authority in this crucial field.”

Goals set forth by the legislature specify areas of emphasis for FC² at USF, including degrees, certificates and training to enhance the employability of students in non-IT majors; innovative, interdisciplinary research; and the establishment of USF as a cybersecurity clearinghouse for statewide business and higher education communities to help mitigate cyber threats.

As FC² at USF expands, the center will make a major contribution to Florida’s economy, facilitating the creation of thousands of new high-paying jobs over time in the state’s cybersecurity industry, assisting in the reintegration of veterans with prior experience in cyber intelligence, and attracting new financial, healthcare, transportation, utility and defense entities to Florida.

In addition to its powerful economic impact, the center will help Florida’s thought leaders collaborate on some of cybersecurity’s most pressing issues.

“Investments by our elected leaders have facilitated huge opportunities to advance data privacy and fuel our state economy,” says SUS Chancellor Marshall Criser. “The State University System is poised to be a national leader in cybersecurity through our work with USF and other partners across the state.”

FC² leadership and staff are committed to advancing the center in its three main focus areas: education, research and outreach.

**Education**

Between 2007 and 2012, the number of job postings for cybersecurity-related positions grew by more than 70 percent. According to the Comprehensive National Cybersecurity Initiative, established by President George
W. Bush in 2008, while 30,000 cybersecurity professionals are needed today, only 2,000 have the necessary skills to keep consumers and businesses safe. In light of recent security breaches against commercial and government entities, such as Target Corporation, the United States Postal Service and JP Morgan Chase, cybersecurity education and training are more important than ever.

“Cybersecurity affects all of us,” says Sri Sridharan, managing director and chief operating officer of FC². “Our goal is to meet the demand for cybersecurity professionals in the marketplace and equip Florida’s students with knowledge and certification to be indispensable employees in high-paying jobs.”

FC² is also encouraging collaboration across the state’s universities by offering seed grants to promote research innovation and productivity in cybersecurity. The competitive FC² Collaborative Seed Grant Program advances that objective by funding research teams with investigators from at least two different SUS institutions for projects that align with FC² strategic priorities and have strong potential to attract external funding.

“We envision FC² at USF to be the nucleus for the combined skillset of all the State University System institutions.”

– SRI SRIDHARAN

Outreach

FC² is committed to its mission to share cybersecurity knowledge, resources and training opportunities with citizens. The center also seeks to bridge the awareness and application gap between businesses that provide cybersecurity services and the companies that desperately need them.

Florida’s business community can also take advantage of the center’s wide array of educational and training events. FC² works hard to draw cybersecurity’s leading minds to events in Tampa, such as an event earlier this year sponsored by The SunTrust Foundation and featuring P.W. Singer, former senior fellow and director of the Center for 21st Century Security and Intelligence at the Brookings Institution.

During Cybersecurity Awareness Month in October, FC² hosted an industry-focused educational and networking inaugural event at USF with more than 400 professionals attending to facilitate partnerships between higher education and industry. Later that month, the center hosted a team from the National Institute of Standards and Technology (NIST) for a two-day cybersecurity framework workshop that
facilitated feedback from more than 400 cybersecurity professionals on the national framework, and was webcast live across the globe.

With more seminars, conferences and trainings in store, FC² at USF will become a key cybersecurity knowledge repository that continues to assist Florida in becoming the cyber state. The center holds regular community and technical events and works with partners to promote cybersecurity education and innovation.

To learn more about FC² at USF, visit usf.edu/cybersecurity. To learn about the center’s fully online master’s and certificate programs, visit cyber.usf.edu/programs.
What’s NEW on Campus

New and improved spaces dot the Tampa campus.

KATY HENNIG | USF News
From study spaces and an upgraded pool to public art installations and new Bull Runner wraps, USF unveiled exciting changes on campus this fall.

