

ANNUAL REPORT

Academic Year
2019-20



UNIVERSITY of
SOUTH FLORIDA
College of Arts & Sciences

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Mission

The **College of Arts and Sciences** is the intellectual heart of the University of South Florida. We are a **community** of teachers and scholars united in the belief that broadly educated people are the basis of a **just, free, and prosperous society**. By focusing on the big questions facing all of humanity, we prepare students for successful, **socially responsible** personal and professional lives. By conducting innovative, **interdisciplinary research and scholarship**, we advance knowledge in ways that prepare us to address complex social and scientific problems and enhance the **quality of life** for people and communities.

Vision

The **College of Arts and Sciences** aspires to be a national model for integrating the humanities, social sciences, and natural sciences into a **dynamic, trans-disciplinary** entity focused on knowledge generation, global problem solving, skills development, and real-world applications. We will nurture **academic success** for a diverse population by creating **engaged, inclusive learning environments** that prepare students for productive personal and professional lives as global citizens. Through **innovative, interdisciplinary research, creative activities,** and mutually beneficial community partnerships, the college seeks to become **a global leader** in scholarship that addresses vexing social and environmental challenges and consequently enhances quality of life for all.

Strategic Priorities for Academic Year 19-20

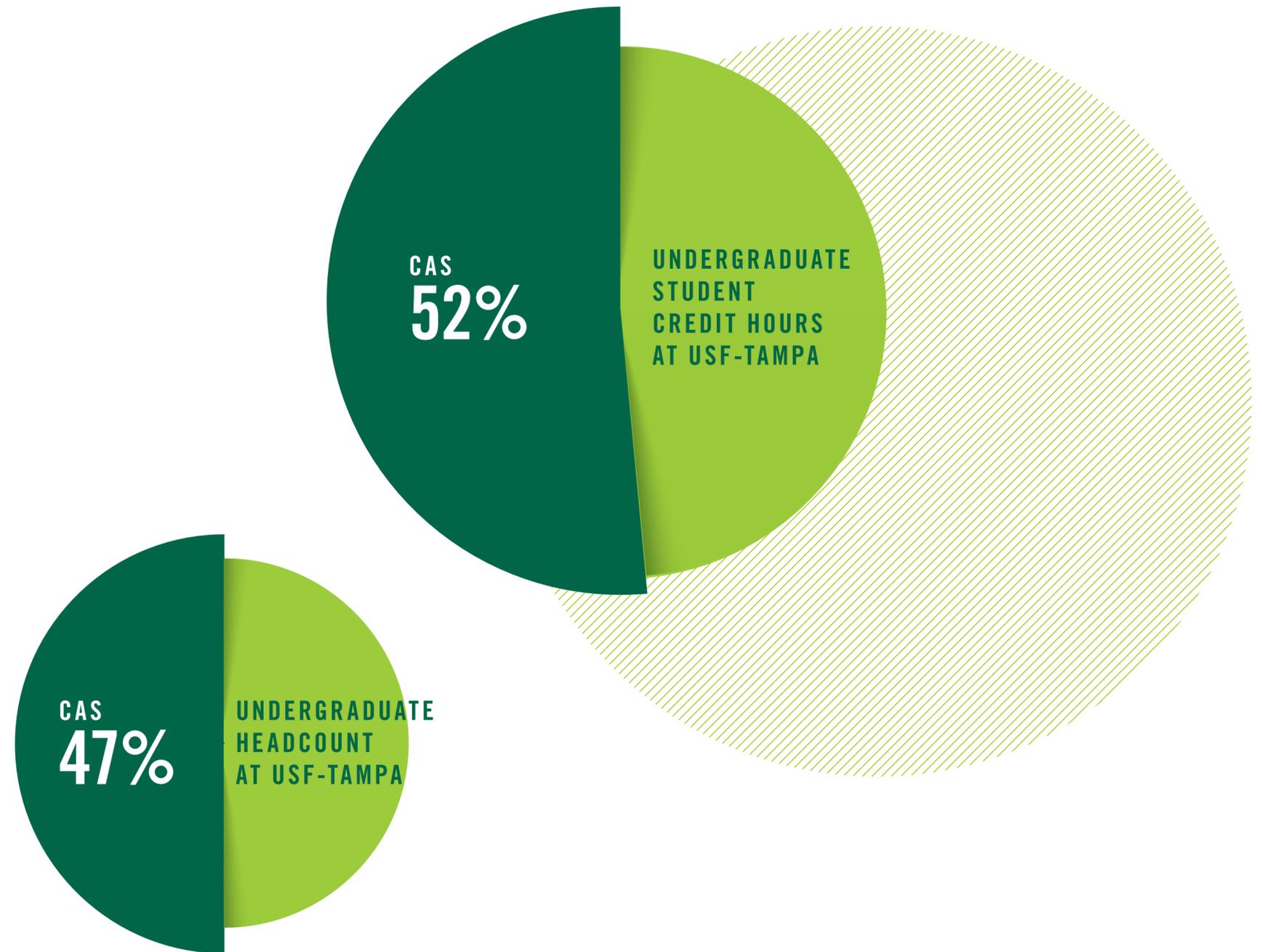
Undergraduate and Graduate Student Success

