

WINTER 2011
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GRAPHICSTUDIO

World-renowned artists like Christian Marclay
break new ground at USF's research atelier, pg 22.

▼ Christian Marclay develops one of his unique cyanotypes, a 19th century process for creating blueprints revived by Graphicstudio researchers.



COVER STORY

Graphicstudio: For the Love of Art

Since 1968, world-renowned artists such as Christian Marclay, Robert Rauschenberg and Teresita Fernández have collaborated with USF Graphicstudio to break new ground in contemporary art.

22

WINTER 2011



USF graduate student Tiffany Piquet's photo, taken in Coimbatore, India, won in the Study Abroad category of USF's International Photo Competition.

34

High Impact

- 4 President's Letter
- 5 European Exposition Opens Doors

Spotlight

- 6 Innovation
- 8 Students
- 10 Research
- 12 USF System
- 14 Business
- 16 Sustainability

Unstoppable

- 38 Engineered for Success

Sports

- 40 Soccer Highlights

Voices

- 42 Trent Green



42

18 Healthy Living

Campus Recreation Center gets a facelift.

20 Remembering Lee Roy

Beloved athletic director remembered.

22 Graphicstudio: For the Love of Art

Graphicstudio advances the work of artists.

28 Report from Asaba

Researchers blog about their work in Nigeria.

34 Global Views

Photo competition spotlights experiences abroad.

USF is a high-impact, global research university dedicated to student success.



It is amazing how quickly this year has passed. It is even more amazing to look back on so many highlights—being ranked ninth worldwide among universities granted U.S. patents; breaking ground on the \$30 million Center for Advanced Medical Learning and Simulation; achieving recognition as one of America's greenest universities; and opening major new research facilities including the Kiran C. Patel Center for Global Solutions, the Music Building and the Interdisciplinary Science Building.

This issue of USF Magazine is filled with more highlights. Our feature on Graphicstudio takes a look inside USF's research atelier that has been advancing the work of artists for nearly half a century. Our feature on USF World's International Photo Competition captures some of the experiences of the hundreds of USF students

traveling abroad. The important work of USF researchers to understand the Asaba massacre and honor the dead is the subject of another compelling feature.

In this year of highlights and accomplishments, we paused in September to honor the memory of our dear friend and former athletic director, Lee Roy Selmon. Lee Roy was a man of remarkable character; a pillar of our university and our community. It is only fitting that we rename our athletic center in his honor.

As the year draws to a close, I hope you will join me in recognizing our many accomplishments and celebrating this remarkable, high-impact university.

PRESIDENT JUDY GENSHAFT

European Exposition Opens Doors

The global future of higher education began taking shape in England last month as USF staged its first European Exposition. Over two days in London, more than 150 prospective students, academic researchers and education officials met their USF counterparts and forged new connections.

The exposition served two purposes: to put USF on the radar screens of thousands of European students, and to connect USF researchers to their counterparts overseas also working on solutions to world issues.

"It's incredibly exciting," says USF Provost Ralph Wilcox. "It aligns perfectly with the vision of what USF

aspires to make available for students and faculty. It aligns perfectly with our research mission."

The new focus on coordinating U.S.-U.K. higher education policy comes at a crucial time. While both nations continue to lead the world in higher education, there is widespread recognition that more needs to be done to prepare students for careers that will involve emerging economies around the world.

And that is what USF's commitment is all about—preparing students to compete in a truly global economy.

VICKIE CHACHERE | USF News



▲ USF students Krishna Patel, Michael Rzonca, Marcus Graham and Kristen Slusser joined the trip as Green and Gold Guides. For Rzonca, Graham and Slusser, this was their first trip outside of the U.S.

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USF UNIVERSITY OF
SOUTH FLORIDA
SYSTEM

International Impact

FleX House, a net-zero solar energy home built by students from USF and three other Florida universities, traveled to Washington, D.C. to compete in the international Solar Decathlon.

Two years of planning and three months of building came to an end in September as Team Florida's FLeX House made its way to Washington, D.C. to compete in the U.S. Department of Energy Solar Decathlon 2011.

The 930-square-foot, net-zero solar energy home was built by students and faculty from USF, Florida State University, the University of Central Florida and the University of Florida

under the direction of USF assistant professor and team leader Stanley Russell. Nineteen collegiate teams representing five countries and four continents took part in the biennial competition that challenges college students to design and build an energy-efficient, affordable and attractive solar-powered home. The homes were on display from Sept. 23 to Oct. 2 on the National Mall's West Potomac Park.

▼ BIRDS-EYE VIEW

The Washington Monument overlooks the Solar Village on the National Mall's West Potomac Park.





▲ SOLAR POWER

After a stormy day, Team Florida shines brightly at night during the competition.

In D.C., the houses were judged in 10 separate categories, including affordability, architecture and entertainment. Team members facilitated public tours and helped educate visitors about innovative ways to save energy.

FLeX House is now back in Florida at the USF Research Park where it will serve as an exhibition and research lab for more green innovations.

ANN CARNEY | USF News



▲ COMFORTABLE AND EFFICIENT

The FLeX House base module is designed for a young couple or a couple with a small child living in Central Florida on a moderate income. As the family grows, new modules can be added to the base to expand the living space.



▲ FLORIDA DESIGN

A shading structure with cypress louvers is designed to shield the roof and walls from the hot Florida sun.



Photos: Panorama and night photo pg 7, STEFANO PALTERA | U.S. Dept. of Energy; pg 7, JIM TETRO | U.S. Dept. of Energy Solar Decathlon



USF student Emily Lorino attended the Second Annual Student Success Conference.

First in Class

USF welcomed its strongest ever freshman class in the fall—a class prepared for success.

The average SAT score for the Fall 2011 freshman class on the university's Tampa campus was 1203, up 27 points from the previous year. Average ACT scores rose as well, up one point to 27. Grade-point average for the Fall 2011 class was up one-tenth of a point, from 3.81 last year to 3.91 for the current semester.

“As part of the Student Success initiative, we wanted to enroll a class that was prepared to succeed,” says USF Vice Provost Paul Dosal, who credits strategic recruiting for the outstanding freshman class.

Dosal, who heads the Student Success initiative, says the jump in grade-point-

FRESHMEN Numbers*

3.91

Average
GPA

1203

Average
SAT Score

27

Average
ACT score

*Tampa Campus,
Fall 2011

average was most significant.

“GPA is a reflection of a student’s willingness to work and be diligent.”

Ensuring student success is a university-wide commitment. The Office of Student Success works to create and sustain an enriching, student-focused learning environment that empowers students to attain their goals. That means aligning everything from course load, appropriate advising, adequate financial aid, on-campus work opportunities, on-campus housing, tutoring and learning services, and opportunities to get engaged.

“There are so many factors,” Dosal says. And so many opportunities to succeed.

ANN CARNEY | USF News

Conference Focuses on Success

"Thoughts become your words. Words become your actions. Actions become your habits. Habits become your character. Character becomes your destiny."

It was a message Freeman A. Hrabowski, III, president of the University of Maryland, Baltimore County, and just-named recipient of the Carnegie Corporation's 2011 Centennial Academic Leadership Award, repeated during his keynote address at the 2011 Student Success Conference at USF.

The conference, attended by some 260 USF students, faculty, alumni and administrators, focused on ways to make the USF community a better place for students to live, work and study.