Indoor Pool at Campus Recreation

The newly renovated indoor pool at the Campus Recreation Center isn’t just any pool. It’s a heated, 25-yard, 8-lane lap pool offering training equipment and a remote-controlled chair lift for users with disabilities. Originally built in 1963, the current renovation included three major components: a new deck sprinkled with gold and green sand, adding texture and color; resurfacing of the interior of the pool with a marcite and rock mixture; and green and gold paint highlights, including the iconic USF logo. The renovations also included environmentally-friendly changes: a saltwater chlorination system, a sand filtration system that continuously cleans the water, and a fan and ventilation system that removes hot air from the building, replacing it with new air.
The indoor pool, one of two Aquatics program pools on campus, is located at the Campus Recreation Center—one of the largest recreation centers in the state, with 38,000 square feet of fitness space, 300 pieces of cardiovascular equipment, an indoor track and racquetball and basketball courts.

USF Bookstore Café & Patio

There are plenty of reasons to visit the newly renovated bookstore this year, including new seating, an expanded café and a marketplace featuring branded apparel, gifts, supplies, electronics and more.

The bookstore underwent an extensive renovation over the summer in partnership with Barnes & Noble College. Among the exciting new changes...
was the relocation of the Barnes & Noble Café to the main level. The new space adds more than five times the seating of the previous second-floor location. In addition to 78 indoor seats (the old space had only 14), the renovated café features an outdoor patio adjacent to the Marshall Center, with 35 additional seats, glider swings and study spaces.

And that’s just the beginning. The 23,500-square-foot renovation also includes new fixtures and finishes throughout, a new checkout area and expanded emblematic apparel and gift sections. It’s the perfect stop for everything USF—from textbooks to trinkets and more.
New Bull Runner Wraps

Six Bull Runner buses with fun, new wraps are making their way around campus these days. Three designs—a giant Rocky, the iconic U and Running with the Bulls—are each featured on two buses.
The Plaza
Grab a seat and relax, the Plaza offers a welcome respite on a busy day. Located outside of the chemistry building in the heart of the academic plaza, the newly built gathering spot features seating for up to 90 people, including benches and tables with umbrellas.

At the center of the Plaza is a landscaped circle with butterfly plaques honoring USF Lakeland and all USF Lakeland graduates. The project was funded by a partnership between USF Lakeland and Tampa Student Government. Additional features include two SolarDok charging stations, comfortable seating areas and an outdoor projector that will display various messages for USF students and the community.

Library Renovation
A major renovation of the USF Tampa Library’s first floor is focused on student success.

The renovation adds approximately 50 new computers as well as renovated bathrooms, functional furniture and tables running along a mid-height wall with electrical outlets and glass dividers to ensure students’ privacy.

Additional library improvements include an expanded Digital Media Commons, staffed by student employees, where students can work on digital projects using high-end computers and software, as well as two, 8-foot computer boards and other technology tools.
Encouraging INNOVATION

For Distinguished USF Health Professor Shyam Mohapatra, the future of medicine is shrinking.

An associate dean in the College of Pharmacy and a Research Career Scientist at the VA Hospital, Mohapatra is a pioneer in the field of nanobiotechnology. His innovations are focused on nanoscale (about one-hundredth the width of a strand of human hair) biomedical diagnostics and therapeutics to combat allergies, viral infections, brain injuries and cancer. An inventor or co-inventor on 22 U.S. patents to date, Mohapatra’s unique drug delivery systems include an intranasal gene transfer technology that inhibits RSV, a global respiratory virus that kills 200,000 people annually, and “smart” nanoparticles that specifically target diseased cells, leaving healthy cells alone.

“Shyam is a great example of a hard-working life scientist who really wants to change the world,” says Paul R. Sanberg, senior vice president of research and innovation at USF. “He combines engineering, medicine and entrepreneurship to create cures and treatments for some of the most hideous diseases.”

Among his research inventions and co-inventions, he is most excited about the “tumor-on-a-dish” platform. The co-invention is a result of his collaboration with Subhra Mohapatra, a tumor biology expert and associate professor in the Department of Molecular Medicine in the USF Health Morsani College of Medicine, who has been his life partner for 30 years. Their proprietary, three-dimensional tumor-on-a-dish technology allows researchers to study cancer cells in a three-dimensional environment that resembles human tissue.

This nanoscale fiber scaffold, which is a huge advantage over the traditional two-dimensional petri dish, is being commercialized by TransGenex, a company Shyam and Subhra co-founded.

