



# USF-NIELSEN RESEARCH ALLIANCE

College of Business and Nielsen work to put  
USF on the frontier of business intelligence.



### COVER STORY

## Research Alliance

The USF-Nielsen alliance uniquely positions the university to be a leading center for consumer research.



# FALL 2012



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# High Impact

## FROM THE PRESIDENT

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



Fall is such a thrilling time at USF—a time to welcome new students and faculty, a time to build new alliances, launch new initiatives and reach for new goals.

In this issue of USF Magazine you will read about our new and expanded alliance with Nielsen. The unique alliance puts the latest consumer and media information in the hands of our students and positions USF to become a leader in today's data-driven world.

You will also read about USF Health's new Heart Institute where innovative trials are under way and leading researchers are working on life-saving cardiovascular breakthroughs.

As always, you will find examples of the important research taking place at USF every day. You will read about a study that links caffeine with a reduced risk of

Alzheimer's, a study that asks whether zero tolerance school policies go too far, and research that examines brain response to deceptive advertising. You will also learn that in June USF was ranked 10th worldwide among universities granted U.S. patents in 2011.

These are exciting times at USF as we welcome our highest profile class ever—an outstanding class by every measure—that is now part of this exceptional university dedicated to student success.

As we celebrate the start of a new school year, I invite you to read through this issue of USF Magazine and explore some of the many programs and initiatives that make USF great.

**PRESIDENT JUDY GENSHAFT**



# Destination of Choice

On the heels of a spring semester that saw the university's largest-ever group of postgraduate scholars, including a Marshall Scholarship and a Udall Scholarship, USF welcomed its most prestigious class to the Tampa campus in August.

By all measures, says J. Robert Spatig, assistant vice president of admissions, the incoming freshman class is USF's strongest to date. New students to the Tampa campus this fall have the highest high school grade point average, SAT scores and ACT scores in the history of the university.



Spatig cites several reasons for the rising profile of USF students, including growing awareness of the university's commitment to student success, increasing opportunities for undergraduate research, a robust study abroad program and the mounting success of USF graduates.

"There is a changing perception of quality," Spatig says, and it's no mistake. "We worked hard to do this. It's been an all-out effort by faculty and administration."

For the first time in years, the out-of-state freshman population on the Tampa campus tops 10 percent. And, the international population of incoming freshman, at 3 percent, is USF's largest ever.

"There has been a steady rise in the profile as we continue to target more high-achieving students while at the same time looking for a broader diversity of students in terms of ethnicity and geographic origin," Spatig says.

"Success is building on success. USF has become a destination of choice for high-achieving freshmen."

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## Library Upgrade

A major upgrade to the USF Library welcomed students in the fall.

The just-completed transformation includes a second-floor collaborative learning lab with more than 300 computer workstations, new study spaces and research offices. To accommodate students' schedules, the newly renovated space is open 24 hours a day, five days a week.

Libraries Dean Bill Garrison says the transformation, which complements the

already popular Learning Commons, is just what students ordered.

"Students have told us many times that what they want most, more than anything, is convenient study spaces available on their schedule. This project includes a high-tech expansion of our Learning Commons that meets their expressed need 24 hours a day."

It isn't just the library's second floor that got attention over the summer.

The main floor lobby area now includes a new "Jobs Hub," where students can



▲ **Classroom Capture allows students to review what was covered in class.**

## Classroom Rewind

More than 1,700 students were able to revisit classes last semester as part of a pilot project to support student success at USF.

Called "Classroom Capture," the service fits perfectly in a world of countless apps, podcasts and internet services made available for 24/7 access from all kinds of devices—mobile or otherwise.

Eleven faculty members took part in the trial, recording 10 lectures each. The lectures were available to download online—audio only, or au-

dio with some visual content such as Powerpoint presentations and graphs.

The majority of students and faculty using the service reported satisfaction.

Umar Ahmed, a freshman in Professor Jane Noll's psychology class, used Classroom Capture "four or five times" throughout the semester, "whether it was related to studying or trying to catch up on a day I missed," he says. "I would listen to a lecture I attended before a test and fast forward to parts that I wasn't too familiar with. It helped with understanding because it came from Professor Noll, who is excellent at explaining."

Noll, director of introductory psychology and coordinator of undergraduate affairs, says the new technology is "easy to use, not intrusive and doesn't change at all what I do." Neither did it change attendance, something she worried about at first.

