A Bold Vision for USF HEALTH
A recent survey by Venues Today magazine ranked USF’s Sun Dome fifth among all university venues in the nation with a capacity of 10,001-15,000 people. The ranking, announced in February and based on total gross ticket sales and attendance from December 2013 through November 2014, comes less than three years after the Sun Dome’s $35.6 million renovation.
From the President
Spotlight: Sustainability
Spotlight: Students
Spotlight: Community
Spotlight: Health
Spotlight: USF St. Petersburg
Spotlight: USF Sarasota-Manatee
Superbug Breakthrough
Got Grouper?
Encouraging Young Inventors
Unstoppable: Lynn Pippenger
Unstoppable: Jordan Zimmerman
A Bold Vision for USF Health
Community Collaboration
Athletics
Voices: Ráchael Powers

Cover: Following the unanimous approval of the Florida Board of Governors, USF is focused on plans to build a new medical school and heart institute in downtown Tampa.
Welcome to a new issue of USF Magazine. The spring season brims with celebration and major developments across our university system.

In this issue you will read about one of the most exciting projects in our university’s history—plans for a new medical school and heart institute in the center of Lightning owner Jeff Vinik’s $1 billion downtown Tampa redevelopment project. The proposal, which was unanimously approved by the Florida Board of Governors in February and is awaiting approval from the Florida legislature and Gov. Rick Scott, could transform health care in the region, drive economic growth, create jobs throughout the state, and put USF medical students five minutes from the university’s primary teaching hospital—in a highly desirable, urban waterfront environment.

You will also read about two major gifts to the USF: Unstoppable Campaign. In February, Raymond James Financial executive Lynn Pippenger announced a $10 million gift to the School of Accountancy, which now bears her name. Lynn’s latest gift brings her total giving to USF to more than $22 million. In March, USF Trustee and alumnus Jordan Zimmerman donated $10 million to the now-named Zimmerman School of Advertising and Mass Communications. Jordan, who leads the world’s 14th largest advertising agency, has a long history of giving to the university. I am humbled by the generosity of these donors, who will impact generations of USF students and faculty.

If you’ve ever wondered how a university can make a difference in the community, you’ll want to read our “Community Garden” feature. Anthropology Professor Roberta Baer’s work with Burmese refugees is just one example of how USF’s Office of Community Engagement and Partnerships is expanding and strengthening university-community engagement locally and globally.

Can you imagine a world without MRSA? Be sure to read about a USF discovery that could be the beginning of the end for the superbug, which kills tens of thousands of people each year.

You will find so many great stories in this issue; I am thrilled to share them with you. As we get ready to graduate the Class of 2015, I am filled with pride and enthusiastic for the future of our remarkable students and this great university.

USF SYSTEM PRESIDENT
JUDY GENSHTAFT
New and current students gather in the Marshall Student Center for Week of Welcome 2015. WOW is a campus-wide celebration designed to help new students find their place on campus.
Graduation Goes Green

The USF System will celebrate its first green commencement this spring, thanks to new environmentally-friendly regalia.

USF students who choose to walk during commencement ceremonies will be wearing GreenWeaver caps and gowns. Each gown is made from approximately 23 recycled plastic bottles crafted into a matte material that is softer than the gowns from years past. The USF System’s switch will allow for approximately 200,000 plastic bottles to be reused per academic year. Universities that already use the gowns include Brown, Columbia, Dartmouth, Harvard, Princeton and Yale.

“What better way to preserve our environment and to have USF also participate with some of these institutions than by providing materials friendly to the environment?,” says Student Body President Jean Cocco.

According to GreenWeaver, carbon dioxide emissions from manufacturing plastic into fabric are nearly 55 percent less than when using virgin polyester. Using thermal recycled energy during the manufacturing process cuts down on petroleum usage by 52 percent. These alternative methods lessen impact on the heat of the atmosphere.

The sustainability aspect isn’t the only change students will see on the commencement stage. USF is implementing a new tradition with color and style, choosing to keep the master’s program attire black, while switching undergraduate caps and gowns to a rich green. Both styles of gown bear USF seals stitched on the chest region. In years past, the educational levels of caps and gowns were plain black.
Making the switch was a student-driven initiative. Once Cocco learned about the new regalia, he brought the idea to the student body presidents of USF Sarasota-Manatee and USF St. Petersburg. The legislative branches voted unanimously in favor of the new regalia, and the Tampa campus Student Government passed a joint resolution.

The majority of USF students already show an interest in protecting the environment. Seventy percent of students on the USF Tampa campus voted to approve the Student Green Energy Fee in 2011. The nominal student fee (0.58 percent per undergraduate resident per credit hour and 0.27 percent per graduate resident per credit hour) is used to assist USF in conserving energy, reducing energy costs, lowering greenhouse gas emissions and promoting renewable energy technologies. In 2014, students voted again to renew the referendum. This idea, paired with the fact that GreenWeaver will donate to a university sustainability fund, all played a role in the SG vote.

Top 10 Cool School

In 2014, USF was ranked No. 7 on Sierra magazine’s Top 10 List of “Cool Schools,” or schools that are environmentally conscious. The university is also one of only 22 institutions on Princeton Review’s 2014 Green Rating Honor Roll. In addition, USF has received a Gold rating from the Association for the Advancement of Sustainability in Higher Education.

In awarding USF top-10 ranking among America’s coolest schools in its eighth annual survey, Sierra magazine noted:

“USF’s eco-assets include America’s first 20,000-watt solar charging station for electric vehicles; the Clean Energy Research Center, where students work on fuel-cell and solar technologies; and the Power Center for Utility Explorations, which builds smart grids. Campus buildings are designed to prevent water waste, and students voluntarily pay a fee that goes toward conservation initiatives. The school’s 24-year-old recycling program has diverted more than 48 tons of aluminum and 9,700 tons of paper from local landfills.”

Stories by LAURA KNESKI | USF News
Executive Education

Twenty-seven executives—most who had not set foot in a college classroom for more than 20 years—reported to orientation in February, eager to continue their education and develop research skills to solve contemporary business problems.

The students make up the inaugural class of the Doctor of Business Administration program in the USF Muma College of Business. They include chief executive officers, chief financial officers, controllers, chief technology officers and other high-level professionals.

“Our goal is to really bridge that gap between academics and practice,” says Gordon Gill, DBA program director. “We’re delighted that half of the people in the program are CEOs of their own company—people who are not only able to make decisions, but also to implement them in a real work situation.”

The three-year cohort program, a fundamentally different degree from the traditional Ph.D. or Executive MBA, is intended for working professionals with extensive managerial experience who are looking to transform business practice.

KATY HENNIG | USF News
First in Florida

Michael Calzadilla, a senior double majoring in math and physics with a minor in astronomy, is the first student from a Florida university and one of only 40 in the nation to win the Gates Cambridge International Scholarship.