The College of Arts and Sciences continues to be a major contributor to the University's remarkably successful Student Success initiative. The faculty and staff have fully embraced the challenges of providing an outstanding student experience while maintaining a focus on meaningful educational outcomes.



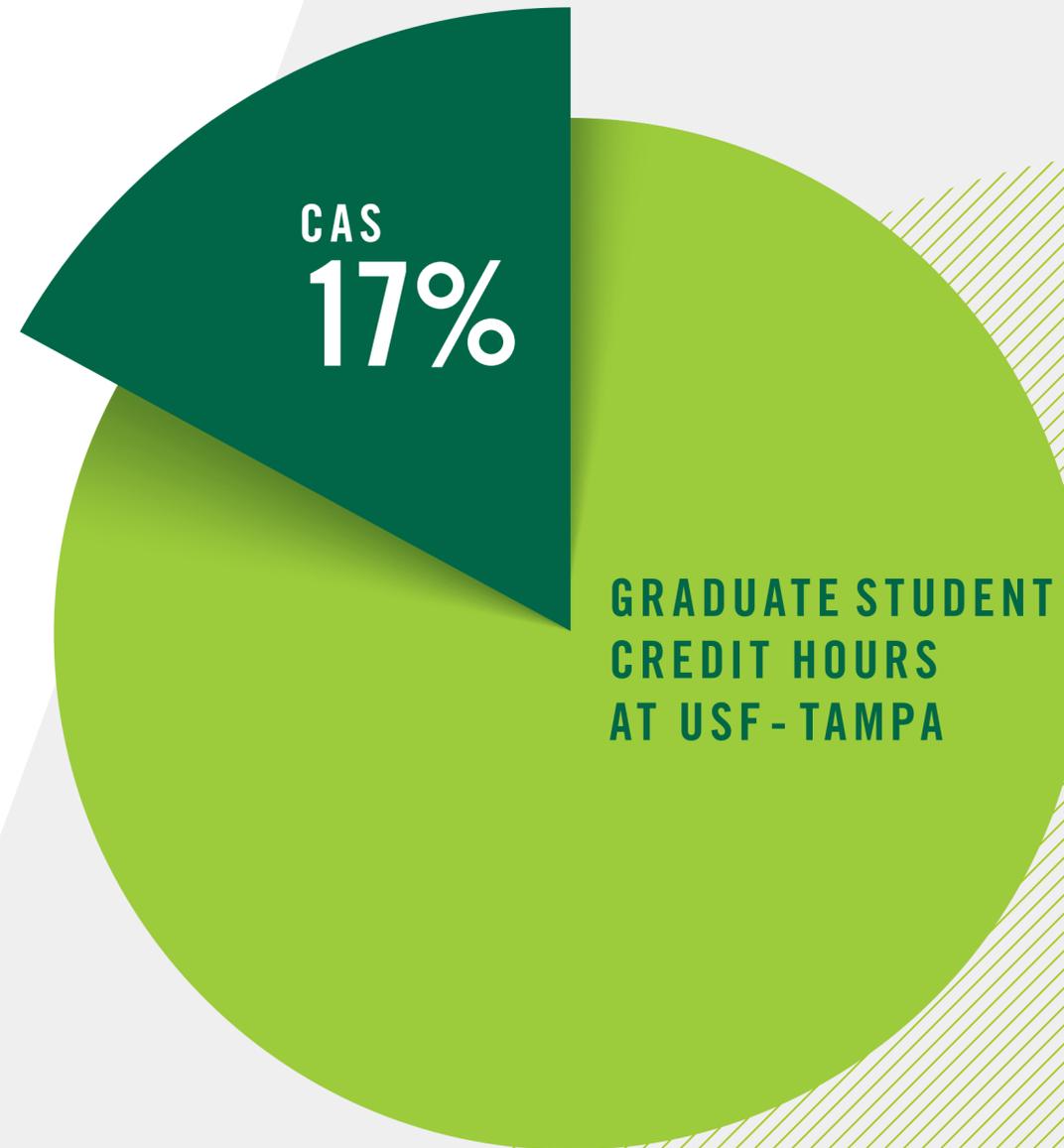
Undergraduate Enrollment

Enrollment in the college has remained strong at all levels. The College of Arts and Sciences (CAS) leads the Tampa campus enrollments at the undergraduate level with over 52% of the total student credit hour (SCH) production and 47% of the undergraduate headcount. This reflects the hard work of advisors and departments who have connected academic majors more closely to a variety of career paths while faculty have delivered rigorous and relevant curricula, embedded with career transferable skills, all in a supportive environment. This strong performance by the college is even more impressive when taken in light of the loss of the very large Health Sciences major, (transferred to Public Health) and the ongoing loss of student credit hours to other colleges via the more broadly distributed Enhanced General Education Program.



Graduate Enrollment

Graduate enrollments in CAS have remained stable, even while graduate enrollment continues to decline nationally. Overall, the college accounts for nearly 17% of the total graduate SCH at USF. Our Master's program enrollment in Urban and Regional Planning, Library and Information Science, Cybersecurity, and Intelligence Analytics continue to be strong. Doctoral enrollments are stable with growth largely limited by the availability of faculty mentors, research space, grant funding, and competitive graduate stipends. We have continued to improve our competitive position in graduate education by recent university funded increases to graduate stipends and by hiring talented new faculty through retirements and via the state funded World Class Scholars program.



Online Enrollment

CAS accounted for 32% of online gross SCH on the Tampa campus and nearly 25% of all USF System online SCH. Our online offerings accounted for 21% of all CAS gross SCH, both overall and at the UG level. This is a direct result of the college's continuing investment in the development of new online course offerings and our support for teaching assistants to expand the number of students served per course. In 2019-2020, CAS invested in refreshing or fully developing/redeveloping more than 15 courses, promoting sound pedagogical design and ensuring that developed courses meet the state's standards for high-quality online education. Of these, several redevelopments were for high-demand service courses, including state core or general education courses. These targeted improvements have an immediate impact on the quality of students' online learning experiences.