"Our commitment to student success dictated that we add this tool to our collection of services



# 24/5

readily access information and resources for finding a job on campus or in the surrounding community. There's also a "Career Corner" in the nearby Starbucks stocked with useful information on career options.

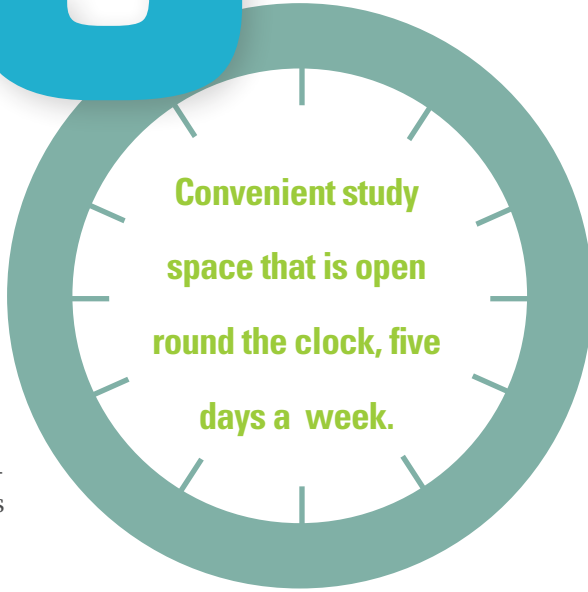
Outside the library, along the building's south facade, there's a new urban park that will provide additional social and green space on campus.

Sandy Lovins, vice president for administrative services, credits USF's "firm, straightforward stand on student success" with prompting campus changes

that not only affect academic programming, but additionally become points of pride and tools for student recruitment.

"Survey after survey shows students want a campus that they can be proud of, one that provides environmentally friendly places to study, meet with friends or just unwind. Our students drive the changes we make on campus, whether it's indoor or outdoor space. They are our number one top customer."

KEVIN BURKE | Office of the Provost




**Convenient study  
space that is open  
round the clock, five  
days a week.**

that support ways to deliver and retain knowledge," says former College of Education Dean Colleen S. Kennedy. "This is an important enhancement that has strong research behind it."

Classroom Capture already is being used at universities across the country. Up to this point, USF has used lecture capture technology to support special projects. This is the first time it's being used on this scale at the university.

The new technology is just in time for today's students who often choose a college based on being able to plug into the most and best computer-based offerings.

BARBARA MELENDEZ  
USF News



**Jane Noll, director  
of introductory psychology  
and coordinator of under-  
graduate affairs, took part  
in the pilot project.**



## Drink Up

That daily dose of java may just pack an extra perk.

A recent study monitoring the memory and thinking processes of adults between the ages of 65 and 88 found that those with higher blood caffeine levels avoided the onset of Alzheimer's disease in the two-to-four years of study follow-up.

Researchers from USF and the University of Miami say the study provides the first direct evidence that caffeine/coffee intake is associated with a reduced risk of dementia or delayed

onset. Their findings appeared in the online version of an article published June 5 in the *Journal of Alzheimer's Disease*.

"These intriguing results suggest that older adults with mild memory impairment who drink moderate levels of coffee—about 3 cups a day—will not convert to Alzheimer's disease—or at least will experience a substantial delay before converting to Alzheimer's," says study lead author Dr. Chuanhai Cao, a neuroscientist at the USF College of Pharmacy and the USF Health Byrd Alzheimer's Institute.

The study, which involved 124 people, shows the protection probably occurs even in older people with early signs of the disease, called mild cognitive impairment.

Since 2006, Cao and study co-author Dr. Gary Arendash have published several studies investigating the effects of caffeine/coffee administered to Alzheimer's mice. Most recently, they reported that caffeine interacts with a yet unidentified component of coffee to boost blood levels of a critical growth factor that seems to fight off the Alzheimer's disease process.

ANNE DELOTTO BAIER | USF Health







## Pipeline to Prison?

Do zero tolerance school policies go too far?

Perhaps, for certain groups of students, according to USF graduate student Eric S. Hall and assistant professor Zorka Karanxha.

In a recently published article, the researchers provide a critical examination of how zero tolerance policies are applied and what happens to the young people who all-too-often find themselves victimized by the policies.