The goal of the conference, according to Vice Provost Paul Dosal, was to "move the student success movement to a new phase." Jennifer Meningall, vice president for Student Affairs, called the commitment to student success "one of the most important priorities at USF."



Hrabowski, whose speech drew a standing ovation, has been recognized nationally for developing a culture of excellence and success in preparing students of all backgrounds to become Ph.D. scientists and engineers.

"Student success has everything to do with helping students to dream about the possibilities," he said.

Following Hrabowski's speech, conference participants broke into small groups, discussing ways to foster student success. Their recommendations will be the basis for a series of best practice documents to be developed in the coming year.

▲ USF Vice President for Student Affairs Jennifer Meningall, keynote speaker Freeman A. Hrabowski, III and Vice Provost Paul Dosal.

ANN CARNEY | USF News

INTO Learning

This fall, nearly 600 international students from 33 countries began preparing for transition to a formal degree program at USF.

The students are part of INTO USF, a unique partnership between USF and INTO University Partnerships (INTO) that helps prepare international students for a university education, while boosting the university's international student enrollment.

Students in the program are enrolled in a variety of academic "Pathway" and English language programs designed and delivered by USF faculty. In addition to receiving a full year of instruction and personalized support, students are immersed in U.S. university life—living on campus and

enjoying access to all USF facilities, resources and services.

The program, now in its second year, is experiencing tremendous success. Student enrollment in the INTO USF center on the Tampa campus for 2011-12 exceeded original estimates by 16 percent, and surpassed enrollment for Fall 2010-11 by 27 percent.

"We are delighted with the early success of the INTO USF partnership as we exceeded student enrollment, progression and matriculation targets in our first year," says USF Provost Ralph Wilcox. "This year's robust enrollment promises to further USF's goal of enrolling more international students who bring valued global experiences and perspectives to the classroom."

INTO University Partnerships

600

Nearly 600 international students enrolled in INTO USF for 2011-12.

Examining the Effects of the Spill



USF's College of Marine Science is leading a multimillion-dollar research effort tied to the 2010 Deepwater Horizon oil spill in the Gulf of Mexico. In August, the college was awarded \$11 million to lead a research consortium that will study the effects of the spill on the Gulf's ecology and build better ways for predicting damage from future spills.

The College of Marine Science was one of only eight research centers selected from 77 proposals nationwide. The college will lead an international consortium of universities and research

institutes in four states, Canada, the Netherlands and Germany, examining the impact of the spill and the use of chemical dispersants.

The grant comes on top of \$10 million awarded to the Florida Institute of Oceanography (FIO) in June 2010 through BP's Gulf of Mexico Research Initiative. USF is the host institution for the FIO, a consortium of 20 public and private marine research centers in Florida.

VICKIE CHACHERE | USF News

▲ College of Marine Science Dean Jackie Dixon led efforts to secure the most recent grant.



Improving Outcomes

Research under way at USF could improve treatment for post-stroke patients. Faculty in the Department of Neurosurgery and Brain Repair received a \$2.6 million grant from the National Institutes of Health in August to investigate whether cells derived from human bone marrow could improve post-stroke therapy by repairing the blood-brain barrier. The barrier prevents harmful substances in circulating blood from entering the brain while allowing passage of needed substances.

According to Dr. Svitlana Garbuzova-Davis, one of the grant's princi-

pal investigators, damage to blood-brain barrier can negatively influence central nervous system regenerative processes after a stroke.

Using a rat model, researchers will investigate how blood-brain barrier repair might mitigate functional recovery in the animals and determine if blood-brain barrier reconstitution can lead to positive therapeutic outcomes.

ANNE DELOTTO BAIER | USF Health



▲ Dr. Svitlana Garbuzova-Davis is one of the grant's principal investigators.



Bringing Science Home

A program that is helping people with chronic illness live happier, healthier lives got a major boost in October.

The Patterson Foundation announced that it has extended its \$5.6 million collaborative partnership with USF Health for the Bringing Science Home initiative from three years to five. And, the foundation announced a dollar-for-dollar matching challenge up to \$2 million for donations benefiting the initiative.

Launched in June 2010, Bringing Science Home has become a model program for chronic illness care. The challenge opens up the possibility for a \$4 million endowment to ensure the initiative thrives financially in perpetuity.

USF Health News

▲ Nicole Johnson leads the Bringing Science Home initiative.

USF SARASOTA-MANATEE Club Mentor

Education majors at USF Sarasota-Manatee have partnered with Big Brothers, Big Sisters (BBBS) of the Suncoast to mentor students in a local elementary school. The USF Sarasota-Manatee students are members of the PRIDE (Promoting, Recruiting, Increasing Diverse Educators) Club and have been working with BBBS students at Rogers Garden Elementary School where some of the USFSM students are also completing their internships.

PRIDE Club Adviser Marie Byrd-Blake is an assistant professor in the College of Education specializing in reading and elementary education. Her ties to BBBS date back more than 10 years when she was named the National Big Sister of the Year by BBBS of America in 2001. "I'm excited about our new partnership with BBBS of the Suncoast," she says. "The organization has proven that it makes a difference in the lives of children. In our efforts to promote teacher educa-

tion among those of diverse backgrounds, PRIDE has previously engaged in mentoring students who are enrolled in schools that are located in high poverty, culturally diverse and/or high needs communities."

The current president of PRIDE, Kate Shackelford, approached Byrd-Blake in the spring expressing interest in becoming a Big Sister. Almost immediately Shackelford was connected with the Manatee BBBS community office and is currently a Big Sister to an 11-year-old in Manatee County. Shackelford's affiliation with the local office led to facilitating a mentor program and she began recruiting other PRIDE students as volunteers. Due to those efforts, PRIDE has become an official partner with BBBS of the Suncoast and together the two groups are working to increase the number of mentors at Rogers Garden Elementary.

MISSY COOPER | USFSM

USF ST. PETERSBURG Gazelle Lab

With the work of USF St. Petersburg entrepreneurship students assisting them along the way, the 14 entrepreneurs selected for the inaugural Gazelle Lab capped their mentor-driven program on Nov. 17 with funding pitches to investors from around the country.

The entrepreneurs had three months to fulfill their charge – absorb all the training, guidance and support provided by USFSP students and more than 60 community mentors to then successfully pitch an expansion plan for their recently launched businesses. Local investors provided early-stage seed money and the undergraduate students vetted the investor documentation and models developed by the business founders.

"The students involved that are truly motivated toward self-venturing developed skills that will give them more than a leg up in starting their own venture," says Bill Jackson, the Gazelle Lab director and professor of entrepreneurship and innovation in the College of

Business at USFSP. "This worked because the students and community mentors are committed to the concept underlying Gazelle Lab – to advance sustainable entrepreneurship in the Tampa Bay area."

Part of the national TechStars Network, the Gazelle Lab is an initiative of the Sustainable Entrepreneurship and Innovation (SEI) Alliance in the College of Business at USFSP. The term "gazelle" refers to the entrepreneurial companies creating most of the private-sector jobs and revenue growth in the U.S. economy.

"We're raising capital and generating jobs without any cost to anybody and with great benefit to the university's students," says Daniel James Scott, another Gazelle Lab founder and assistant director of the SEI Alliance. "The company founders put everything on the line for their business ideas and the students have a say in the future of those companies."

MELANIE MARQUEZ | USFSP

USF POLYTECHNIC New Lab

USF Polytechnic's new Applied Neuroscience and Cognitive Electrophysiology Lab in Winter Haven focuses on examining neural processes in healthy individuals and those with cognitive impairment. Aryn Bush, assistant professor of psychology and Richard Marshall, associate professor of education, are the lab's co-directors.