ALL USF



TAMPA CAMPUS



USF ONLINE GROSS STUDENT CREDIT HOURS

100%

ONLINE



CAS GROSS STUDENT CREDIT HOURS

100%

Retention and Performance

Freshmen retention rates continue to be impressive and we are again on track to retain over 90% of our FTIC. This is a direct result of the effort put forth by our proactive advising team and the talented and dedicated faculty teaching our introductory courses. Four- and six-year graduation rates are also strong and on pace to achieve 74% (four year) and 78% (six year)—both above the overall university rates for the third year in a row. Similarly, two- and four-year transfer student graduation rates are over 40% and 70%, respectively. Over 82% of CAS students now graduate without state defined Excess Hours.

Degrees Awarded

Numbers of degrees awarded remain strong, reflecting enrollments and progression success described above. While final numbers for this year will not be available until after spring graduation, bachelor's degrees awarded are once again trending over 4,000, master's degrees are projected to match last year's numbers in the mid 300s, while Doctoral degrees awarded are on track for well over 100 again this year. Of note, CAS accounts for nearly half of the Tampa undergraduate degrees awarded in the Board of Governors Areas of Strategic Excellence and over 40% of the graduate degrees awarded in this area by the university.



Student Awards

Student Awards are not yet finalized, in particular the Gilman scholarship deadline has been pushed back due to the COVID-19 crisis. Despite extended timelines, this year's numbers are on trend to exceed last year's. Our students are some of the best and brightest at the University of South Florida including Gilman and Goldwater scholars.



Experiential Education and High-Impact Practices

The college has continued its commitment to providing high-quality experiential education opportunities for our students (including Internships/Practica, Service Learning, Undergraduate Research, Course-based Research, and Study Abroad). The COVID-19 crisis has impacted experiential education significantly. In fact, our undergraduate research enrollment is the only experiential education area where the college exceeded last year's enrollment. We enrolled 2,566 students in undergraduate research credits.



