

1. OPTIONAL ELEMENT: ACADEMIC MISSION OF THE UNIVERSITY

Information Sources

USF InfoMartUSFSP Website 2004

USF St. Petersburg Admissions & Records Office Purpose

The purpose of this element is to describe the present and future academic mission of the University, which provides the basis for the physical recommendations of the campus master plan.

Data Requirements:

The Following Data Requirements have changed since the 1995 Master Plan:

Data A. University of South Florida St. Petersburg Mission Statement

USF St. Petersburg offers distinctive graduate and undergraduate programs in the arts and sciences, business and education within a close knit, student-centered learning community that welcomes individuals from the region, state, nation and world. We conduct wide-ranging, collaborative research to meet society's needs and engage in service projects and partnerships to enhance the university and community's social, economic and intellectual life. As an integral and complementary part of a multi-campus university, USF St. Petersburg retains separate identity and mission while contributing to and benefiting from the associations, cooperation and shared resources of a premier national research university.

Source: USFSP Web Site: <http://www.stpt.usf.edu/academics/mission.htm>

Data B. University Service Areas

The USFSP service area includes the following counties and the Fall 2003 headcount enrollment from each:

USF St. Petersburg Service Areas

COUNTY	Fall 2003 Headcount
Pinellas	3,336
Pasco	158
Sarasota	76
Hillsborough	667
Manatee	117
Hernando	36

Source: USF St. Petersburg Admissions and Records Office Report 06/04

C. Supplemental Policies defining the Mission

The following are the Values, Vision and Goals Statements for the University of South Florida St. Petersburg:

Values

- We value a collegial, inviting, and safe learning environment that stresses excellent teaching, encourages intellectual growth, and rewards academic achievement.
- We value an education rich in both theory and practical experience that enables our graduates to pursue careers and professions with competence and confidence.
- We value collaboration throughout the campus community in scholarship, research, and service.
- We value individuals, respect their diversity and varied perspectives, and commit ourselves to tolerance of divergent views.
- We value academic freedom and responsibility, creative expression, and the unfettered pursuit of truth.
- We value deliberative dialogue in making decisions and solving problems.
- We value shared governance and shared responsibility in the operation of the university and the allocation of its resources.
- We value honesty, integrity, and openness while promoting ethical behavior.
- We value lifelong learning and recognize our responsibility to contribute to civic well-being.
- We value longstanding, continuing partnerships that unite and benefit both the campus and community.
- We value efficient, trustworthy, and able stewardship of our university.

Vision

Guided by its mission and values, USF St. Petersburg commits itself to leadership in education, research, and outreach on behalf of the people and communities it serves.

USF St. Petersburg will move aggressively and strategically to enhance existing academic programs and anticipate and address future needs by developing new initiatives determined by community-based educational priorities.

Our vision includes:

- Graduate and undergraduate degree programs known for accomplishing defined learning outcomes that strive to meet the highest of academic standards
- Academic, student, and support operations that are caring, personal, and service-oriented
- Enhanced opportunities for community-based research, service, and learning

- Campus and community participation in decision-making and planning
- First-class, up-to-date learning facilities and technology
- Increased external support for scholarships, grants, and academic initiatives

Goals

- Strengthen governance structures and processes, achieve academic autonomy, and earn separate institutional and program accreditations that signify that the campus meets the highest standards of higher education.
- Establish a national and international academic reputation by developing distinctive programs; by enhancing established, existing academic programs; and by establishing new initiatives based on educational priorities.
- Create a campus life that challenges, supports, and encourages student involvement in activities and programs that will enrich and enhance students' university experience and empower them for lifelong success.
- Promote, strengthen and support research as a pathway to learning, discovery, solving problems, and contributing to the public good.
- Create a campus culture that in its composition, attitudes, and actions respects, encourages and embodies diversity.
- Increase the enrollment of students with the credentials and commitment to excel and provide them with the instructional support and services to allow them to realize their fullest potential.
- Provide for new and enhanced facilities and technology that support the campus's mission and that advance teaching, learning, and discovery.
- Increase individual, corporate, and foundation support to accomplish strategic goals for the benefit of both students and the community.

Source: USF St. Petersburg Strategic Plan 2003-2008

Analysis Requirements:

The Following Analysis Requirements have changed since the 1995 Master Plan:

Analysis A. Description of how the University's mission has changed since its inception.

When USF St. Petersburg opened its doors in 1965, no mission statement greeted students. The campus sprang into existence to accommodate an overflow of students from Tampa. Hastily scheduled classes met in barracks built during World War II. Teachers and administrators coped with logistics of acquiring textbooks, desks and typewriters. They did not operate under a strategic plan, for none existed. But a mission, while still unstated, emerged naturally.