"One of the primary reasons we wanted to have lab space was so our students could gain valuable research experience," says Bush. "Those who want to engage in cognitive neuroscience and electrophysiology research need a lab in which to do that."

The lab has formed research partnerships with Watson Clinic and the Alzheimer's Association.

USFP News

Oct. 20, 2:15 PM
Students on the move at
USF Sarasota-Manatee.

Data Miners

Research shows that a repeat sale is one of the most important sales a company can make. But what keeps clients loyal to a product or service? According to two USF business professors, smart business leaders use analytics to answer such questions.

“In business, information is plentiful,” says professor Alan Hevner. “Yet, intelligent use of that information to inform and drive operations is rare.”

FedEx is collaborating with Hevner and fellow professor Balaji Padmanabhan on an innovative study that demonstrates how data analytics can address fundamental business issues. Working with Crystal Shi and Michael Cuenco from FedEx Services Quality Leadership team, these USF researchers are using predictive data mining models to identify issues that customers care about most.

“We are studying the role service quality plays in retention,” says Hevner. “FedEx is highly focused on customer service and was already gathering data on service-related priorities.”

High Marks

USF's entrepreneurship program has been ranked among the top graduate programs in the nation. The USF program was ranked 19th in the nation by the Princeton Review and Entrepreneur magazine, up six spots from last year. USF was the only Florida university included in the ranking, and third among public universities in the Southeast.



“Leading firms today recognize data as an asset,” says Padmanabhan. “We are helping them address the question of how best to leverage this asset to measure, and hopefully manage, loyalty,” he adds. The answer: find patterns to identify and rank factors that impact customer loyalty.

“With knowledge of these factors, customer retention programs can be developed. Actions can be taken to identify and retain loyal, committed clients,” Hevner adds.

The project illustrates the importance of business research and how the findings enhance education. “As we prepare students for careers, such research can showcase real-world analytics,” says Padmanabhan. “Students understand real-world usage directly from firms that use predictive mining to answer operational questions.”

It can bring global companies to campus, too. Recently, Shi used Skype's online video application to chat with graduate students in Padmanabhan's data mining course, discussing the firm and answering student questions.

This research is designed to provide answers that help drive sales, keep customers and improve the bottom line.

LORIE BRIGGS | USF College of Business

▲ Professor and Eminent Scholar Alan Hevner and Anderson Professor of Global Management Balaji Padmanabhan teach in the Information Systems Decision Sciences Department.



Supply Chain Expert

What happens when a supply chain isn't working? According to USF's Jim Stock, the answer is not much. Which is a big problem when it comes to business.

Stock, who was recently honored with the Council of Supply Chain Management Professionals' Distinguished Service Award, is an expert in supply chains, logistics and everything it takes to get products from point A to point B.

Every product, whether it is a blouse or a seat belt fastener used at a manufacturing firm, starts out as raw material, Stock explains. "Materials have to flow to suppliers, manufacturers and ultimately to the customer" he says. "This flow, or function, is what supply chains are all about."

The award, which is the highest honor an individual can receive for achievements in the industry, isn't the only award Stock recently received. The marketing professor spent several days in Turkey in October, where he received the Special Lifetime Logistics Service Award from Yasar University and the 9th International Logistics and Supply Chain Congress for his outstanding research, achievement and continuous contributions to the field.

"Supply chains aren't boring," adds Stock, who acknowledges that the term often conjures up images of complicated flowcharts and diagrams. "It is a key business function."

And if the supply chain isn't working, not much happens.

LORIE BRIGGS | USF College of Business

▶ Jim Stock is the Frank Harvey Endowed Professor of Marketing in the USF College of Business.

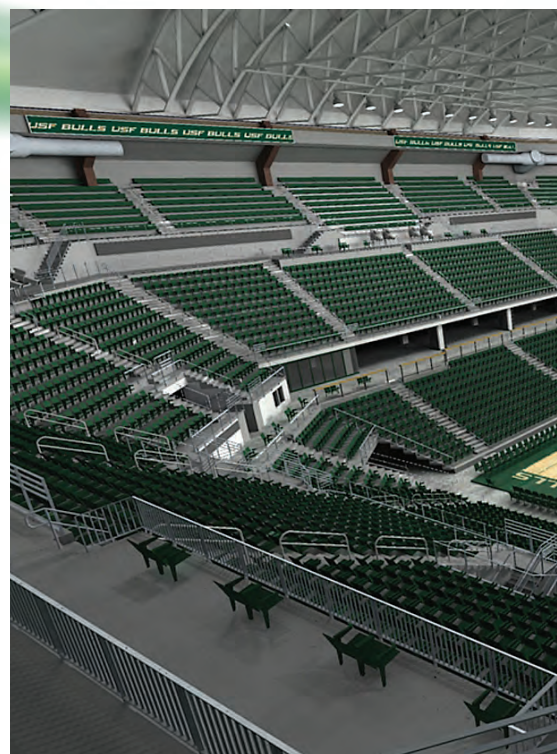
Sustainable Renovation

Along with a center scoreboard, concessions and a new concourse level, sustainability ranked high on the list of priorities for USF's \$35 million renovation of the Sundome Arena & Convocation Center.

"From the outset, the renovation was planned with sustainability in mind," says Stephen Lafferty, with USF Facilities Planning & Construction. "Like all new construction projects at the university, this renovation supports President Genshaft's commitment to create a sustainable campus environment."

Among the highlights of the sustainable renovation, according to Lafferty:

- As of Sept. 30, nearly 90 percent of the debris removed from the site had been recycled—that's a total of 2,375.53 tons of materials diverted from landfills.
- More than 50 percent of original walls, floors and roof systems are being re-used in the renovation.

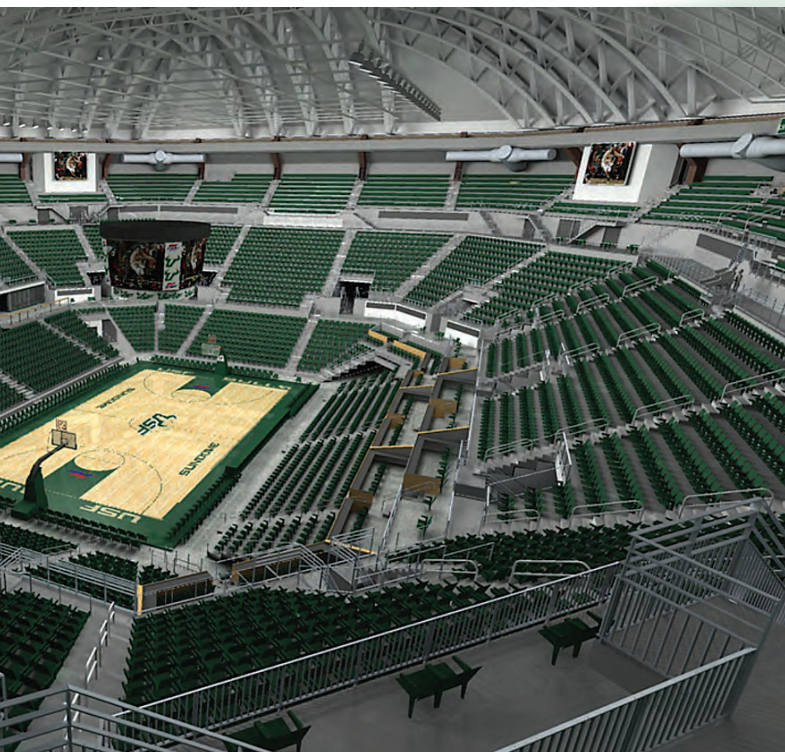


- High-efficiency air conditioning and lighting systems will reduce overall energy consumption by 18 percent, and internal water usage by 30 percent.
- Efficient landscaping and irrigation systems will cut the arena's irrigation needs by 50 percent.