Undergraduate Curriculum Assessment and Revision

The college has worked diligently to consolidate curricula across USF's three campuses. We have added four brand new CIP codes and integrated curriculum for 13 different programs across our three campuses. Our multi-campus college will remain strong as we continue the consolidation process due to the hard work of our faculty to align the curriculum.



Faculty Success

Faculty Hiring, Tenure & Promotion

In 2019, 24 new faculty were hired in the College of Arts and Sciences (for a current total of 561 faculty). These include 17 Assistant Professors and seven Continuing Instructors.

Effective August 2019, 23 faculty were tenured and promoted from Assistant to Associate Professor, and eight faculty were promoted to Full Professor. Information about tenure research records and gender/race/ethnicity tenure outcomes is updated each year and is available at the Faculty Affairs webpage:

<http://www.usf.edu/arts-sciences/faculty-staff/faculty-affairs/tenure-promotion/tenure-research-records-and-outcomes.aspx>.

Effective August 2019, 11 instructors were promoted to Instructor II; 12 instructors were promoted to Instructor III. The instructor promotion ladder has been in effect since 2011.

Honors and Sabbaticals

Two CAS Professors were named Distinguished University Professor:

- Susan Bell - Integrative Biology
- Timothy Dixon - School of Geosciences

15 CAS faculty were granted one-semester sabbaticals. Four CAS instructors were granted Professional Development Leaves.

Retirements

Five CAS Professors retired and were named Emeritus:

- Hunt Hawkins - English
- Donileen Loseke - Sociology
- Loyd Pettegrew - Communication
- Philip Porter - Economics
- Vilmos Totik - Mathematics and Statistics

Faculty Awards

CAS FACULTY EARNED A TOTAL OF 32 EXTERNAL AWARDS IN 2019

Fenda Akiwumi	AAG Kwadwo Konadu-Agyeman Distinguished Scholar Award	American Association of Geographers
Susan Bell	CERF William A. Niering Outstanding Educator Award	Coastal & Estuarine Research Federation
Gil Ben-Herut	SEMA Best First Book Award	Southeastern Medieval Association
Jean-Francois Biasse	NSF CAREER Award	NSF
Judith Bryant	American Psychological Association Fellow	American Psychological Association
Jennifer Collins	SEDAAG Research Honors Award	Southeastern Division of the Association of American Geographers
Jennifer Collins	AMS The Edward N. Lorenz Teaching Excellence Award	American Meteorological Society
Kathleen De La Pena McCook	ALA Joseph W. Lippincott Award	American Library Association
Tara Deubel	Core Fulbright U.S. Scholar	U.S. Department of State
Benjamin Goldberg	Core Fulbright U.S. Scholar	U.S. Department of State
Loni Hagen	DG Society Best Management Paper Award	Digital Government Society
Yujie Hu	ORAU Ralph E. Powe Junior Faculty Enhancement Awards	Oak Ridge Associated Universities
Julia Irwin	SHGAPE Roger D. Bridges Distinguished Service Award	Society for Historians of the Gilded Age and Progressive Era
James Leahy	NAI Senior Member	National Academy of Inventors
David Lewis	Core Fulbright U.S. Scholar	U.S. Department of State
Xiaopeng Li	Cram Lehn Pedersen Prize in Supramolecular Chemistry	International Symposium on Macrocyclic and Supramolecular Chemistry (from Brigham Young University Chemistry and Biochemistry Department)

Wen-Xiu Ma	Highly Cited Researchers	Clarivate Analytics
Shengqian Ma	Highly Cited Researchers	Clarivate Analytics
Lisa Meloncon	STC Jay R. Gould Award for Excellence in Teaching Technical	Society for Technical Communication
Meera Nanjundan	Core Fulbright U.S. Scholar	U.S. Department of State
Carnot Nelson	Fulbright Specialist	U.S. Department of State
Ivan Oleynik	AAAS Fellow	American Association for the Advancement of Science
Ivan Oleynik	American Vacuum Society (AVS) Fellow	The American Vacuum Society
Bernd Reiter	CUNY Graduate Center PoliSci Distinguished Alum Award	CUNY The Graduate Center / Political Science
Lindsey Shaw	AAAS Fellow	American Association for the Advancement of Science
Sarah Sheffield	GSA Biggs Award for Excellence in Earth Science Teaching	The Geological Society of America
John Skvoretz	Core Fulbright U.S. Scholar	U.S. Department of State
Paul Spector	AAAS Fellow	American Association for the Advancement of Science
Hariharan Srikanth	Core Fulbright U.S. Scholar	U.S. Department of State
Hariharan Srikanth	IEEE Magnetics Society Distinguished Lecturer	IEEE Magnetics Society
H. Lee Woodcock	The Altmetric Top 100	Altmetric
Lilia Woods	AAAS Fellow	American Association for the Advancement of Science