“Cells grow very differently in a dish than in the body,” Mohapatra says. “Tumor-on-a-dish is 80 to 90 percent like a tumor in the body.”
Using the new technology, scientists can grow a tumor in three to five days from a biopsy sample and test up to 96 separate treatments to determine which treatment is most effective against that patient’s cancer.

“Cancer is very different for each person; a mother and daughter may have very different experiences with breast cancer,” Mohapatra explains. “We expose the tumor on the dish to five or six drugs in different doses, or a cocktail of drugs, and see how it responds.”

Within seven days of the biopsy, scientists are able to hone in on the best treatment.

The approach is a significant departure from traditional trial-and-error cancer treatment in which tumors can grow and metastasize to other parts of the body as stem cells inside the tumor learn to resist the cancer drugs.

The technology—which could revolutionize the fields of drug discovery and personalized medicine—is symbolic of the spirit of innovation and entrepreneurship that has put USF on the world stage.

In October, Subhra was one of four USF professors to receive the Excellence in Innovation Award, recognizing exceptional achievement in technological innovation and entrepreneurial success. Just one month earlier, Shyam, a fellow of the National Academy of Inventors, was named to the inaugural class of six inventors inducted into the Florida Inventors Hall of Fame.

Founded last year and located at USF, the Hall of Fame showcases the groundbreaking innovations of Florida scientists and inventors. Along with Mohapatra, the charter class includes: Thomas Edison, the most prolific inventor in U.S. history; Dr. John Gorrie, the father of air conditioning and refrigeration; Dr. Robert Cade, a University of Florida professor who developed Gatorade; William Glenn, a Florida Atlantic University professor who invented the high-definition camera for NASA; and Shin-Tson Wu, a University of Central Florida professor whose liquid crystal research has widely impacted display technology worldwide.

Together, the six inventors represent some 1,300 patents for their work.

“Creating a culture that encourages innovation has long been Sanberg’s goal at USF, where in September, USF System President Judy Genshaft announced a new record for research grants and contracts, with more than $428 million awarded in the last academic year—a nearly $15 million increase over 2012-13.

The historic figure came in a year that also saw a record 113 new patents awarded, 91 new licenses and options...
executed, 11 new startup companies and a surge in national research rankings to No. 43 among public and private universities nationwide.

It was a year in which six faculty members were named Fellows of the American Association for the Advancement of Science (AAAS), marking the second year in a row that USF has been in the top 10 worldwide and number one in Florida with fellows named, and a year in which 18 faculty members earned prestigious fellowships, prizes and awards recognized by the Association of American Universities.

“We continue to grow. We continue to increase partnerships with business and the community. We continue to change the culture to translate research for the common good,” says Sanberg. “Research, innovation and commercialization are prized here.”

It’s a shifting culture, where patents, licensing and commercialization activities are factored into consideration for tenure. And students, from their first moments on campus, are exposed to opportunities and resources to engage in undergraduate research.

According to Richard Pollenz, director of the Office for Undergraduate Research, nearly 1,600 students attended “Getting Started in Research” workshops during the 2013-2014 academic year and nearly 60 percent of the attendees were first-year students. The action-oriented sessions are designed to empower students to engage in undergraduate research activities. Additionally, Pollenz says, at the annual Research and Arts Colloquium in April, nearly 20 percent of the record 300 student presenters were first- or second-year students, up from 5 percent just two years before.

“We are embracing students into research and scholarship,” says Sanberg, adding that through the recently launched USF Student Innovation Incubator “we are seeing students who want to start companies in addition to doing school work.”

Opened in November of 2013, the incubator offers a unique place for student inventors and entrepreneurs to learn, collaborate and launch their new businesses. Student ventures with scalable, commercial potential are given access to high-tech, collaborative office space and are paired with industry mentors, subject matter experts and community corporate partners to develop business plans and market their products and services.

“We continue to translate research for the common good. Research, innovation and commercialization are prized here.”
—Paul R. Sanberg

Paul R. Sanberg
And he speaks of life-changing technology—USF Associate Professor of Civil and Environmental Engineering Daniel Yeh’s NEWgenerator—that could help solve a global challenge in sanitation that impacts close to 2.6 billion people.