GREEN EFFORTS AROUND CAMPUS

- Four buildings under construction, and all future buildings constructed on campus, will be LEED certified.
- New water bottle filling stations have been installed throughout campus.
- All USF Dining is Styrofoam-free.
- Solar panels power some campus golf carts.
- Interior and exterior lights have been replaced with energy efficient lighting.
- Incandescent traffic lights on campus have been replaced with LED traffic lights.
- USF offers 110 sustainability-focused courses and 280 sustainability-related courses.
- A Student Green Energy Fund is helping to steer USF toward a carbon-free campus fueled by renewable energy.
- The Borrow our Bikes Green Bike Program allows students to check out bicycles for free (pictured).



2,357.53

Tons (or 4,715,060 pounds) of materials recycled and diverted from landfills as of Sept. 30.

SUSTAINABLE VISION

Architect's rendering of the completed Sun Dome renovation.

In addition, Lafferty says, significant quantities of new flooring, wall coverings, cabinetry, rebar and concrete material being used include recycled content. And, less polluting paints, adhesives, sealants, flooring and cabinetry materials are being used.

The renovation is expected to be completed in May. It is projected to extend the arena's life for another 30 years.

ANN CARNEY | USF News

Cool School

How cool is this? USF rocketed up the rankings to No. 47 on Sierra Magazine's list of "Cool Schools" for bringing sustainable practices to daily life.

Sierra Magazine ranks American colleges and universities according to their environmental practices, green initiatives and the caliber of sustainability-focused education. The annual list is published in Sierra Magazine's fall issue. Schools fill out a lengthy survey in order to be ranked, and after two years of aggressively implementing green initiatives on campus, the USF Office of Sustainability made the list.

Christian Wells, director of the Office of Sustainability, is excited to be recognized as one of America's greenest campuses.

"Our ranking, 47 out of 118 schools, is confirmation that we are on the right path toward sustainability. Last year USF didn't even make the list at all, so our first appearance in the top 50 is impressive, to say the least."

BETI GATHEGI | The Patel Center for Global Solutions



Healthy

Living



Photo: AIMEE BLODGETT | USF News



Rec Center Renovation

The start of the fall semester saw the completion of a major renovation and expansion of the Campus Recreation Center. The \$17 million renovation, which includes Champions Choice, a dining hall offering healthy options, is part of a campus-wide healthy living and wellness initiative.

A few facts about the renovation and the new Campus Recreation Center:

- Since opening in August, daily visits to the rec center have increased 50 percent, from 2,000 to 3,000.
- The renovation added 34,000 square feet to the center for a total of 144,000 square feet.
- The newly renovated center features 115 pieces of cardio equipment, each with a personal TV and Internet access.
- Strength and conditioning machines more than tripled from 20 to 65.
- A new 1/12 mile, suspended jogging track features three lanes and a rubberized surface.
- A new gymnasium features two full basketball courts and can be used for multiple sports.
- The center features five group fitness studios, including two cycling studios, one with a multipurpose projection screen for virtual riding.
- The center has the Bay area's only 25-yard indoor pool.
- Six, four-wall racquetball courts can be reserved up to 24 hours in advance.
- Individual and group personal training is available for a fee.

ANN CARNEY | USF News

Remembering Lee Roy

“We’re a better university because of Lee Roy Selmon. He was an incredible role model, who cared about all of our student-athletes, no matter what sport. He built an incredible legacy and he will never be forgotten.”

- JUDY GENSHAFT



Former USF Athletic Director and Bucs Pro Football Hall of Famer Lee Roy Selmon died suddenly on Sept. 4, devastating family, friends and the entire USF community.

The champion defensive end and Tampa Bay icon was 56.

During a memorial service on Sept. 9, USF President Judy Genshaft announced that the USF Athletic Training Center will be renamed in his honor.

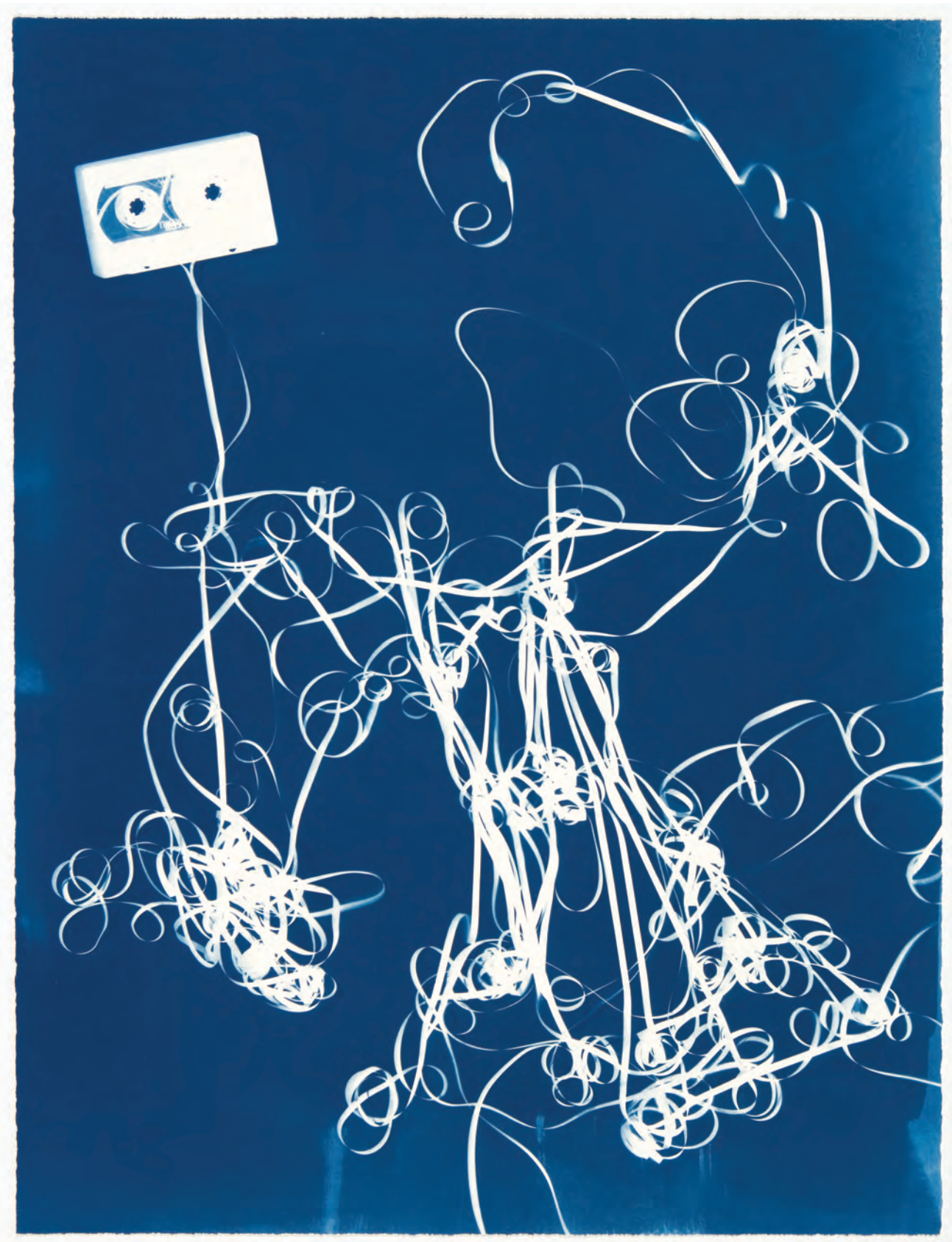
"He was truly a pillar of our university and our community; we can't imagine the campus without him," Genshaft said. "And that is why the USF Board of Trustees unanimously approved my request to rename the USF Athletic Training Center the Lee Roy Selmon Athletics Center at the University of South Florida."