Internal Awards

Distinguished University Professor

- Professor Susan Bell, Department of Integrative Biology
- Professor Timothy Dixon, School of Geosciences

Jerome Krivanek Distinguished Teaching Award

- Razvan Teodorescu, Department of Mathematics & Statistics

Faculty Outstanding Research Achievement Award

- Jennifer Collins, School of Geosciences
- Xiaopeng Li, Department of Chemistry
- Thomas Pluckhahn, Department of Anthropology
- H. Lee Woodcock, Department of Chemistry

Outstanding Graduate Faculty Mentor Award Honorable Mention

- Valerie (Jody) Harwood, Department of Integrative Biology

Outstanding Undergraduate Teaching Award

- K. Stephen Prince, Department of History
- Kathleen Scott, Department of Integrative Biology
- Zhimin Shi, Department of Physics
- Sarah Taylor, Department of Anthropology
- Milton Wendland, Department of Women's & Gender Studies

Outstanding Undergraduate Advising Award

- Tarin Haydt, Department of Integrative Biology
- Teresa Ippolito, School of Geosciences
- Michael Stowe, Department of English

Faculty Development

CAS INTERNAL TRAVEL AWARD SUMMARY FOR 2019

FALL 2018

Applications: 24 | Awards: 18

Applications by School: SNSM-10; SHUM-11; SSS-3

Awards by Schools: SNSM-7; SHUM-9; SSS-2

TOTAL DOLLARS AWARDED: \$13,150

SPRING 2019

Applications: 20 | Awards: 20

Applications by School: SNSM-7; SHUM-7; SSS-6

Awards by Schools: SNSM-7; SHUM-7; SSS-6

TOTAL DOLLARS AWARDED: \$12,618



Research and Scholarship

Proposals and Awards

The College of Arts and Sciences continues to develop a strong funded research portfolio. CAS faculty submitted 288 proposals (116 nonfederal and 172 federal proposals). Year to period, faculty have requested over \$84 million—~\$69 million in federal support and ~\$15 million in non-federal support. CAS faculty have 168 Awards Year to Period with 101 Non-Federal and 67 Federal. The corresponding awards dollars received is \$15 million, with \$5 million being non-Federal and \$10 million federal. Active award dollars include the total amount of award dollars received thus far for a particular grant.

	NON-FEDERAL	FEDERAL	TOTAL
PROPOSALS SUBMITTED	116	172	288
DOLLARS REQUESTED	15 million	69 million	84 million
AWARDS	101	67	168
DOLLARS AWARDED	5 million	10 million	15 million

Source: ORI Reporting Database

Research Expenditures and F&A

As of the March 2020 closeout, CAS research expenditures have reached ~\$12 million with federal comprising over \$10 million of these expenditures. The college has one of the largest distributions of federal expenditures in Academic Affairs. The College of Arts and Sciences' effective F&A rate remains one of the highest at USF with an average F&A rate 28.3%. In FY2019 CAS research expenditures reached \$19 million with \$16 million attributed to federal expenditures.

Post-Doctoral Fellows

The College of Arts and Sciences participates in postgraduate education by supporting 41 post-doctoral fellows.

Strategic Initiative Pool Funding

During the fall 2019 semester CAS faculty submitted nine proposals to the Office of Research and Innovation's Strategic Initiative Pool funding program. Of the nine proposals four were selected for funding for a total of over \$300,000.



Innovations in the College of Arts and Sciences

Preparing to be a Regional Powerhouse

The big story of 2019 was getting our minds around the tremendous opportunity offered by the Florida Legislature's decision to consolidate our three campuses into one global research university. Early on, it was easy to become overwhelmed by the logistical challenges associated with consolidation, but over time—as we came to know our colleagues better and better—the advantages of growing our faculty and staff ranks and the potential for being a true force for quality of life in the Tampa Bay region became undeniable. Committees, rules, reporting structures and program requirements were aligned, and conversations about possible synergies began. Inasmuch as all USF students deserve access to all the university has to offer, and that all of the truly important issues facing society today are at the very least regional, we see great potential in consolidation.