Sponsored by the Bill and Melinda Gates Foundation, the scholarship funds graduate work and study abroad programs at the University of Cambridge in England. It is considered one of the most prestigious international scholarships in the world. Winners are academically exceptional students who have a capacity for leadership and a commitment to improving the lives of others.

At Cambridge, Calzadilla will study astronomy, with the intention of ultimately earning a Ph.D. in astrophysics and becoming a university professor. Specifically, he will study the co-evolution of active galactic nuclei (AGN) and their host galaxies at various wavelengths.

Calzadilla, who is part of the USF Honors College, is the first in his family to attend college.

While in college, Calzadilla has completed research in astrophysics and astronomy at MIT and Harvard, received funding from USF to build an astronomy telescope on campus, and revived student involvement in Sigma Pi Sigma, one of USF’s major physics clubs.

Delegate for a Week

USF graduate student Brianna O’Steen is back on campus after a week-long visit to the United Nations, where she served as a temporary delegate.

O’Steen, an anthropology and community and family health major, was one of only 13 students chosen nationally to participate in the prestigious program, which offers participants an opportunity to observe how the UN works to address issues requiring multilateral engagement and coordinated action. During her visit, O’Steen gained valuable experience in the art of advocacy before the United Nations through sessions held in conjunction with meetings of the Commission on the Status of Women at UN headquarters in New York City.

O’Steen is now working on an advocacy project at USF.
Innovative Partnership

An innovative partnership between USF and the Museum of Science & Industry (MOSI) will unite the two organizations for years to come and could inspire the next generation of STEAMM (science, technology, engineering, art, math and medicine) professionals.

Under the new agreement, MOSI—the most visited museum in the state of Florida—and USF will provide STEAMM education to the Tampa Bay community on a larger scale through collaborative exhibits, programming and events, and USF students will have increased internship opportunities at the museum. In addition, MOSI visitors will have access to research conducted by USF faculty and students.

“Individually, each of our organizations has a long history of creating impact in our community, but together, we will harness the unique contributions of both organizations, toward a comprehensive, synergistic vision of STEAMM education for all citizens,” says Molly Demeulenaere, interim president and CEO of MOSI. “Together, we will make a real difference inspiring and educating the next generation of STEAMM professionals, all while entertaining and delighting our community.”

The agreement is also designed to motivate and excite K-12 students to learn more about STEAMM fields—such as biotechnology, health, cybersecurity, entrepreneurship, engineering and global sustainability—through joint programs, resources and opportunities.

SHANNON HEBRON | MOSI
**Woman of Influence**

A “game changer.”

That’s how 2006 Greater Tampa Chamber of Commerce Chair Jose Valiente described USF System President Judy Genshaft in April, as he announced the winner of the 2015 Dottie Berger MacKinnon Woman of Influence Award at the chamber’s annual Women of Influence Luncheon.

“President Genshaft is a game changer. She has great vision for our community and leads the USF System with great enthusiasm. She demonstrates the ability to go above and beyond every day,” Valiente said.

The Woman of Influence Award, presented annually by the Greater Tampa Chamber of Commerce, recognizes a woman whose leadership has made a positive impact in Hillsborough County. It pays tribute to an individual who exemplifies outstanding professional values; demonstrates the ability to go above and beyond the normal expectations of a leader; and serves as an inspiration to the community.

Under President Genshaft’s leadership, the chamber noted, USF has become one of the fastest growing research universities in the nation with a rapidly expanding international reputation for academics, research and innovation. During her tenure, USF has been recognized as a top 50 research university and grown to be the 9th largest public research university in the nation, with an annual budget of $1.5 billion and an annual economic impact of more than $4.4 billion for the Tampa Bay region.

President Genshaft was presented the award before an audience of more than 800 attendees at the luncheon featuring Emily Núñez Cavness and Betsy Núñez, co-founders of Sword & Plough, a company that works with veterans to repurpose military surplus fabric into stylish bags.

**Official Visit**

Surgeon General of the United States Dr. Vivek Murthy stopped by the USF Health Center for Advanced Medical Learning and Simulation (CAMLs) in February as part of his multi-stop #SGHouseCalls listening tour. Dr. Murthy, pictured at right with CAMLS Chief Medical Officer Dr. David Smith in one of the facility’s surgical suites, took part in a discussion with students, USF Health faculty and regional health care leaders on ways to improve health in Tampa Bay and across the nation.
Cardio-Oncology Collaboration

About 30 percent of all cancer patients develop cardiovascular complications during treatment. USF Health and Moffitt Cancer Center are taking aim to reduce this risk by launching Florida’s first comprehensive academic Cardio-Oncology Program. The joint effort combines the expertise of cardiologists and oncologists to provide better care for cancer patients who have a history of cardiovascular disease or have developed cardiotoxic side effects from chemotherapy.

“Cardiotoxicity is a common adverse effect of many cancer therapies. Anticancer drugs and radiation are designed to target and kill tumor cells, but there can also be collateral injury to other healthy tissues, such as the heart,” says Dr. Michael Fradley, director of the new Cardio-Oncology Program and assistant professor of medicine in the USF Health Morsani College of Medicine.

It can be challenging to distinguish cardiotoxic side effects from those related to the cancer treatment itself, such as fatigue and shortness of breath. Knowing if a patient has a pre-existing heart condition before treatment can help physicians decide the most effective course of therapy.

In addition, there are now more than 12 million cancer survivors living in the United States and many of these patients have been exposed to cardiotoxic therapies. The cardiovascular effects may not become apparent for five to 10 years after completion of cancer therapy. This comprehensive program will also work to provide longitudinal care to cancer survivors in order to minimize long-term complications.

Dr. Fradley will work with Dr. Roohi Ismail-Khan, Teaming up are, standing from left, Dr. Arthur Labovitz, Dr. Michael Alberts, Dr. Michael Fradley; seated from left, Bernadette Shields, cardio-oncology nurse coordinator at Moffitt; Dr. Roohi Ismail-Khan and Larry Roy, administrator for the new Cardio-Oncology Program.

“Cardio-oncology is a relatively new area that is rapidly developing.”

– DR. ARTHUR LABOVITZ
medical oncologist with the Center for Women’s Oncology at Moffitt.

“While cardiotoxicity can affect all cancer types, we often see the effects in breast cancer patients. For example, Herceptin is an effective targeted therapy for patients with HER2 positive metastatic breast cancer, but research shows the drug may also lead to cardiovascular complications,” says Dr. Ismail-Khan.

“Cardio-oncology is a relatively new area that is rapidly developing, says Dr. Arthur Labovitz, chair of the USF Health Department of Cardiology. “There are only a few such programs in the country that aim to improve the quality of care in patients with two of the most common diseases, cancer and heart disease.”

SARAH WORTH | USF Health

Center of Excellence

USF Health’s ALS Clinic has been named an ALS Center of Excellence by the ALS Association. The designation further validates the clinic team’s multidisciplinary approach for treating patients suffering with Amyotrophic Lateral Sclerosis (ALS or Lou Gehrig’s disease).