Selmon joined the USF Athletics department in 1993, and was named athletic director in 2001. He was instrumental in growing the university's athletics program, especially football, leading USF's move into Conference USA, and then into the Big East Conference. In 2004, he was named president of the USF Foundation Partnership for Athletics.

A football legend, Selmon played for the University of Oklahoma, winning two back-to-back national championships before going on to be the Tampa Bay Buccaneer's first pick in the 1976 NFL draft. He was named the league's defensive player of the year in 1979, and was inducted into the Pro Football Hall of Fame in 1995.

He is remembered as a man of integrity and a mentor to student-athletes everywhere.





Untitled, 2007-08, 26" x 21"

▲ "Untitled" is one of a series of unique cyanotypes produced at Graphicstudio by Christian Marclay, using cassettes and unfurled tapes. Marclay was recently named one of "The 10 Most Important Artists of Today" by Newsweek (Daily Beast).

Graphicstudio: For the Love of Art

USF's innovative Graphicstudio is recognized as the nation's leading university-based art research atelier.

By ANN CARNEY | USF News

The once familiar ribbons dance across a striking blue background—music cassette tapes unspooled, strewn and tangled.

The prints are part of an extraordinary collection of Prussian blue cyanotypes created by Christian Marclay in collaboration with USF's Graphicstudio. Over the course of two years, Marclay made repeated visits to the university-based atelier, working with the studio's master printers to complete the innovative project. He even refers to Graphicstudio as "my studio away from my studio."

Since 1968, emerging and world-renowned contemporary artists, including Robert Rauschenberg, James Rosenquist, Roy Lichtenstein, Ed Ruscha, Mark Dion and Teresita Fernández, have worked in residence at Graphicstudio. The atelier provides artists the freedom to experiment with new materials and processes while tapping into the university's vast resources.

"Graphicstudio is an innovative artist residency program recognized as the leading university-based art research atelier in the United States," says Margaret A. Miller, professor and director of the Institute for Research in Art, the umbrella organization for Graphicstudio, the Contemporary Art

Museum and the Public Art program at USF. "We are advancing the research of artists in a collaborative environment."

At the Tampa campus atelier, hand-picked resident artists are matched with exceptionally talented faculty and staff who often work around the clock to pursue new directions and ideas to advance their practice. Their collaborations have resulted in new processes and treatments of traditional print-making methods, such as a process for printing encaustic waxes, called "waxtype," and enhancements to the 19th century photogravure process to allow for the hand-printing of unusually large images and four-color separations.

G

raphicstudio first used the cyanotype process with Rauschenberg in the early 1970s. Unlike silver-based photographs, cyanotypes use a mixture of light-sensitive iron compounds and are often called “blueprints” because of their distinctive Prussian blue color. Marclay wanted to explore the cyanotype technique and extend its scale and complexity with the expertise of Graphicstudio.

Working with the atelier’s team of printers, Marclay created each cyanotype by placing music cassettes purchased from local thrift shops and reels of unspooled tape directly onto photosensitive paper and then exposing it to light. The team’s research into the limitations and possibilities of the cyanotype method helped steer Marclay’s dramatic successes.

“What distinguishes us from a commercial press is our ability to call in an entire community of researchers to support a project an artist might want to do,” says Miller. “Our artists have the ability to walk into a scientist’s laboratory and have a conversation.”

When contemporary artist Keith Edmier wanted the perfect model of a heart to create his “Adonais” sculpture of two human hearts—one in a contracted state and one in a state of expansion—he used data derived from MRI scans made on the USF campus, and developed a rapid prototype based on a model of the human heart from USF Health. To make his “Cycas Revoluta

Bulbil,” Edmier worked with Graphicstudio fabricators and researchers in the Department of Geology to develop new techniques for pouring molten basalt lava.

But not every project comes to fruition.

“Sometimes it’s magical; sometimes it’s so hard to get it,” Miller says. “Maybe we don’t get it on the artist’s first visit. Sometimes we let six months, a year go by before we figure out where to go next. It’s not a formula.”

While the collaboration serves to advance each artist’s practice, students and faculty as well derive significant benefits from their exchanges with visiting artists, according to Miller.

“When we choose an artist, we consider that artist’s ability to participate in and contribute to campus in a profound and interdisciplinary way.”

And to stimulate discussion.

French-American sculptor Louise Bourgeois’ work involves spiders that inhabit and dominate great public spaces; American folk artist Trenton Doyle Hancock’s three-dimensional, glow-in-the-dark wallpaper tells a fantastical story about half-animal, half-plant creatures preyed upon by evil beings called vegans; Allan McCollum’s “Shapes” project speaks to issues of representation, categorization, symbolic systems, and questions of uniqueness, originality and mass production.



60s

Donald J. Saff on left with artist Jim Dine.

Graphicstudio was founded in 1968 by now Dean Emeritus Saff.



70s

Artist James Rosenquist working on a large-scale lithograph. Rosenquist has continued to work at the studio since the early 70s.



80s

Robert Rauschenberg with sculpture multiples made in the 80s in connection with ROCI (Rauschenberg Overseas Cultural Interchange) directed by Saff.

90s

Cuban art collective Los Carpinteros (Marco Castillo and Dagoberto Rodríguez) working on projects. In the 90s, Noel Smith, Curator of Latin American and Caribbean Art, initiated exchanges with Latin American artists with a focus on Cuba.



In 1990, the National Gallery of Art in Washington, D.C. established a print archive of Graphicstudio publications which became the subject of an exhibition and catalogue.



2000s forward

New York-based artist Teresita Fernández with "Apparition," a precision-cut polished stainless steel wall work with screened ink on back from 2007.

"On a weekly basis as many as ten classes come through Graphicstudio," Miller says. Many of the studio's projects are inspired by literary works, historical events, and socially and politically-charged issues of the day.

"There are so many pathways to experience what we are doing."

From its founding by Distinguished Professor Emeritus Donald J. Saff in 1968, Graphicstudio has earned widespread popular and critical acclaim. In 1990, an archive of Graphicstudio's publications was established at the National Gallery of Art in Washington, D.C., and later became the subject for a comprehensive exhibition and catalogue.

Over the years, Graphicstudio's editions have been acquired by collectors from around the world and leading museums, including the Museum of Modern Art, the Whitney Museum of American Art, the New York Public Library and the John and Mable Ringling Museum of Art in Sarasota.

"Often we invite young, emerging artists with promise. We are fortunate when their careers develop," Miller says. "And we are always pleased when something we do gets national attention."