Centers and Institutes

CAS inaugurated a new Institute: The Center for the Advancement of Food Security and Healthy Communities (directed by Dr. David Himmelgreen). The mission of the Center is to transform the conversation about hunger and food insecurity and food sovereignty, using research and education, to facilitate social equity that results in healthier communities in Tampa Bay and beyond. This center is a clear representation of the kind of work that the college and the university should be known for—rigorous scholarship with clear practical application.

Strengthening our Partnership with U.S. Commands

Over the past two decades, military and diplomatic leadership in the U.S. has increasingly turned to academic institutions to assist them in developing a more culturally and historically nuanced approach to international relations as a means of avoiding or limiting warfare. This past year, the college struck a historic nine-year partnership with U.S. Central Command and The Near East South Asia Center for Strategic Studies to host bi-annual joint conferences on topics directly related to national security and our national defense strategy. This year, the college held the first ever Great Power Competition Conference and it was a tremendous success, drawing thought leaders from academia, politics, non-governmental organizations and the military from around the world.





New Engagement Opportunity for Alumni & Students

In FY20 we hosted eight of our most successful alumni on campus for the “Bulls in Action Alumni Speaker Series”, which provides an opportunity for alumni to share their professional path and engage in discussion with some of our most successful students.

Community Engagement

Now in its second year, the Office of Communication, Community, and Global Engagement (CCGE) has identified and executed multiple strategies that are helping to propel the college beyond its previous capabilities. These shifts in strategies, although evolving, now encompass, include, and are more representative of the wholistic view of what the college has to offer. In just the past year, CCGE has brought in Pulitzer-prize winning authors and held thought-provoking discussions geared toward community and inclusivity, while also embracing smaller, more intimate discourse with a focus on students and community groups. Listed below, are just a few of our achievements.



New Ways of Telling Our Story

Last spring we launched The HUB, an evolution of the former CAS News website, where we feature high impact stories that tell the college's story. This coming June, we will complete four full quarters of news related to faculty and student research, awards, and community impact stories.



Highlights

Some of the highlights include:

DAVIDE TANASI

Davide Tanasi's work in Malta and Sicily

CDC PARTNERSHIP

Christian Wells' partnership with University Area Community Development Corporation for Tampa's rehab and redevelopment

JENNIFER COLLINS

Jennifer Collins' and Robin Ersing's Weather, Climate, and Society REU

These are just a few of the stories that CCGE has promoted in the last year. Ensuring we share these stories with our faculty, staff, students, donors, and community is just one way we are promoting the world-class research happening in the College of Arts and Sciences in Tampa.

LAVENDER SCARE

David K. Johnson's work to promote "Lavender Scare", drawing attention to discrimination against gays and lesbians during the Cold War

EXPERIENTIAL EDUCATION

Experiential education experiences in the classroom and in coursework taught by USF CAS faculty



Events and Conferences

Our events support the operation and growth of the college and showcase our extraordinary depth of knowledge across many disciplines and as well as our faculty, students, and alumni accomplishments. This year alone, we supported approximately 30 events that included lectures, workshops, academic conferences, receptions, scholarship banquets, and alumni events. Notably, several events were cancelled due to event prohibitions in response to the COVID-19 virus.



Highlights

- The Frontier Forum series brought in Matthew Desmond, a Pulitzer-prize winning author, and Dr. Naomi Oreskes, a world renown historical scientist. Dr. Desmond discussed the affordable housing issue and its connection to poverty as explored in his book, “Evicted, Profit and Poverty in an American City”. USF took this opportunity to forge new relationships in the community by holding this presentation at the University Area Community Development Center. Dr. Oreskes discussed why the public should trust the science of climate change.
- The Trail Blazers lecture series (bringing distinguished CAS researchers into the community) featured Professors Lee Braver, Antoinette Jackson, and Kelli Burns.
- The College of Arts and Sciences held the Great Power Competition Conference, the first in an 18-part series, in partnership with The Near East South Asia Center for Strategic Studies. This conference will continue to host discussions on how the world’s leading countries can address global challenges and how they can respond to developing threats quickly.
- The College of Arts and Sciences also developed, in partnership with several community organizations, various initiatives focused on aspects of food security. The first of these was the opening of the Center for the Advancement of Food Security and Healthy Communities (CAFSHC). It will use research and education to transform the conversation about hunger, food insecurity and food sovereignty, and to facilitate social equity that results in healthier communities in Tampa Bay and beyond. The Religious Studies department and USF Urban Food Sovereignty Group hosted the first of its annual learning and sharing events to engage food sovereignty here and now. Lastly, the Department of Anthropology, in partnership with Florida Organic Growers, hosted the Growing a Strong Economy Through Local Food and Entrepreneurship conference, providing education and resources to local farmer’s markets and growers.
- The Institute on Russia (in its third year) continued its success, hosting several strategically targeted events focused on exposing students to speakers and topics of current relevance.
- The Institute on Black Life continued building on the historic mission and support of USF’s efforts to build a community of learners, increase visibility of the institution as a place that supports scholarly inquiry, diversity, student success, and community engagement, by hosting its ever growing annual conference focused on entrepreneurship.