The national designation provides a seal of approval for ALS patients and their families seeking care, says Dr. Clifton Gooch, professor and chair of the USF Health Department of Neurology and an ALS specialist.

The ALS Association has designated about three dozen Certified Centers of Excellence in the United States. In order to be certified, the USF Health ALS Center had to meet multiple criteria, including providing multidisciplinary and interdisciplinary care, on-site professionals representing the range of specialties ALS patients need, and an active research component, among other requirements.

SARAH WORTH | USF Health

Top Ranking

Graduate programs in the College of Nursing and College of Public Health ranked among the nation’s best in the latest *U.S. News & World Report “America’s Best Graduate Schools”* edition.

Last ranked by *U.S. News* in 2011, the USF College of Nursing’s graduate program ranking jumped substantially from number 64 to number 38. USF was Florida’s top-ranked graduate nursing program, surpassing such schools as the University of Florida, Florida State University and the University of Miami. For this latest report *U.S. News* surveyed more than 500 accredited nursing schools with master’s or doctoral programs and chose to rank master’s programs. At the graduate level, USF’s nursing school offers several master’s programs as well as a Ph.D. program and a Doctor of Nursing Practice (DNP) program.

The USF College of Public Health ranked 16—up from 21 when the school was last ranked three years ago. The latest *U.S. News* report surveyed 50 accredited public health schools in 2014 for rankings calculated in 2015. At the graduate level, USF’s public health school offers several master’s programs, as well as a Ph.D. program and a Doctor of Public Health program.

ANNE DELOTTO BAIER | USF Health
USFSP will launch a yearlong celebration this summer to mark its 50th anniversary, and plans are already underway on a calendar of events that will include a kickoff street party this fall and a celebratory soiree next spring.

“There is real momentum—a palpable excitement and interest in what’s happening at USF St. Petersburg,” says Regional Chancellor Sophia Wisniewska. “This 50th anniversary celebration will provide an opportunity for us to look back and celebrate our accomplishments over the years, but perhaps more importantly, it’s a chance to look ahead—to imagine how much more we can become.”

Stories by JESSICA BLAIS | USFSP
World Affairs Conference

The 3rd Annual St. Petersburg Conference on World Affairs drew record numbers this year as distinguished diplomats, military, media and academic experts gathered on campus to discuss critical international issues of the day. Well over a thousand people attended the event.

“This year’s conference, as always, focused on the most timely issues of the day,” says Thomas Smith, director of the USFSP Honors Program and a conference co-founder. “Panelists addressed geopolitical issues of Syria, Cuba and Ukraine, as well as the challenges of climate change, infectious diseases and women’s rights.”

The conference featured an impressive roster of speakers, including Nigerian author and playwright Wole Soyinka, winner of the 1986 Nobel Prize for Literature.

Entrepreneurship Students

Two enterprising students from USFSP have done it again: This time, Nick Price and Lance Brackett won Tampa Bay Startup Week’s Tech Cocktail Pitch. Price and Brackett will advance to a national competition in Las Vegas with their idea for a waterless carwash service called CitySleekers.

“I am so excited for Nick and Lance. Both students have truly embraced what the entrepreneurship program is all about—not only learning about entrepreneurial skills, but actually putting those skills into action,” says Entrepreneurship Professor Bill Jackson. “Their win was especially rewarding because they were not just competing against other students, but against other existing technology startups—pretty amazing.”

Meanwhile, Jackson, who directs USFSP’s Entrepreneurship Program, was named Entrepreneurship Educator of the Year by the U.S. Association for Small Business and Entrepreneurship (USASBE) at its annual conference in Tampa.

(I to r) Ambassador Doug McElhaney, Nobel Laureate Wole Soyinka, Thomas Smith and presenter and sponsor George Hamilton, chairman of National Payment Corporation (NatPay)
Visiting Interns

An 11-student cohort from Taiwan, which arrived in the fall to complete a 10-month Hospitality Management International Certificate program, is gaining hands-on experience in the community. In addition to their coursework, the students rotate between at least two different hospitality management position areas such as front desk, housekeeping, food service and culinary operations. When the students return to Taiwan in May, they will receive credit for their tenure from the Kaohsiung University of Hospitality and Tourism.

“USFSM is located in one of the biggest hospitality labs in the world: Florida,” says Cihan Cobanoglu, dean of the College of Hospitality and Technology Leadership. “Since the Tampa Bay area houses some of the best hotels, resorts, restaurants and theme parks in the country, our International Certificate Program is very unique in that it incorporates a five-month internship in one of the partner hospitality organizations. This allows our certificate students to apply what they learn at USFSM into practice and gives them valuable hands-on experience.”

During the fall 2014 semester, the Taiwanese students took four courses including a hospitality introductory class, event management, restaurant management and finance and accounting management for the hospitality industry. Now the students are interning at Busch Gardens, Loews Don CeSar Hotel, Epicurean Hotel, Courtyard by Marriot and the Department of Bradenton Area Convention Center to apply their classroom lessons to a real-world setting.

“This experience has broadened my horizons. Every day at work I learn so much—not only about the hotel operation and service technique from the interaction with colleagues, but also about the culture: the festivals, football, the food, people from different countries,” says Joyce Hsu, one Taiwanese student interning at Epicurean Hotel in Tampa.
An exhibit featuring the works of children encouraged to dream about a college education now lines a prominent hallway at USFSM.

The USFSM College of Education collaborated with fifth-grade students at Emma E. Booker Elementary in Sarasota to create original works of art entitled “What I Could Be with a College Degree.” The project was designed to promote the value of higher education among students who are culturally, linguistically, racially/ethnically and socioeconomically diverse.

To prepare for the display, students were assigned homework researching different state universities to see what college degrees were offered and which degree they found most interesting. The students answered questions including how long it would take to acquire their chosen degree, what clothes they would wear in that profession, what tools they would use and what type of salary they would earn once they were working in the field. Each student then drew an image of himself working in that profession.

The collaborative project grew out of the College of Education’s Partnerships for Arts Integrated Teaching (PAInT) Center, which infuses the arts into all teacher preparation.

“It is our pleasure to present the self-portraits of the fifth graders at Emma E. Booker Elementary as they envision the future with a college degree,” says Marie Byrd, associate professor in the College of Education. “The artwork will grace the hallway of the College of Education at USF Sarasota-Manatee for the next year.”

Stories by CHARLIE TERENZIO | USFSM
The most common cause of human infection in the United States—an infection that kills tens of thousands of people each year—may have finally met its match.

After years of laboratory studies, USF Associate Professor Lindsey (Les) Shaw and microbiology graduate student Whittney Burda have discovered a class of compounds that appear to be effective against Methicillin-resistant Staphylococcus aureus (MRSA).