To date, about 150 artists have produced some 1,500 limited edition prints and sculpture multiples at the studio – many works considered to be at the forefront of contemporary art. Under an arrangement entered into with resident artists, USF retains 50 percent of the proceeds of works produced at the studio and sold to collectors, galleries, museums and artist's dealers.

Carrying out the studio's mission is a costly undertaking. Less than 35 percent of Graphicstudio's funding comes from the university and public sources. A Subscription Program, which allows individual, corporate and institutional collectors to acquire distinctive prints

and sculpture multiples, has been a vital component in ensuring the program's continued success. So, too, has the studio's annual one-day benefit sale.

In October, about 250 art patrons meandered through the studio for the benefit sale, perusing and purchasing innovative works by Los Carpinteros, Chuck Close, Iva Guerogueieva, Alex Katz, Robert Mapplethorpe, Vik Muniz, Robert Rauschenberg, James Rosenquist, Ed Ruscha, Alyson Shotz, Janaina Tschäpe, and William Wegman, among many others.

"It takes the whole campus and an infusion of resources and talented people to make this work," says Miller. "This is a team endeavor." ■

"We can call in an entire community of researchers to support a project an artist might want to create."

- Margaret Miller



▲ September 2011

Christian Marclay signing etchings with the research team: Tim Baker, Tom Pruitt, Sarah Howard and director Margaret Miller.

Report from Asaba



October 1967. In Nigeria, on the west coast of Africa, civil war raged. Ethnic and cultural differences fueled the fighting, which followed the secession of the mostly Igbo region to the east of the Niger River, an area renamed Biafra.

Nigerian government troops had arrived in Asaba, an ethnically-Igbo town on the west bank of the Niger that remained part of Nigeria. On Oct. 7, 1967, federal troops gathered up men and older boys, accusing them of Biafran sympathies. They opened fire on the terrified group, and as many as 700 people were slaughtered. The bodies were buried in several unmarked, mass graves. Little historical documentation exists about the killings and for decades it appeared the massacre would remain forgotten.

But in 2001, a few witnesses told their stories to a Nigerian Truth Commission, and the Nigerian head of state during the civil war made a public apology to the people of Asaba.

Now a movement to memorialize those killed in the massacre is gaining interest, and several USF researchers are involved.

Since 2009, USF professor of anthropology S. Elizabeth Bird, and professor and chair of the Department of History Fraser Ottanelli, have traveled to Nigeria three times to shed light on the killing of as many as 1,000 civilians in Asaba. Through eye-witness testimonies and interviews with survivors, they are working to break the silence, honor the dead, reconstruct the history of the event, and formally commemorate the atrocities with a permanent museum exhibit in Asaba.

Excerpts from the Asaba Memorial Blog ...

“ July 6, 2010

While most of the massacre victims were men and boys, women suffered great heart-break and hardship, both in the immediate aftermath and in the long term. Women told us of searching for the bodies of their sons, husbands and

brothers, or wondering for years afterwards where they lay. They described dressing young boys as girls, so that the soldiers would not kill them, and disguising young women as mothers with children, to avoid assault by soldiers.



USF professor of anthropology S. Elizabeth Bird interviews Nakandelin Madezia.

Report from Asaba

JULY 4, 2010

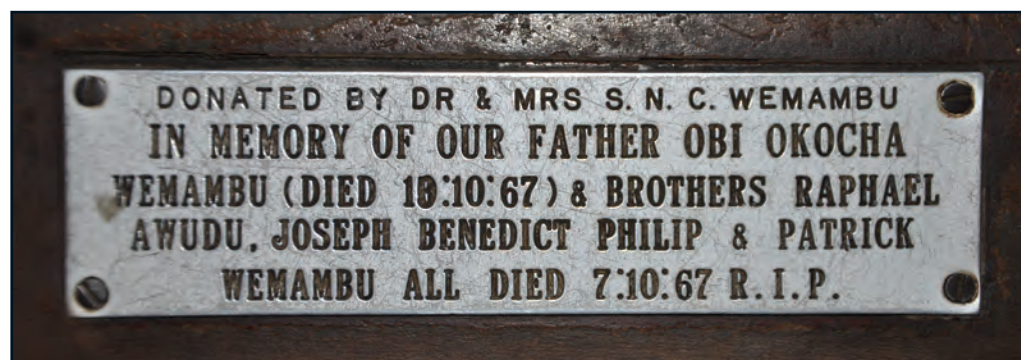


Bird interviews Obi (Chief) Esonanjo Awolo.

“ Our main goal in Asaba is to hear from more people who survived the 1967 killings, or who were affected in many ways. While some are reluctant to speak, we are finding many who believe it is important that the story be told.

This plaque on a pew in St. Joseph's Catholic Church, Asaba, is one of many that remembers those who died in October 1967.

In St. Joseph's Catholic Church, where many Asabans still worship, small plaques on pews record the names of some who died. Eighty-five-year-old Right Rev. Mnsr. Chukwumah, bishop of St. Joseph's, shared his recollections of 1967, and told us that for a few years afterwards, he had celebrated a memorial mass each October, before being ordered to stop by military authorities.



“ We were also privileged to meet Obi (Chief) Esonanjo Awolo, who lost two younger brothers, as well as many other family members, in October 1967. His brothers, Harry and Joseph, were gunned down by soldiers while attempting to flee as federal troops entered Asaba. He was able to bring them home to the

compound; one was already dead, while the other died shortly after. Igbo people traditionally do not bury their dead in cemeteries, but in their own home compounds, following customary ceremonies. Many people who lost family members were never able to retrieve their bodies, which made the loss even harder to bear.

Chief Awolo, whose status is marked by his robes, red cap, and other regalia, showed us the spot where he buried his brothers. He explained that he planted a small pepper tree on the site, which has now grown quite large over the last 40 years.



Report from Asaba

Oct. 10, 2011

“ Medua Uraih, an older brother of our friend Ify Uraih, showed us around the family house at 42 Ugbomanta Road, where troops burst in and terrorized the family. He showed where the soldiers entered and sprayed the house with bullets; on the second floor balcony, bullet holes are still clearly visible on the metal railings. Later however, a federal officer, Captain Matthias, who was appalled at the slaughter going on, moved troops into the ground floor of the house and protected many extended family members, who all survived the killings. ▶



Outside the Uraih house, USF professor and chair of the Department of History Fraser Ottanelli (far right) sits with (l-r) Chuck Nduka-Eze, Ify Nduka-Eze and Medua Uraih.



Oct. 14, 2011



As we wrapped up the visit, we had a couple of interesting and rewarding days.

For the first time, we were able to spend a little longer in Lagos, and we experienced the highs and lows of life in this incredibly busy and vibrant city.

We visited some of the teeming markets in Lagos. There are dozens of markets, each being best known for particular specialties, such as meat, produce, fish, snails, or household goods. We went in search of bolts of fabrics, and found a dizzying selection, such as the beautiful wax prints that originated in Indonesia but are now customized all over West Africa.



To read the full text of the blog, scan the QR code at left or visit asabamemorial.wordpress.com.

In addition, the researchers have created a website with additional information and video clips at www.asabamemorial.org.



Global Views

By ANN CARNEY | USF News

More than 370 photos were submitted to the 2011 International Photo Competition sponsored by USF World. Now in its sixth year, the annual competition offers students, professors, staff and alumni an opportunity to share their international experiences with the university community.