Yeh and his team of graduate students are developing a generator that turns waste product into fertilizer, renewable energy and clean water. Their invention was awarded the prestigious Cade Museum Prize for 2014—selected from among 85 teams that entered the competition.

The innovative and patent-pending technology requires little energy to operate and is different than typical wastewater treatments because it recoups what other methods cast off. According to Yeh, the entire process is net energy positive, meaning it generates more energy than it consumes.

“Our compact sanitation and resource recovery technology is in a niche where there is a dire need, and we are trying to do what many feel is an impossible task—that is to bring high technology to impoverished communities,” he says.

Yeh and his team are using the $50,000 prize money they received from the competition to form a company that will commercialize the new technology. They are also working with a private company in India to conduct a field demonstration in 2015, with funding from the Indian government and the Bill & Melinda Gates Foundation.

“Fifteen student ventures, ranging from a medical supply company that distributes excess medical supplies, to a watermelon consumer goods company, were accepted into the incubator’s inaugural class. More than 80 student companies applied for the second cohort.

“There have been so many highlights,” says Sanberg, reflecting on the past year. “We are involved in so many things, and we are making an impact across the state.” He lists continuing research at the infamous Dozier School for Boys in Marianna, Fla., where a team led by USF anthropologist Erin Kimmerle is working to identify remains recovered from unmarked graves at the site, ongoing investigations into the impact of the 2010 Deepwater Horizon oil spill, revolutionary testing of driverless cars, accomplishments in medicine, and the development of novel devices.

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Basketball:
The Orlando Antigua era began with an exhibition win as USF men’s basketball gave home fans a lot to cheer about while holding off IU-Pennsylvania, 77-72, on Nov. 8 at the Sun Dome. The Bulls began the regular season at home with a win against Flagler College on Nov. 14. Expectations are high for the USF women’s basketball team that was picked to finish second in The American Preseason Coaches’ Poll. The Bulls began their season at the Chattanooga Invitational Nov. 15-16 scoring wins against Villanova and UT Chattanooga.

Stories by TOM ZEBOLD
USF Athletics
**Academic Success**

USF Athletics is winning big-time when it comes to success in the classroom.

The Bulls posted a program record 83 percent Graduation Success Rate (GSR) for scholarship student-athletes over a six-year period starting with freshman entering college in 2007. The 83 percent GSR is a 6 percent increase over last year’s total.

“I’m very proud of what our student-athletes continue to accomplish in the classroom and the coaches and academic services staff that have prioritized and helped facilitate that achievement,” USF Director of Athletics Mark Harlan says. “This is a team effort spearheaded by a dedicated academic services staff, coaches and student-athletes committed to reaching their goals and dreams beyond the playing field.”

The impressive GSR figure was put together after the Bulls saw all 18 evaluated teams earn an Academic Progress Rate score of 950 or better in May, another program record.

Three USF women’s programs posted perfect GSR scores of 100, with Coach Jose Fernandez’s women’s basketball team and Coach Ken Eriksen’s softball team registering perfect scores for the third consecutive year. Coach Agustin Moreno’s women’s tennis team also had a perfect score, while Coach Willie Taggart’s football program saw its GSR rise to a new high of 69 percent, a 12 percent increase from the previous year.

The Bulls also had 184 student-athletes earn academic all-conference honors during the 2013-14 season, including a program-best 23 football players.
The Future of Pharmacy

In Kevin Sneed’s model of the future of pharmacy, patients are the central focus; pharmacists collaborate with doctors, nurses and drug companies; technology and innovation have revolutionized the workplace; and health optimization is the singular goal.

Sneed, founding dean of the USF College of Pharmacy and senior associate vice president of USF Health, is the architect of USF’s rigorous four-year PharmD curriculum, which emphasizes interprofessional education and training.

In the spring, the program will graduate its first cohort of students—newly minted pharmacists at the leading edge of health technology, capable of selecting medications based on a patient’s genetic makeup and individualized response to drug therapies.

“These students will not just exist in health,” he says, “they will be prepared to optimize each patient’s health.”

Sneed, who joined the USF Department of Family Medicine in 1999 as a visiting professor from Florida A&M College of Pharmacy, received his PharmD degree from Xavier University of Louisiana College of Pharmacy, and a Bachelor of Science in microbiology from the University of Central Florida. He completed a primary care pharmacy residency at Bay Pines VA Medical Center in St. Petersburg.