In December, Shaw and Burda were awarded a United States patent for their novel research.

“The problem that we have in this country and globally is we develop antibiotics, but resistance develops very quickly so we are in a position where we have still an enormous number of infections but very limited treatment options for people,” says Shaw, a microbiologist.

The new class of compounds works not only against MSRA, but also Acinetobacter, a bacterium which affects troops in the Middle East. “Commonly referred to as Iraqibacter in the media, it causes a lot of problems, kills a lot of people, is very drug resistant and hard to treat,” Shaw says.

Working with USF researchers, Shaw and Burda made their breakthrough discovery after designing and screening thousands of compounds.

“We found a group of compounds that work really well against both Acinetobacter and Staphylococcus,” Burda says. “Typically we start out doing what’s called the Kirby Bauer assay, or disc diffusions. We take those samples and screen them to find out which ones work best—which modifications work best against the bacteria.”

The newly discovered antibiotic compounds fall within a group called
quinazoline, known to be effective against a range of infections. With slight modifications, the structure of the antibiotic can be changed, while still maintaining its efficacy.

“The quinazoline has been around a long time to treat a lot of different things, but the one that we’ve developed chemically is different from those that existed before—it was discovered entirely here at USF—created and designed here specifically toward MRSA and Acinetobacter infections,” according to Shaw. “These are chemically different from anything that has been done before.”

The team’s discovery is more than half-way along the course for bringing a new antibiotic to market.

Now, the compounds will enter preclinical testing and continue to be modified and developed to refine and create the most effective drug with the least side effects.

“If they continue to clear the hurdles as they do, they are quite promising,” Shaw says.

And, he adds, there are other encouraging signs indicating the compounds might be effective against a range of difficult-to-treat, hospital-acquired infections.

“We do find that they work against a certain type of bacterial growth called biofilms, which develop on things that go into the human body such as pace-makers, pins and plates. These bacteria are very hard to treat, even more so than regular infections,” he explains. “Some of these compounds are quite effective at targeting cells that grow on these biofilms, so this is another plus of this class of drugs that makes it very exciting.”

KATY HENNIG | USF News
A hand-held sensor capable of debunking fraudulent seafood species claims could help ensure that consumers are getting what they pay for.

The portable sensor, developed by scientists at USF’s College of Marine Science, identifies fish species from samples in less than 45 minutes.

It’s estimated that up to 30 percent of the seafood entering the United States is fraudulently mislabeled, bilking U.S. fishermen, the U.S. seafood industry, and American consumers for an estimated $20-25 billion annually.

Passing off other fish as grouper is one of the rackets the new sensor aims to stop.

“Is it grouper?” The QuadPyre RT-NASBA, gives this question a thumbs up or thumbs down rapidly, inexpensively and on-site-aboard ship, dockside, in warehouses or in restaurants. The instrument assays seafood samples using real-time nucleic acid sequence-based amplification (RT-NASBA). The handheld instrument that purifies and identifies the sample’s RNA is a portable version of a lab-based benchtop model previously developed.

“Using the hand-held device, a complete field assay, potentially carried out at the point of purchase, requires fewer than 45 minutes for completion and can be performed entirely outside of the lab,” says biological oceanographer John Paul, Distinguished University Professor at the USF College of Marine Science. “Some past assay procedures could take hours, even days to identify samples.”

Paul is co-author of a paper describing the new technology and its application, which appears in the current issue of Food Control.

According to the paper’s lead author and College of Marine Science graduate, Robert Ulrich, fraud involving grouper is prevalent locally because it is the third most economically valuable seafood product in Florida, and there are commercial quotas on grouper catches. The task of identifying true grouper does get complicated because the U.S. Food and Drug Administration allows 64 species of fish to be labeled as “grouper.”

“The demand for grouper in the U.S. is so strong that it cannot be met by the harvesting of domestic species alone,” says Ulrich. “In 2012, over 4,000 metric tons of foreign grouper, worth $33.5 million, were imported into the U.S. This mass quantity of imported grouper creates opportunities for fraud, which can lead consumers to pay more for lesser valued seafood species and may allow importers to avoid paying tariffs.”

The scientists believe that the portable QuadPyre version of RT-NASBA is accurate enough to detect grouper substitution on cooked fish at the point of restaurant service, even when the samples are masked by breading or sauces, an improvement over other techniques that have been unreliable in such cases.
Is it really grouper? An estimated 30 percent of seafood imported to the U.S. is mislabeled.

The technology is being commercialized by a USF spinoff company called PureMolecular, LLC under the name GrouperChek (trademark pending). The company is currently developing assays for other commercially important seafood species.

The scientists who developed the device hope that it will help seafood purchasers and regulators better combat seafood fraud.

RANDOLPH FILLMORE | USF News
Encouraging Young Inventors

A smart anti-bullying bracelet—one that alerts teachers when students are being bullied and sends their location and photo—was awarded the grand prize at the seventh annual USF Young Innovator Competition in February.

Alexis Martin, a third-grade student at Spessard L. Holland Elementary School in Polk County, won the $1,000 cash grand prize, along with a matching cash prize for her school, for her invention, the “Anti-Bully Band.” Martin competed in a final pitch competition against nine other finalists to a panel of local celebrity judges.

First runner-up was awarded to fifth-grade student Marc Taylor from the Learning Gate Community School for his retractable speed bump for school zones, the “Up Bump.” Taylor was awarded a $500 cash prize along with a matching prize for his school. Second-runner up and eighth-grade student Hanley Riggs received a $250 cash prize and $250 for the Academy at the Lakes for her “The Missing Piece” pressurized clothing developed for use with autistic children.

The 2015 Outback Steakhouse Top Trademark Award was awarded to sixth grader Waishy Harmon from the Family of Christ Christian School for her “Rush Brush,” a brush with an attached storage compartment and water spray. A commemorative patent plaque was also presented to two-time finalist (2012 and 2013) George Seits, who was awarded a U.S. patent for his 2012 invention, a compact and collapsible shovel that could be used for camping and the military.

Anton Hopen, a USF alumnus, nationally-recognized patent attorney, managing partner of the Smith & Hopen law firm, and founder and director of the USF Young Innovator Competition, served as host for the evening. Hopen founded the competition with his teenage daughter Anna in 2009, in an effort to promote innovation and creativity in young people of the Tampa Bay region.

The contest entries were screened by a panel of patent experts and final competitors were selected by members of the USF Chapter of the National Academy of Inventors (NAI).
Accounting for Excellence

USF’s School of Accountancy has a new name: The Lynn Pippenger School of Accountancy.

Lynn Pippenger likes to think of giving—and accounting—as part of her DNA.

“When I was 4 or 5 years old and given a small allowance, I was taught that I always had to give back some of it to church and charities, I had to save some of it, and I could spend some of it,” she says. “I still do that same thing today.”