Technology

The technology area of the Office of Communication, Community, and Global Engagement (CCGE) has migrated a total of 19 department and center/institute sites into the Content Management System (CMS). We have the remaining sites in wireframe format and are waiting for departmental review or UCM review. Our biggest tasks lay ahead as we work towards a consolidated College of Arts and Sciences. We have actively engaged our department staff to prepare them for the herculean effort of migrating any content that lives on the branch campus sites. The consolidated digital plan was put forth to move things along, in which every two weeks the technology area meets with the departments to assist or address any conflicts. Our technology staff also meets with the CAS Dean's Offices monthly to make sure they are on track to support our additional faculty, staff, and students from the branch campuses.

In mid-March, the technology area enacted two additional plans to support the college in making sure it was prepared as COVID-19 came to Florida. We enacted a CAS continuity plan for our staff and faculty; which made sure communication was at the forefront. Beyond this, we developed a technology audit to make sure there was no resource gap for our staff during these crucial times. We also developed for the advising area a temporary drop-in application for students who could no longer walk in to visit their advisors. We created CAS Senior Staff, CAS Council of Chairs, and CAS Administrative Staff Teams Groups; sharing resources and increasing communication.

Communication and Marketing

In effort to promote the wide range of what the College creates the Office of Communication, Community, and Global Engagement (CCGE) has worked on multiple high-level items to this end:

- In June, we are set to release our first full year (quarter four) edition of The HUB, the updated CAS News (or stories) forum. With each quarter released, we have tracked metrics and data, working towards targeted strategies to improve open rates, conversions, and engagement. In doing so, we have worked with Development to target donors that may be interested in the stories being featured in a given edition. This has helped to bolster outreach, however, improvements are still being made to include call to actions and improve conversions for both Development and overall CAS engagement – from program enrollment to social. Some of the featured stories have been picked up in other media outlets, such as the Tampa Bay Times, The Conversation, USF News, and USF Magazine.



Highlights

- As many of you know, University Communications & Marketing (UCM) has been working diligently to address the area of rebranding USF. Some of this task has also been passed on to CAS. In an effort to grow the College of Arts & Sciences' identity, we have been working directly with UCM and independently to make sure the assets we are provided align with the needs of CAS departments, schools, and institutes. We are also working on guidelines, templates, and best practices that will help better guide faculty and staff to release and share information in a manner that is consistent with the identity of not only the college, but the university.

- A more focused approach to student recruitment and general program information was highlighted in CCGE's creation of a promotional video for Humanities & Cultural Studies. In partnership with Innovative Education, we worked with selected faculty from the department to have them come in and conduct interviews about their classes/programs and share what they do, why they do what they do, and what they hope students will learn from their courses. We also included classroom footage to accompany the interviews. Upon completion, this video can be shared in a myriad of ways. Its multi-purpose use is what CAS aims to complete for various programs, departments and faculty, as we work toward more targeted campaigns to boost areas included in Planning and Performance Accountability (PPA) metrics.