When did you know you wanted to be a pharmacist?
I was a microbiology major working part-time in a pharmacy during my junior year of college. I picked up several package inserts and realized I understood half of what was going on. I wanted to keep going and be involved in patient care.

How has pharmacy education changed?
It hasn’t changed enough. For a long time pharmacy education was more about organic chemistry and less about patient care. Now we are trying to put much more emphasis on interprofessional patient care.

What is the most important thing you teach your students?
How to think critically, because through critical thinking they can embrace the ambiguity of the future of health care.

What would surprise most people to know about pharmacy education?
How closely aligned it is with medical education.

Is the traditional neighborhood
No, the traditional neighborhood pharmacist role will evolve into interprofessional patient care management.

How does a clinician pharmacist enhance health care?
Clinician pharmacists are much more capable of doing medication selection that can optimize the health of patients.

How would you describe the future of pharmacy?
The future of pharmacy is innovative, technology-driven, collaborative and interprofessional.

How does it feel to know that in the spring USF’s first PharmD students will graduate from the program you created?
It’s a mixed bag of pure joy and gratified expectation. I am truly happy and thrilled, but I fully expected this to occur.

Where will those students work?
All over; the diversity of options for these students is enormous. They will work in pharmacy residencies, outpatient clinics, community retail pharmacies, managed care, hospitals, drug companies, political advocacy, and compounding pharmacies.

What is the role of today’s pharmacist in drug discovery?
The pharmacist’s role in drug discovery is critical. We are the intermediary between research, the patient and physicians; we have to be highly involved, aligning with our physician colleagues and basic science colleagues.

Your advice for future pharmacists?
Embrace change. Don’t seek autonomy; seek teamwork.

What’s next for you?
I am a leaf in the wind. For me, as long as I remain true to helping other people and think outside the box, the next thing for me will evolve—whatever that is.

ANN CARNEY | USF News
Students Remembered

A memorial eternalizing the names of students who passed away during their enrollment at USF and students and alumni who passed away while serving in the military was unveiled in November during an emotional ceremony on the Tampa campus. Located on Crescent Hill next to the USF flags and crepe myrtle trees, the USF Student Memorial was conceived and funded by Student Government on behalf of the student body. Student Government worked in collaboration with USF Administrative Services, Facilities Planning and Construction, and the Physical Plant Grounds Department to complete the project.

“We wanted a place for family and friends to come and remember loved ones and reflect on their time and accomplishments at USF,” says Student Body President Jean Cocco.

The focal point of the memorial is a 5-foot granite wall inscribed with 49 names (the names of students who passed in 2014 will be added in January 2015). A star appears alongside the names of fallen military members. Curved seating, a colorful landscape, granite pavers and water features invite visitors to pause, rest, listen and remember.
Cocco, who assembled a student committee last year to work on the project, says the university began formally collecting the names of students who passed away during their enrollment in 2009.

“The USF Student Memorial is a reminder to all that life is precious and fleeting,” says designer and project manager Chadaphan Hanwisai, who worked closely with the student committee to design the memorial.

The memorial includes three water features. The most prominent, a circular fountain, symbolizes life and masks nearby sounds. Water flowing between the seats symbolizes the passing of life, while still water in the reflecting pool represents eternity.

“Every aspect of this project was a true and meaningful collaboration between students and the university to honor those whose lives were lost too soon,” says Sandy Lovins, vice president for Administrative Services. “The memorial is a fitting tribute and a commemoration of their common bond.”

“[We wanted a place for family and friends to come and remember loved ones and reflect on their time and accomplishments at USF.”] — Jean Cocco

We wanted a place for family and friends to come and remember loved ones and reflect on their time and accomplishments at USF.” — Jean Cocco
Marshall Mayhem

Students get pumped at Marshall Mayhem at the Marshall Student Center. A new USF Athletics tradition launched in the fall, the green and gold pep rally, scheduled before home games, features the Spirit Squad, the Herd of Thunder, Rocky the Bull and USF student-athletes from various teams along with the entire football team.