That spirit of giving back is what prompted USF to announce in February that its School of Accountancy would be named after Pippenger, a long-time donor and supporter. The Lynn Pippenger School of Accountancy naming recognizes a new gift of $10 million from the retired Raymond James executive, whose total giving to the USF Muma College of Business exceeds $21 million.

This announced gift is part of the $1 billion USF: Unstoppable Campaign. Including a prior gift of $1 million to USF Health, Pippenger’s overall contributions to the USF System are more than $22.5 million.

“It has been something I have thought about for more than 20 years,” Pippenger says of the most recent gift. “I just finally decided to speak up.”

The retired accountant and financial services executive’s first gift to USF was in 1986. This latest generous gift isn’t the end of her support—she fully intends to continue to support USF and the school that helped her as she built her career.

“We are honored and humbled that Ms. Pippenger has chosen to invest so significantly in the accounting program at USF,” says Uday Murthy, director of the...
Lynn Pippenger School of Accountancy. “On behalf of our faculty, staff and students, I commit to doing everything we can to make the Lynn Pippenger School of Accountancy at USF one of the best in the nation. We are proud to be entrusted with her vision for the future.”

This gift comes at a time when accountants are more in-demand than ever. According to the Bureau of Labor Statistics, employment of accountants and auditors is expected to grow 16 percent from 2010 to 2020, representing an additional 190,700 jobs. Pippenger’s gift will help USF address the projected shortfall and prepare more students to take the examinations to become Certified Public Accountants or to earn additional accounting credentials. Additional scholarships will be available for accounting majors and will provide stipends for students who participate in internships. The gift will also support the school’s infrastructure.

“Is a win-win-win,” says Moez Limayem, dean of the USF Muma College of Business. “Our students win because we are able to provide more scholarships and an even better academic experience. The college wins because we are able to create innovative programs that will attract top students and faculty. And employers win because we provide a steady pipeline of top talent to the future workforce.”

Pippenger’s career in accounting began long before she was a graduate of USF in 1988, and in an industry that, at the time, rarely included women in leadership positions.

She started working at Raymond James in 1969, hired as a payroll clerk in the then-unknown brokerage firm. At first, the firm didn’t even have a desk for her—Pippenger spent her first weeks of work sitting on the floor. She says that job quickly evolved to become a “whatever comes my way” job, and she worked alongside Bob James, Tom James and several other men to help build the company. While she eventually served as chief financial officer and treasurer of the firm, Pippenger handled numerous special projects as the company grew. She created the firm’s Human Resources Department and launched an internal educational program now known as “Raymond James University.” She formed the company’s information technology department and was the architect for much of the company’s original technological framework—much of which is still in use today. She helped file the paperwork to take the company public.

When she retired three years ago, the woman who had started without even a desk or chair had long occupied a seat at Raymond James’ executive table, leaving the company as senior vice president. Now, she’s working to ensure that USF business students get the education that could further their own career growth.

“I am honored to be associated with the USF Muma College of Business and its accounting program,” she says. “I am excited that, by giving now, I will have time to see the results of this gift. I look forward to seeing what the Lynn Pippenger School of Accountancy will accomplish.”

LORIE BRIGGS & HILARY LEHMAN | Muma College of Business

USF System President Judy Genshaft, Dean Moez Limayem, Lynn Pippenger and longtime USF supporters Les and Pam Muma at the February announcement.
Each week in the fall, top executives from the 14th largest advertising agency in the world—Zimmerman Advertising—can be found on the USF campus teaching students the most up-to-date advertising strategies and sharing real-world experiences.

Learning from industry experts is just one facet of an innovative interdisciplinary program established by advertising powerhouse Jordan Zimmerman to prepare USF students for a career in advertising—and just one example of Zimmerman’s commitment to giving back to the university where he earned his degree.

For more than a decade, USF Trustee and alumnus Zimmerman has been helping shape the future of advertising education at the school that now bears his name.

For more than a decade, Jordan Zimmerman has been helping shape the future of advertising education at the school that now bears his name.

In March, the university announced that its School of Mass Communications within the College of Arts and Sciences has been named in his honor.

The change, approved by the USF Board of Trustees, recognizes Zimmerman, founder and chairman of Fort Lauderdale-based Zimmerman Advertising, for his gift of $10 million to the school—the largest gift to the College of Arts and Sciences in its history. The gift will put the school on the map globally to attract advertising and mass communications students.

“The University of South Florida is so proud that one of our own Trustees, Jordan Zimmerman, has made this commitment to the College of Arts and Sciences and the Zimmerman School of Advertising and Mass Communications,” says USF System President Judy Genshaft. “The combination of his passion for his profession and his continuous support for the school creates greater learning and working opportunities for our students.”

“I am pleased to be part of the University of South Florida, and beyond honored to have the school that I attended bear my name,” Zimmerman says. “Being able to give back in a way that will change the lives of today’s students and future generations by enabling them to pursue their own dreams is something I’ve always aspired to do.”

Eric Eisenberg, dean of the College of Arts and Sciences, is grateful for the industry leader’s vision and support.

To date, the USF: Unstoppable Campaign, now in its second phase, has raised more than $856 million of its $1 billion goal.
“The advertising and mass communications industries have been rapidly changing, and it is imperative that we transform the way we are preparing our students to succeed in the world they are about to enter,” he says. “This transformational gift from Trustee Zimmerman will enable us to become a destination program for aspiring advertising and mass communications professionals.”

Zimmerman’s gift, part of the $1 billion USF: Unstoppable Campaign, is a powerful example of giving back to the next generation in one’s own profession, says Joel Momberg, chief executive officer of the USF Foundation.

“USF Trustee Jordan Zimmerman has a history of giving to USF, with a focus on making a difference for future communications and advertising professionals,” says Momberg. “We’re grateful to Jordan for his continuing generosity to USF students. Jordan is a giant in the advertising industry and has consistently paid it forward to the next generation.”

Zimmerman has been a longtime supporter of the advertising program at USF. In 2002, he endowed a scholarship for advertising students, and he established an endowed professorship in advertising in 2006.

Zimmerman’s unwavering commitment to providing USF students with the best advertising education is evident through cutting-edge classes he’s designed with USF faculty.

The newly renamed school bearing Zimmerman’s name already is known for the Zimmerman Advertising Program (ZAP), a joint effort between the College of Arts and Sciences and the Muma College of Business. Founded by Zimmerman in 2005, this unique program immerses students in the world of advertising by housing them in the ZAP Living Learning Community on campus while working toward a business degree and a master’s degree focused on advertising analytics.

“Zimmerman’s gift will not only help the advertising program, but it also will propel our multimedia journalism, broadcast production and public relations programs to new heights,” Eisenberg says.