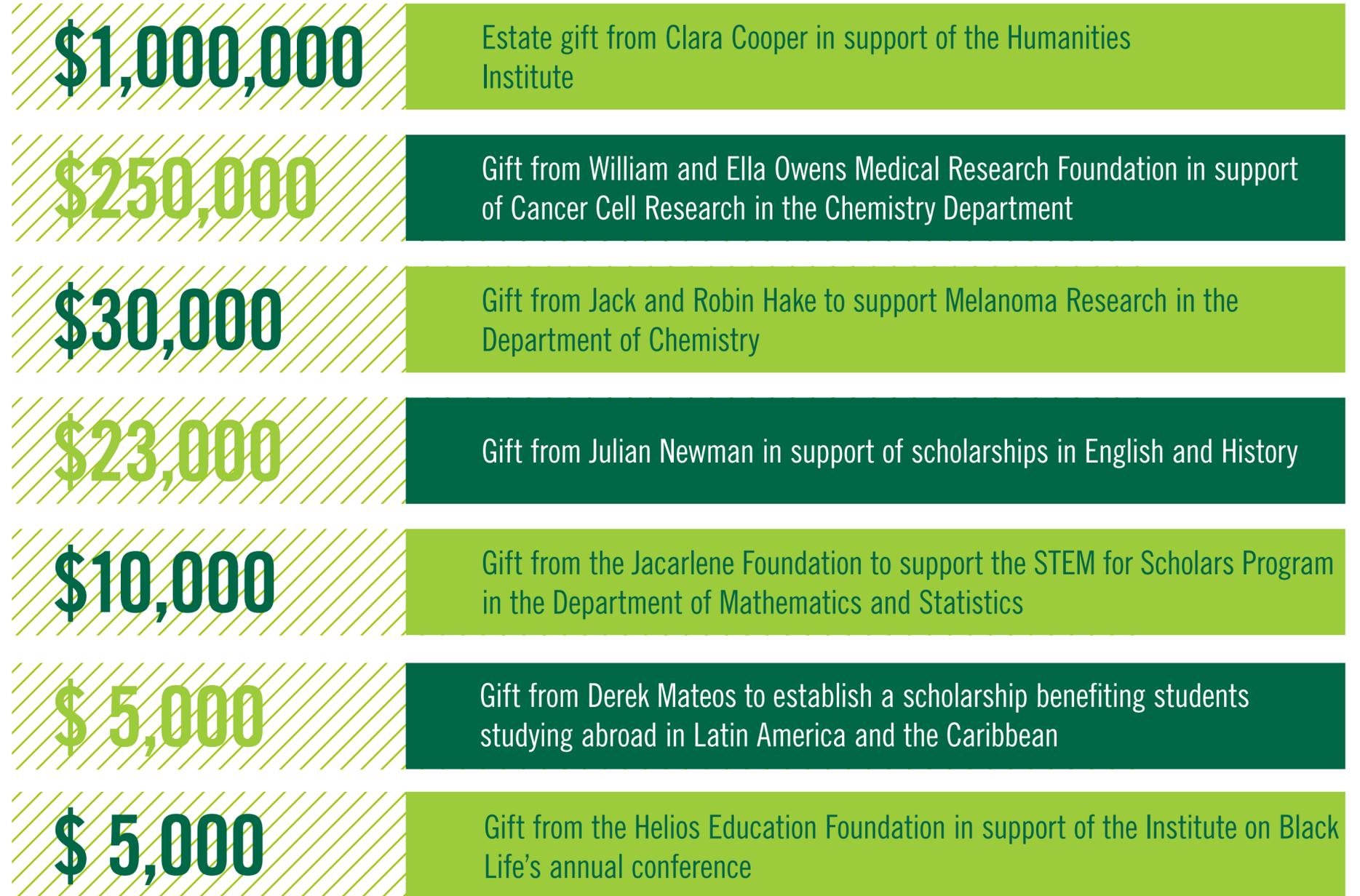
- CCGE is continuing to work with Development/Advancement Operations to build on their Bulls in Action speaker series. The format of this event has changed since last year, but the approach is more targeted toward certain classes – giving students the opportunity to hear directly from successful alumni in their intended field of study. We work directly with the Development office to make sure their invites are tailored to their needs for both the student and the speaker. We also continue to photograph these events and edit to maintain photographic style. These photos can then be shared with current and potential friends and donors.

- Last, we are working together with the resurrected Pro Comm Group to better align ourselves with other marketing and communications offices from across the university and across campuses. Within the Pro Comm Group, there are workgroups designed to streamline efficiencies in news and information sharing, driving more traffic and creating a network of partners across USF for resource sharing. The Pro Comm meets in person for monthly meetings and also utilizes a MS Teams group to stay connected and up to date with each other. CAS is represented in multiple work groups, from Social Media Management Tool Selection to Marketing Technology Work Group.

Development

More than 900 donors have contributed to the college to support student success and research. With projections of anticipated gifts we expect to fall short of our \$4,000,000 goal. This is partially due to drastic changes in the market as a result of the COVID-19 pandemic. The college met the 40% participation goal for the Faculty & Staff Campaign.

Here are several examples of philanthropic support making a difference in FY20.





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