“In essence, we are witnessing students who misbehave in school, doing things that are not a threat to public safety, being arrested and punished in the same way as those students who constitute actual safety threats,” they write. “This practice results in the funneling of many future contributing members of our society into juvenile facilities while perpetuating the marginalization of our nation’s most at-risk students.”

Throughout their article, the authors show how the criminalization of low-level infractions and minor violence—the sort that were once easily handled or ignored by schools—and the growing presence of law enforcement “resource officers,” combined with harsh disciplinary practices, such as suspension and expulsion, has led to increasing arrests and more.

Hall and Karanxha argue for moving away from punitive methods toward more development and educational approaches applied to student discipline and misbehavior.

“The youth of today are not the enemy, but our future,” they conclude. “Our commitment to them, their safety and their success is evident by the way we treat, nurture and respect each child. We need to close the pathway that takes students from schools today, and places them in jails tomorrow.”

BARBARA MELENDEZ | USF News

## World Ranking

**USF ranks 10th**

**worldwide among all universities granted U.S. patents in 2011.**

**Last year alone,**

**USF was issued 86**

**patents, an increase**

**of more than 3 per-**

**cent from 2010. The**

**annual ranking is**

**compiled by the**

**Intellectual Property**

**Owners Association.**

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## USF ST. PETERSBURG

## Spanish Florida Expert

One of the country's leading experts on the history of the Spanish colonial experience in Florida is joining the Florida Studies Program at USFSP.

The appointment of J. Michael Francis comes as Florida prepares next year to mark the 500th anniversary of Ponce de Leon's arrival in Florida.

Francis will hold the newly-created Hough Family Endowed Chair in Florida Studies at USFSP. Among other things, he plans to offer a course on Spanish paleography, one of his specialties, designed to teach students how to read original Spanish handwritten documents from the 16th Century. He hopes to take

several students to Spain next summer for archival research at the Archivo General de Indias, in Seville.

He also plans to lead two trips to Spain for the Florida Humanities Council that will be open to the public and highlight Spain's ties to Florida.

Frank Biafora, dean of the USFSP College of Arts and Sciences, says, "I am grateful for the generosity of the Hough Family for an endowment that will benefit generations of students."

TOM SCHERBERGER | USF St. Petersburg

The new University Student Center at USF St. Petersburg, ideally situated along Harborwalk, provides sweeping views of downtown St. Petersburg.



USF SARASOTA-MANATEE

## Coming Together

Sarasota resident Louise Harrison, sister of the late Beatle George Harrison, is teaming up with the USFSM College of Education for a new arts integration program. Harrison is one of several community members involved in arts and education who was tapped for the program's inaugural board.

PAInT (Partnership for Arts Integrated Teaching), a university-community initiative, is focused on developing curriculum centered on arts infusion. Students will draw on resources

from the community to create a unique learning environment in the classroom.

Harrison, who helped introduce the Beatles in the United States, will bring a Beatles tribute band she created to local high schools in the fall. Students will have the opportunity to play with the band and learn selected Beatles tunes.

Education Professor Elizabeth Larkin, who leads the new initiative, says both USFSM and

local school students will benefit. "Our USFSM College of Education graduates will benefit from the faculty partnering with a variety of arts organizations and collaboratively exploring effective curriculum design and strategies for enhancing learning."

ANN CARNEY | USF News



Photo: BILL SERNE | courtesy of USF St. Petersburg



# Weather Watch

Wondering about the current weather conditions at USF?

Check [usf.edu/weather](http://usf.edu/weather).

A new weather station at the USF Botanical Gardens offers faculty, staff, students and visitors a snapshot of current weather conditions on the Tampa campus. The new weather station is a collaboration between USF News, the Botanical Gardens and Jennifer Collins, associate professor of geography, environmental science and policy, whose research focuses on weather and climate.

There's even a weather bug that provides the current temperature reading at the top of the [usf.edu](http://usf.edu) home page. More comprehensive data, including a live webcam, current conditions, a five-day forecast, radar, historical weather data, and resources for hurricane preparedness, are available on the USF Weather Center page.

Data collected at the gardens is shared with the National Weather Service.

"The weather data is important not only for research and helping people in the community," Collins says, "but the data—as well as the equipment—is a very important teaching tool for me."

PETER E. HOWARD | USF News



▲ Weather data is gathered by the station in the heart of USF's Botanical Gardens. The gardens are a resource for multiple faculty- and student-led research projects.