As students and faculty worked to build a campus, USF St. Petersburg's purpose was evident simply by peering into classrooms. They were filled with students who found the campus a welcoming place where they could acquire a college degree without relocating, giving up a career or committing to full-time study. Evening classes, offered one night a week, accommodated their lives and schedules. Many came to school straight from the office, in suits and dresses, carrying a sandwich in their briefcases. They willingly made sacrifices to earn a college degree, grateful someone finally afforded them the opportunity. USF St. Petersburg acquired an identity – and thereby found its mission – as a campus with convenient schedules, smaller classes, serious students and dedicated faculty.

From the beginning, the people of St. Petersburg and Pinellas County helped influence USF St. Petersburg as a community-oriented institution. Public officials and residents alike recognized the importance of a university in their midst. Lectures, recitals and workshops satisfied a craving for intellectual and cultural pursuits. A town-gown relationship formed and prospered.

In 1998, after 30 years of serving juniors, seniors, and graduate students, USF St. Petersburg admitted a limited number of first-year students in a special Learning Community program. In 2000, the campus admitted first- and second-year students in all programs, a step that provided increased choices for Pinellas citizens, as well as enrollment growth. USF St. Petersburg's mission then reflected its goals for providing access to four-year higher education for students throughout Pinellas County in addition to its commitment to excellence in teaching, research and service.

Today, USF St. Petersburg is a rapidly growing, urban campus of the University of South Florida, a Carnegie-designated Doctoral/Research University. Over 4,600 students enroll in 24 undergraduate and 10 graduate degree programs through the Colleges of Arts and Sciences, Business, and Education. USF St. Petersburg is the only public university in Pinellas County, in an area of 1 million people. The 38-year-old campus is USF's largest regional campus and was the state university system's prototype for such campuses.

USF St. Petersburg's continued commitment to excellence in research, teaching, and service is still reflected in its current mission statement. Added are the components of a student-centered learning community, and a desire to retain a distinct and separate identity while contributing to and benefiting from its association with a premier national

research university. The research and service components of the mission have been expanded to link the two to better meet society's needs, and the campus no longer limits its goal of providing higher education to its home county, but aspires to global recognition.

Source: USF St. Petersburg Strategic Plan 2003-2008 (<http://www.stpt.usf.edu/academics/mission.htm>)

Analysis B. Description of how the University's Mission has changed since the last Master Plan was prepared.

In the fall of 2000, Vice President William Heller convened a committee to prepare a strategic plan that would guide USF St. Petersburg in taking the major step of developing into a four-year, separately accredited institution. The committee looked to both the past and the future as it drafted a succinct mission statement.

In September of 2002, a USF St. Petersburg Task Force on Campus Planning was charged with reviewing, refining, and guiding campus-wide approval of the USF St. Petersburg Strategic Plan. The Task Force membership included broad representation of all campus constituencies, including members from the following: Finance and Administration; Advancement; Student Affairs; Human Resources; USPS Council (staff council for University Support Personnel Services); the Poynter Library; faculty from the Colleges of Arts and Sciences, Business, and Education; and student representatives. For nearly five months, the Task Force deliberated, drafted, shared, and revised the core of USF St. Petersburg's Strategic Plan: a Mission Statement, along with the Values, Vision, and Goals that would guide USF St. Petersburg and its strategic planning over the next five years. It is anticipated that the next formal review of the USF St. Petersburg Mission will take place during the 2008/09 academic year.

The core of USF St. Petersburg's Strategic plan-including its Mission Statement, and statements of its Values, Vision, and Goals-was adopted and approved by the USF St. Petersburg Campus Board on February 24, 2003. Subsequently, the strategic planning committee has worked diligently to build on these core statements by developing the plan's five strategic directions, supporting strategic actions, and appropriate accountability measures. The committee made every effort to develop a plan that accurately addressed USF St. Petersburg's distinctiveness while remaining in concert with the present USF-wide plan.

Notable changes to the mission include the campus's commitment to retaining a unique, separate identity while dually contributing to the research mission of the University of South Florida system. In addition, the campus aspires to increase its presence globally.

Source: USF St. Petersburg Web Site: <http://www.stpt.usf.edu/sacs/CoreRequirementFour/htm>

Analysis C. Description of how the University fulfills or accomplishes the roles established by the Board of Regents for the State University System.

Effective July 1, 2001, the Florida Legislature implemented the *Florida Education Governance Reorganization Act*. F.S. 240.527 called for the appointment of Boards of Trustees for each of Florida's state universities and delegated governing responsibility to

those Boards. Duties named that are specifically pertinent to Letter C above, the University of South Florida Board of Trustees are responsible for:

- “ensuring accountability for state performance measures and the guiding principles of education governance;”
- “engaging in strategic planning for the university;”
- “ensuring compliance with federal laws, regulations and requirements.”

The University of South Florida Board of Trustees adopted a university-wide mission and its accompanying vision, values and goals statements in November of 2002.

In formulating the USF St. Petersburg mission, vision, values and goals, the campus was cognizant of the need to establish goals that would complement the larger university. Therefore, emphasis was placed on developing a global presence, enhancing research productivity and opportunities, and increasing diversity throughout the university.

Source: F.S. 240.527 (2001)
USF St. Petersburg Strategic Planning Committee