A majority of the photos submitted came from students taking part in Education Abroad, USF's international study

abroad program, currently offering more than 35 international learning opportunities spanning five continents.

In a first for the competition, entries into the 2011 contest were posted on Facebook, allowing viewers to vote on their favorites. By the competition's end on Oct. 31, the site had registered more than 500 "likes." The photo with the most likes was deemed the "USF Favorite," one of 13 award categories in the competition.

The International Photo Competition offers a glimpse into the myriad of op-

portunities to be a global citizen at USF, where international enrollment on the Tampa campus is up 20 percent for the fall semester.

"The International Photo Competition is a great way to showcase the places and activities our students and faculty have taken part in overseas," says Karen Holbrook, senior vice president for Research, Innovation & Global Affairs. "From research initiatives to language immersion programs, we hope these photos inspire all of the USF community to get involved globally." ■

GRAND PRIZE

Ryan Mitchell
USF Student
"Portrait of Hanicha"
Chileshe, Ethiopia

"This was a humbling experience with exciting research, a beautiful country, and inspiring peers that served as yet another example of the wonder and grace of humanity."



WINNER USF FAVORITE

Nesreen Nimer
USF Student
"Noon"
Medina, Saudi Arabia

"Although I have traveled to a lot of different places, I have yet to come across a place that is more peaceful than Medina. The feeling over there is indescribable."



**WINNER
PORTRAIT**

Sarah Schomers
USF Student
"Celebration of Life"
Paris, France

"This was the first time I'd ever been out of the country and I was amazed at the many subtle differences and similarities in their culture. Every day I saw something I never had before and every day I absorbed an abundance of new information. The city is incredible and it truly was the trip of a lifetime."



**WINNER
PORTRAIT**

Jordan Connelly
USF Student
"The Girl with the Ball"
Shandong, China

"My time in China opened me up to the lives of those who live by different rules. Failing, and sometimes succeeding, in a culture so different from my own made me realize how important it is for us to understand other people."



**WINNER
PORTRAIT**

Joshua Girard
USF Alumnus
"Boys with Recycled Toys"
Mukando, Zambia

"As a Peace Corps volunteer in Zambia you spend two years learning about its land, language and culture, but you learn even more about yourself."

▶
**WINNER
LANDSCAPE**

Lauren Richardson
USF Student
"Taking Flight"
Pokhara, Nepal

"My travels in Nepal are some of my most cherished memories of the time I spent in South East Asia. I fell in love with the heart of the country, from the warmth and good humor of the people that are its bloodline, to the Himalayan sentries that are its backbone. I can most surely say, that I will be going back."



Scan the QR code or visit **magazine.usf.edu** online to view the full gallery of winners and view all of the contest entries on Facebook.



◀
**WINNER
LANDSCAPE**

Sarah Schomers
USF Student
"Welcome to the Louvre"
Paris, France

"I spent the month of June in Paris, France completing a course called 'Walking in Place' with Wendy Babcox."



◀
**WINNER
LANDSCAPE**

Ryan Mitchell
USF Student
"I Have a Dream"
Zefene, Ethiopia

"My trip was an ethnoarchaeological research project that dropped me, along with my girlfriend and two of my other peers, into the Guge Mountains of Southern Ethiopia known as the Gamo Highlands."

Campaign

Engineered for Success

By ANN CARNEY | USF News

As a graduate electrical engineering major at USF, Catherine (Boosales) Chandler ('03) had the opportunity to work on Agilent Advanced Design System (ADS) software, one of the only design automation software programs at the time that could simulate the radio frequency (RF) world.

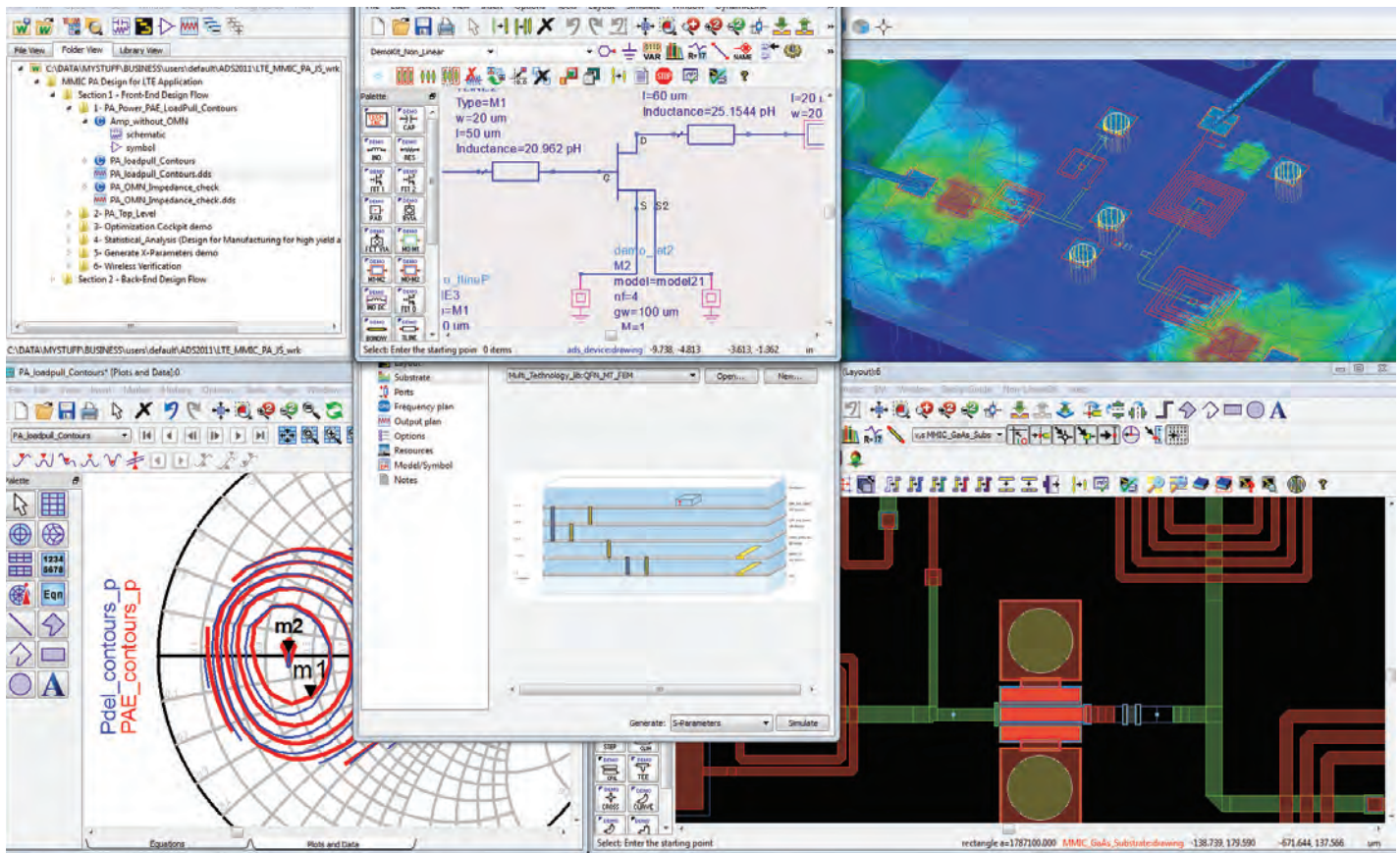
Now hundreds of USF engineering students will have that same opportunity—an opportunity that could mean a major edge in the job market, and could position USF's College of Engineering among the top schools in the nation.