In April, Zimmerman was honored by the Horatio Alger Association of Distinguished Americans. Zimmerman was selected for membership in this prestigious organization that honors the achievements of outstanding individuals and encourages youth to pursue their dreams through higher education. Since its establishment in 1947, the Horatio Alger Award is annually bestowed upon renowned leaders who have succeeded despite facing adversity, and who are committed to philanthropy and higher education.
A bold plan to build a medical school and heart institute downtown could transform health care in the region and put students closer to the university’s primary teaching hospital.

When Trevor Lewis first heard about the possibility of relocating USF’s medical school downtown, his reaction was simple: “This is monumental.”

Lewis, a fourth-year medical student and president of the Morsani College of Medicine Student Council, says a downtown medical school would “connect students to the program’s primary teaching hospital and clinical training sites, and put them closer to faculty and clinical preceptors. It would put them where the action is to have important conversations about health care.”

In February, Lewis traveled to Tallahassee with USF System President Judy Genshaft, USF Health Senior Vice President and College of Medicine Dean Dr. Charles Lockwood, and USF Trustee Brian Lamb to request approval from the Florida Board of Governors to build a new medical school and heart institute in downtown Tampa.

The request—$17 million from the state this year as part of a $62-million multi-year request—was unanimously approved by the Board, which oversees the State University System.

“We are so pleased,” said Genshaft, speaking to the media after the vote. “There is a lot of academic merit as well as economic merit to moving the medical school and the heart institute downtown.”

Now the proposal goes to the Florida Legislature for consideration, and to Governor Rick Scott for final approval.

“This is a unique opportunity to bring USF Health closer to our primary teaching hospital, into what will be a thriving downtown waterfront district with tremendous appeal to students and faculty,” says Dr. Lockwood. “We are grateful the Board of Governors recognized the value of the project to advance USF’s academic and
Medical students Neil Manimala, Trevor Lewis, Jessica Watson and Catherine Lee visit the site of the proposed downtown health building. A move downtown is overwhelmingly supported by USF students, who strongly desire a college of medicine that is close to the university’s primary teaching hospital.
research missions, and will continue working to build additional support with the Legislature and Governor Scott.”

The facility, which will be built with a combination of state and private funding, will change the face of health care in the region.

**Bold collaboration**
The new facility—a 319,000 square-foot building that would house the medical school and USF Health Heart Institute—would be located at the corner of Meridian Avenue and Channelside Drive on land donated to the university by Tampa Bay Lightning owner and USF partner Jeff Vinik. It would anchor Vinik’s proposed $1 billion redevelopment of the Channelside district.

And it would be a key driver of economic growth and job creation in the Tampa Bay region.

“This is a big, bold collaboration,” says Tampa Mayor Bob Buckhorn. “It takes imagination, public and private financial commitment, and tenacity to see a vision as dynamic as this through to fruition. And, it’s because of the University of South Florida’s continued commitment to academic excellence that building them a new facility with immediate access to Tampa General Hospital and our urban core is the right choice.”

**Confluence of events**
While a new facility on USF’s main Tampa campus was originally contemplated, a series of events in recent years combined to create the opportunity for a downtown medical campus.

In 2011, the College of Medicine, which for more than four decades has fueled USF’s rise as a leading national research university, received an $18 million gift from Carol and Frank Morsani to assist in the construction of a new College of Medicine facility. The program’s current medical facility—a 40-year-old facility designed for a large lecture hall-based curriculum—can no longer support the demands of modern medical education, which emphasizes newer modes of smaller, team-based, technologically intensive, simulation-dependent learning.

Just one year later, in 2012, the USF Health Heart Institute, designed to become a world-class research institute dedicated to finding cures and improving cardiovascular disease treatment through personalized medicine, began to move forward with funding support from Hillsborough County and the State of Florida.

And in 2014, discussions between Vinik and the university led to the proposal to combine the medical school and the heart institute in a single facility to be located on a parcel of land in downtown Tampa. The parcel would be donated by Vinik and his partners. It would place the College of Medicine and the Heart Institute in close proximity to Tampa General Hospital, USF’s major teaching hospital and most important clinical partner, USF’s clinical facility on the Tampa General campus, and USF’s downtown Center for Advanced Medical Learning and Simulation (CAMLS), the nation’s largest such facility that houses some of the world’s most sophisticated medical simulation equipment.

**A boon for the region**
Co-locating the College of Medicine and Heart Institute on a single downtown site will be transformational for USF and the health care community. The project’s impact will be a boon for the downtown district and felt throughout the region.

The economic impact of the new downtown facility, combined with expanding essential health sciences programs on the USF Tampa campus, is expected to exceed $832 million statewide. More than 2,100 direct jobs—and nearly 4,000 indirect jobs—would be created.
Already more than half of USF medical students live within two miles of the downtown site.
Positive impact for students
It’s important to note that student tuition and fees will not increase with a new downtown location.

And that’s just one of many benefits of a move downtown—a move that is overwhelmingly supported by USF students, who strongly desire a college of medicine that is in close proximity to the university’s primary teaching hospital.

In a recent survey of students, 84 percent of respondents said that establishing the Morsani College of Medicine downtown will have a “large” to “very large” positive impact on students’ educational experiences.

Already more than half of USF medical students live within two miles of the downtown site, a thriving, affordable waterfront environment where people can live, work and play—an urban environment that appeals to millennials and contributes to their success.

An environment where they can interact with leaders in all facets of health care.

“It puts the school in a location where students can learn to be health care leaders,” says Lewis. “It puts so many facets of health care—business, politics, public health, health disparities, international health—at our doorstep. We’d be rubbing shoulders every day with the people who are having those important conversations.”

Competing for the best and the brightest
Successful medical schools put a premium on co-locating their educational and clinical delivery components in an efficient and attractive environment.
In fact, of the top 75 medical schools ranked on the U.S. News & World Report survey, 72 (or 96 percent) are within a 10-minute drive of the affiliated hospital. And, of the top 100 NIH grant-funded medical schools, only the Morsani College of Medicine—ranked number 63—is 25 minutes or more away from its teaching hospital—a significant competitive disadvantage for attracting the best and brightest medical students.

A downtown location would create a central hub for students to provide them additional opportunities to reinforce and expand their clinical learning. It would bring together education, translational research and high quality patient care under one roof, and it would place students within five minutes of both a world-class simulation learning space (CAMLS) and Tampa General Hospital, where they conduct the majority of their clinical rotations.

No other location in the Tampa Bay region, say university leaders, offers this combination of synergy, accessibility and dynamic learning environment.

**Heart disease research leader**

Co-locating the USF Health Heart Institute with the Morsani College of Medicine building downtown uniquely positions Tampa Bay to be at the forefront of addressing heart disease. Originally slated for the USF Tampa campus, the new location presents incredible opportunities for synergies with community partners.

Despite heart disease being the leading cause of death on national, state and local levels, and a massive public expense, there is a dire need for biomedical research to produce more effective, more efficient and less costly treatments.