In September, California-based Agilent Technologies gave the university its largest ever in-kind donation—\$25.9 million in electronic design automation software for engineering students. The gift, made to the USF: Unstoppable Campaign, put the campaign over its half-billion dollar mark.

"As the largest in-kind donation in the university's history, Agilent's gift speaks volumes about the tremendous growth of both USF and the College of Engineering," says Joel D. Momberg, senior vice president for Advancement and CEO of the USF Foundation.



Photo: pg 38, AMY MARIANI | USF News: illustration, pg 39, courtesy of Agilent



“We couldn’t be more thrilled for the college and the hundreds of students who stand to benefit today and well into the future.”

ADS software allows users to simulate designs to determine whether or not the schematics would work before building a prototype. It is the same software electrical engineering professionals use to accelerate the process of turning ideas into products.

Chandler, who graduated from USF with bachelor’s and master’s degrees in electrical engineering, says having that experience made her more marketable. “It made my education feel more valuable because I felt like I was learning something I could translate into a job after I graduated.” Since graduation, Chandler has held

positions as a systems engineer for Raytheon Company, and a product engineer for RF Micro Devices, Inc. and TriQuint Semiconductor.

Now TriQuint’s college program manager, Chandler says “A student’s exposure to design software is definitely one of the things we look for. It is absolutely a plus, particularly in a world where you are looking for a candidate with RF experience—that’s not real widespread.”

USF has a long-standing relationship with Agilent. This most recent gift marks the third consecutive year that the company has supported the College of Engineering.

“Agilent takes an active role in supporting the development of the next generation of engineers,” says Mark Pierpoint, vice president and general manager for Agilent’s Software and Modular Solutions division. “Our donation recognizes USF’s commitment to enable every student in their program to successfully compete in the global market.”

According to USF College of Engineering Dean John M. Wiencek, every student who graduates from the electrical engineering program will have hands-on experience with ADS, a fact that strengthens the value of their degree.

“This training and experience gives our students a skill set and familiarity with an industry-leading software, which will give them an edge in the job market. From an employer’s standpoint, it will eliminate a six-month training period.” ■

ACCELERATING PRODUCTIVITY

Agilent’s ADS software allows students to fine-tune designs before building a working prototype.

USF: UNSTOPPABLE

To date, the *USF: Unstoppable* campaign has raised more than \$503 million of its \$600 million goal. To learn more about the campaign and opportunities for giving, visit www.unstoppable.usf.edu

Soccer Highlights



Red Division Win

The Bulls made sure they got to keep the entire Big East Red Division title to themselves.

USF didn't allow a shot in two overtime periods and came away with a 0-0 tie against Rutgers in Newark, N.J. on Oct. 31 to wrap up a stellar regular season. Rutgers needed a victory to grab its own share of the title but failed against

the Bulls, who ensured themselves of at least part of the divisional crown the week before at home with a 3-0 victory over Cincinnati.

"That was very important to the guys in the locker room. We didn't want to share it," USF head coach George Kiefer says.

USF (12-2-3, 7-0-2) made program history



by becoming the Bulls' first men's soccer team to go undefeated in the regular season of Big East play. The Bulls also became only the third Big East team in the past 15 years to accomplish the feat.

The Bulls snapped their unbeaten streak Nov. 6, falling to Villanova in the quarterfinal game of the Big East Tournament. At press time, the No. 5 NCAA-ranked Bulls were awaiting play in the upcoming NCAA Tournament. ■

▲ USF's soccer team celebrates its 3-0 win over Cincinnati on Oct. 26.

Stories: TOM ZEBOLD | USF Athletics



Top-Ranked Freshman

Wesley Charpie hasn't let youth get in the way of becoming a major contributor for the USF men's soccer team this season. In fact, Charpie has had one of the best freshman seasons in the nation, according to Top Drawer Soccer, which ranked the Tarpon Springs native 30th among the publication's College National Freshmen Top 100 Men.

The freshman led the team in assists (6) and was second on the team in points (10) heading into the Bulls' Big East Tournament quarterfinal at home Nov. 6.



World Stage

USF women's assistant soccer coach **Chris Brown** traveled to Guyana to coach the country's under-20 national team during the first round of qualifying for the 2012 World Cup in Vietnam.

Brown was Guyana's first-ever head coach for its main women's national team that came close to qualifying for the past World Cup in Germany.

"It was a great experience," Brown says. "None of us, including myself, thought we were going to make it that far. We just started the program."

Trent Green

By ANN CARNEY | USF News

As a teenager, Trent Green marveled at his father's skill in renovating the family home—an impressive accomplishment considering his father learned all his construction skills without a formal education. While the experience sparked a passion for architecture in the teen, it would not be until he completed a stint in the army that Green would pursue a degree in the field.

"I was stationed in Germany working with nuclear missiles and I realized I was on the wrong side of the equation," Green recalls. "I was more interested in construction than destruction. When I returned from military service, I went to school."

Today, Green is associate professor of architecture and urban design at USF. He holds a master's degree in architecture and urban design from Harvard University's Graduate School of Design, and a bachelor's degree in architecture from Hampton Institute.

In 1991, after more than 11 years in public and private practice, Green returned home to Florida, joining the faculty of USF. In addition to teaching and research, Green has developed community revitalization strategies and urban design plans for several Florida communities. He was recently an adviser on the Tampa Rail Project and has published numerous urban design reports and lectured on issues related to downtown and community development, African-American Heritage and affordable housing design.

Photo: AIMEE BLODGETT | USF News

QUICK TAKES

Urban or suburban: Urban

Your hero: My father

Proudest moment: Having my first son

Design or build: The two are inextricable



USF: What is the most important thing you teach your students?

Many schools approach design from the standpoint of conceiving every building as a work of art. I help students understand that each building they design has a role to play in defining the urban context. Buildings should be viewed as both art objects and urban fabric.

USF: How do you get your students involved in community design projects?

Students are always involved in some type of instructional alternative to the classroom. We create opportunities for students to come face to face with community residents to understand something about their community development issues and aspirations and to make a meaningful contribution.

USF: Is there one community design project of which you are most proud?

My work in East Tampa—it's an ongoing [revitalization] effort. I keep looking for ways to plug into the process and help move it forward. People in the community know that we are advocates for them and can help in many ways.

USF: What is the greatest community redevelopment opportunity in Tampa Bay?

The City of Tampa received a significant grant from the federal government for urban and community design activities as part of its sustainable communities initiative. The money will be used to identify economic and community redevelopment opportunities downtown and in several adjacent communities. If successful, it could be a turning point for the city and the metropolitan region.

USF: What would people be surprised to know about you?

How I grew up and how I'd like to conclude my career. I'd like to end my professional career with the same passion I had for design and the built environment when I started, but working with teenagers to introduce them to the type of work we do and help them understand the urban context and the potential in every community.

USF: If only I could build....

As an architect, one part of me still aspires to design a significant high-rise building. On the other hand, it would be gratifying to know that my urban design plans will serve as living documents for the long-range growth and development of several communities. ■





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USF Magazine is now available on digital devices and features links to video, slide shows and other engaging content. The new format responds to the size of the device being used. So while the content remains the same, the display changes when viewed on a desktop, tablet or smartphone.

The digital magazine is available at magazine.usf.edu.