A downtown location would put the institute in close proximity to Tampa General Hospital—USF’s primary cardiology faculty practice site responsible for most of the university’s inpatient and outpatient services and all inpatient clinical trials—and CAMLS, which has some of the world’s most sophisticated cardiovascular simulation equipment that enhances fellowship training.

Additionally, it would connect the institute to the Tampa Bay Research and Innovation Center (TBRIC), located in the CAMLS facility, where multidisciplinary teams of health care providers and engineers work together to assist medical device companies in the entire medical device lifecycle. And it would greatly enhance opportunities to recruit top NIH-funded Heart Institute faculty and allow resident and fellow trainees to participate in basic and translational research.

Tampa General Hospital has one of the busiest cardiac transplant, cardiac surgery and invasive cardiology programs in the nation. A closer collaboration with USF will allow the hospital to improve its ranking in the U.S. News & World Report survey, an important consideration for recruiting top residents and clinical fellows.

**Program expansion**

Moving the Morsani College of Medicine downtown offers another important benefit for the university: space.

A downtown location would free up academic space on the university’s main Tampa campus to expand programs in nursing and physical therapy and create a new doctorate in occupational therapy. It’s an important benefit, considering the Florida Department of Economic Opportunity currently considers nursing and occupational therapy as health care occupations in undersupply and high demand. The proposed relocation would also open space on the USF main campus to grow interdisciplinary research programs in such areas as neuroscience, cancer and biomedical engineering.

**Game-changer for the region**

Adding a new downtown campus to USF’s already diverse footprint affirms the university’s desire to continue to seek and optimize every opportunity to meet the needs of the next generation of students, scholars, scientists, community partners and patients.

It affirms the university’s position as the Tampa Bay region’s best partner for addressing persistent and emerging health concerns and for continuing to advocate for improvement in the community’s health.

As fourth-year medical student Lewis describes it, it elevates the college to a new level. “Moving the Morsani College of Medicine from north Tampa to south Tampa takes a school that’s already great and makes it a school of medicine that is in an elite class in this country,” he says. “It makes us more than USF’s medical school—it makes us Tampa Bay’s medical school.” ☐
Anthropologist Roberta Baer’s work with Burmese refugees is one example of USF’s institution-wide commitment to university-community engagement, the central focus of the Office of Community Engagement and Partnerships.
Father Berhanu Bekale, Chloe Sweetman and Roberta Baer in the Tampa Bay Gardens.
ucked away in a quiet area southeast of Ybor City and Port Tampa Bay lies Tampa Bay Gardens. Spreading across six acres behind St. Mary’s Ethiopian Orthodox Church, the garden has become a sanctuary for Tampa-area refugees, primarily those from Burma.

Approximately three years ago, a fortuitous encounter brought together two local religious leaders: Pastor Joseph Germain of the Global Refugee Community Church and Father Berhanu Bekale of St. Mary’s. Because Father Berhanu could empathize with the struggles of the Burmese refugees in Pastor Joseph’s church, he agreed to let them use the land behind St. Mary’s so that they could grow organic fruits and vegetables to help them replicate the diets they were used to in their home country of Burma.

“When we started,” remembers Father Berhanu, “my intention was just to help the people. We wanted to give them the opportunity to cultivate their own food to feed their family. And if there was a surplus, they could sell it and become more self-sufficient.”

The partnership for the Tampa Bay Gardens gradually solidified, eventually receiving a $250,000 grant through the federal Office of Refugee Resettlement’s Refugee Agricultural Partnership program. More recently, Sudanese and Congolese refugees have become involved. Together the families are forging a cross-cultural community centered on activities at the garden.

“It is a place of trust, a place they can come and work, and where their children can play,” says Father Berhanu gesturing to the wide open spaces and verdant land with onions, lettuce, broccoli, moringa, potato and even papaya trees, depending on the growing season.

Enter a team of researchers from USF, including Professor of Anthropology Roberta Baer, who has been involved with the garden since its inception. Baer is a foremost expert in applied anthropology and has been at USF since 1984, about 10 years after the applied anthropology program—the first such program in the nation—was established at USF.

The field of applied anthropology comprises scientists, scholars and practitioners who apply anthropological knowledge and skills to contemporary human problems. The key to their work is the collaboration with community partners who are interested in working with institutions of higher education to enhance the services they provide to those in need. Although her previous research primarily focused on Mexican populations, Baer jumped at the chance to begin working with the Burmese refugee population. They were interested in forging collaborations that could help them develop the burgeoning garden project, which has now become an exemplary model of university-community partnerships.

Through a series of grants from the Office of Community Engagement and Partnerships (OCEP), including one of four Research that Matters grants awarded for 2015 (see box, pg. 39), Baer has conducted field research at the garden and in the homes of Burmese refugees with the assistance of successive classes of USF students. The grants are especially helpful to pay for translators who are needed during field research and interviewing. The courses Baer has developed with grant support from OCEP enable her students to learn how to conduct applied research that will have a lasting impact on the Burmese refugee community as they transition to life in the United States.

OCEP’s mission is to expand and strengthen university-community engagement locally and globally in support of USF’s strategic priorities: student success, research and innovation, partnerships, and sound financial management.

OCEP’s work includes providing grant assistance to faculty and students working on service-learning projects and community engaged research; facilitating workshops, trainings, and one-on-one consultations in best practices for community engagement; hosting university-community matchups and conferences; and providing educational materials with the goal of supporting the development of mutually beneficial and reciprocal partnerships across the campus and throughout the community.

Service-Learning by the numbers*

| Service-learning courses offered university-wide | 188 |
| Students enrolled in service-learning courses | 4,000 |
| Student service-learning hours | 60,000 |
| Estimated value of curricular engaged service | $1.25 million |

*2013-14 academic year
“I’ve been doing these kinds of classes for years, even before it was called service-learning,” says Baer, who seamlessly weaves service-learning pedagogy and community-based research into her ongoing work with Burmese refugees. Baer serves on the Advisory Board of the Tampa Bay Burmese Council, and she has even been able to connect the Burmese gardeners with a local restaurant, the Refinery, which has an interest in the garden as a pipeline for locally-produced vegetables.

Chloe Sweetman, an Honors College senior majoring in anthropology with a minor in creative writing, is one of Baer’s students who has been so inspired by her work in the garden that she continues to volunteer there. She will be starting a master’s in applied anthropology in the fall. She says Baer’s Anthropology of Food course was a unique opportunity to work on a “holistic and beautiful project.”

Sweetman, a Bradenton native, has been determined to become an anthropologist since a trip to Tampa’s Museum of Science and Industry with her godmother at the age of 9, when she saw an exhibit about Northwest Native Americans and fell in love with the concept of studying other cultures. After volunteering with Baer as a summer research assistant, she enrolled in Anthropology of Food and learned how to collect qualitative and quantitative data about the food choices of the Burmese refugees at the Tampa Bay Gardens. She says that the course solidified her career goals and enabled her to feel more deeply connected to the local Tampa community.

“She opened my eyes and opened the door to the purpose and poignancy of applied anthropology. It was an irreplaceable experience,” says Sweetman of Baer, who has been an important mentor to her. “She brings such a richness to the field through multi-dimensional research that also benefits the local community.”

Sweetman feels that the work in the garden is important, particularly for Students in Baer’s Anthropology of Food course interview Burmese refugees about the food being grown in the garden.

Burmese refugees work with their families in the garden.

A Burmese woman works in the garden.
Sweetman and Baer examine yellow flowers in the garden—broccoli that has gone to seed.
the youngest Burmese refugees, many of whom were born in refugee camps outside of their native country. It is so easy to “lose cultural cuisine and an agricultural connection and lose the traditions built around food,” she says. She hopes that the children whose families are involved with the garden will regain a “cultural touchstone to reach back to understand their cultural heritage, a deep-rooted culture from Burma and have a balance of both cultures.” Sweetman adds that Americans can also learn a great deal about herbal remedies from Burma for treating chronic ailments.

Together with Baer and Jennifer Briggs, another student from Baer’s Anthropology of Food class, Sweetman presented the results of the study at the OCEP-sponsored Research that Matters: Sustainable Food Conference in January 2015. A panel discussion during the conference also included the research of a graduate civil engineering course in Sustainable Development taught by Associate Professor of Civil and Environmental Engineering Maya Trotz. Students in the course constructed a greenhouse and a system to harvest rainwater at the garden. Additionally, during the panel discussion, Father Berhanu, Pastor Joseph, Pastor Lah Kh (a Burmese Master Gardener), and Janet Blair, community liaison for the Suncoast Region Refugee Services program, shared their remarks about the significance of the USF collaboration to the success of the project.

The greenhouse built by students in Maya Trotz’s Sustainable Development course.

The garden-centered collaborative is an exemplary project that demonstrates the mutual benefits of university-community partnerships. Students and faculty from multiple disciplines, including anthropology, engineering, public health and nursing, have been able to work on the garden project and produce actionable community-engaged scholarship, as well as provide a variety of services to the local Burmese refugee community. It is just this kind of work that ensures that USF maintains its national designation as a Carnegie Engaged University, recognized for Outreach and Partnerships as well as Curricular Engagement, which was recently renewed for the third time 2015. OCEP has a crucial role to play in supporting the development and maintenance of partnerships as well as curricular engagement.

“I am really thankful to OCEP,” Baer says. “I wouldn’t have been able to do this research without the office’s support.” In turn, Baer shares her expertise with other faculty looking to find ways to develop collaborative projects during annual service-learning days.

Perhaps most importantly, the community members are delighted with USF’s contribution. “It is a place the refugees can come,” says Father Berhanu. “They can breathe; they can connect their eyes to the sky, and be in nature.” This is precisely the kind of “third place” apart from work and home, that, with the help of USF faculty and students, contributes to the flourishing of the local community.
Historic Season

USF women’s basketball capped off a historic season by hosting the program’s first two NCAA tournament games at the Sun Dome.

USF (27-8) tied the school’s single-season wins record with a 73-64 victory over LSU in the first round of the NCAA tournament before a crowd of 5,560. More than 5,000 fans were back at the Sun Dome two days later as USF took a late lead and ended its memorable run with a 60-52 loss to No. 8 Louisville in the second round. USF prepared for NCAA tourney action by giving top-ranked UConn a battle in The American championship game.

Coach Jose Fernandez’s squad made its second NCAA tournament appearance in the past three seasons, and all but one player from the 2014-15 team returns. Seniors-to-be include All-Region guard Courtney Williams, who set a new USF single-season scoring record with 710 points and ranked in the top 25 nationally with 20.3 points per game. Forward Alisia Jenkins also will return after posting 23 double-doubles and setting a new USF single-season rebounding record with 397 boards (11.3 per game).
Ráchael Powers
Ráchael Powers believes that having allies can go a long way in helping prevent crimes. And when it comes to sexual assault against women, she says bartenders can be an important ally.

Powers, an assistant professor in the Department of Criminology, conducts research on violent victimization, public perceptions of crime, and domestic violence. Her latest project, a community bystander program, teaches bartenders to recognize situations or behaviors that constitute or may lead to sexual harassment or assault, and trains them to use discrete intervention techniques—such as chatting up customers—to ensure patron safety.

Unlike traditional sexual violence prevention programs, which focus on what women can do to avoid being potential victims, Powers’ Bar Training for Active Bystanders (BarTAB) program engages the community in prevention. The Tampa area program, which may soon expand to Orlando, is supported by a grant from the Florida Department of Health.

Powers joined USF in 2012, after earning a master’s degree in criminology at the University of Maryland and a doctorate in criminal Justice at the University of Albany. She also served in the Governor of Maryland’s Office of Crime Control and Prevention, where she worked on a variety of issues including the death penalty, racial profiling and trends in violent crime.

QuickTakes

What’s the most important thing you teach your students?
I teach them to think critically and to question things—particularly what they hear in the media.

What’s the best thing about your job?
The students. I left working in government because I wanted student interactions. Students inform my research and they challenge me. With students you get a lot of viewpoints that challenge the way you think.

What’s next?
I have emerging research interest in hate crime. I’m very interested in the creation of hate crime laws, especially the variation in hate crime laws from state to state and the underreporting of hate crimes.

What led you to the field of criminology?
I spent time working in a cognitive behavioral lab studying problems with eyewitness identification when I was an undergraduate working toward a double major in psychology and sociology. When I started to consider graduate school, I knew I wanted to continue my studies on crime and the criminal justice system. I was drawn to criminology because it is an interdisciplinary field where we draw on research from other behavioral sciences—including psychology and sociology—to study the causes, consequences and responses to crime. Being interdisciplinary means we get the best of all disciplines!

What are some of the challenges for women in the field of criminology?
It’s still a male-dominated field. It’s changing, but it can be difficult to establish rapport when you first start working.

What’s different about crime today?
Technology has made it much easier to victimize people; not just technology-based crimes like identity theft, but crimes like bullying, stalking and harassment. Technology makes it easier for offenders to gain access to their victims.

What’s the idea behind bystander programs?
Bystander programs have become very popular on college campuses. They teach students how to intervene, to look out for one another and look out for potential problems.

Do bystander programs work?
The evidence for these programs on college campuses has been quite promising. Getting the community involved is the next logical step.

What’s the best book you read?
The First Fifteen Lives of Harry August

What’s the crime you’d like to solve?
Sexual assault

What’s your pet peeve?
Apathy

Classroom or field?
Classroom

What’s your hobby?
Crossword puzzles
Gasparilla Spirit

The USF Spirit Squad joined Rocky the Bull on Tampa’s Bayshore Boulevard in January for the Gasparilla Children’s Parade. The “beadazzled” group returned to the famed site one week later to represent the Bulls in the 100th annual Gasparilla Day Parade.