PHOTOS: ANNEE BLODGETT | USF News

▲ Data collected at the on-campus weather center is displayed on the USF Weather Center site.





▲ The collection devices at the top and center of the tower sense several meteorological variables such as air temperature, wind, humidity, air pressure and rainfall. The station reports continuously.

▲ Kim Hutton, coordinator of special events and volunteers at the gardens, uses the data collection station.

# Global Conversations

They talk about the global economy. About research that will change people's lives. About emerging trends and world politics and influencing policies.

During the past year, USF has played host to an impressive list of thought leaders, entrepreneurs and people who are making a difference. The conversations curating here are benefiting students, faculty, researchers and the public.

"These are all people who are players in the world," says Karen A. Holbrook, senior vice president for global affairs and international research. "Global is the context for everything we are doing at USF. We need to make sure it's embedded in everything we do."

USF has more than 200 signed agreements to partner in academic programs and research with other colleges, universities and institutions in more than 60 countries across the globe. There is a constant flow on campus of visitors and delegations meeting with counterparts at USF, attending events or spending time with students to share knowledge and culture.

USF World recently launched the Center for Strategic and Diplomatic Studies, headed by Mohsen Milani, an internationally-recognized expert on the Middle East. The center will focus on researching critical international issues and formulating policy for those issues.

When Holbrook took the reins at USF World in 2010, she envisioned a world of global connections and collaboration between USF students, faculty and researchers with counterparts in other countries; an entity that would be critical to exploring and solving some of the world's complex problems through research and international relationships.

"We have a lot of good connections," Holbrook says. "They grow out of relationships that faculty have developed, that the colleges have developed."

PETER E. HOWARD | USF News

In January, Sir Peter Westmacott, British ambassador to the U.S., met with USF President Judy Genshaft, faculty and students to talk about the future of higher education and the increasing role universities are playing in economic development.



**N. R. Narayana Murthy, an international business leader and founder of Infosys, was presented the USF President's Global Leadership Award by USF President Judy Genshaft. During the May meeting, Murthy also engaged business students in a question and answer session.**



**Ian H. Solomon, U.S. executive director of the World Bank Group, talks with Karen Holbrook who oversees USF World. In May, he met with students and faculty at the Patel Center to talk about the World Bank and its mission to wipe out global poverty and promote sustainable development.**







In April, CBS News correspondent Lara Logan spoke to hundreds of people gathered at the Marshall Student Center as part of the University Lecture Series. Logan talked about her work as a foreign war correspondent in Afghanistan and her career.



Christian Marclay, a world-renowned artist, calls USF's Graphicstudio "my studio away from my studio." He's made repeated visits to USF to work with the studio's master printers, including research associate Sarah Howard. This year Marclay was named one of TIME Magazine's Top 100 Most Influential People.



Paul Farmer, one of the most notable humanitarians in the world and co-founder of Partners in Health, received an honorary doctorate in humane letters during the December 2011 commencement at USF. The Brooksville, Fla., native is also the United Nation's deputy special envoy to Haiti.

Photos: Top left, center right, bottom left, AMEE BLODGETT | USF News; Top right, courtesy of the USF Center for Student Involvement; center left, ANTHONY MORRISON; lower right, MARK ROSENBERG, courtesy of Partners in Health.

# Consumer Behavior

It's no secret that advertising can make you buy things you never thought you wanted, but can it actually change the way your brain works?

Adam Craig, assistant professor of marketing in the College of Business, is working with a team of neuroscience researchers to find out exactly what advertising

does to a person's brain. The researchers are using brain imaging to analyze the way people respond to advertising and the financial decisions they make.

"The great thing about the neuroscience techniques we're using in these

studies is we can measure some of those processes without people being able to tell us about it," Craig says.

Using a Functional Magnetic Resonance Imaging scanner or fMRI, the team analyzed data from brain scans in several advertising and consumer studies. The fMRI tracks the blood flow to specific areas of the brain and the statistical output is later analyzed to produce an image depicting the decision process.

In a recently published article in the *Journal of Marketing Research*, Craig and his fellow researchers analyzed the brain scans of consumers after they were ex-

posed to deceptive advertising. The study pinpointed stages of the thought process behind deciding whether to believe a claim made by advertisers or which brand people choose to buy and why.

"This helps us figure out, okay, what parts of the brain are active at different times during exposure to advertising or whatever decisions people are faced with," Craig explains.

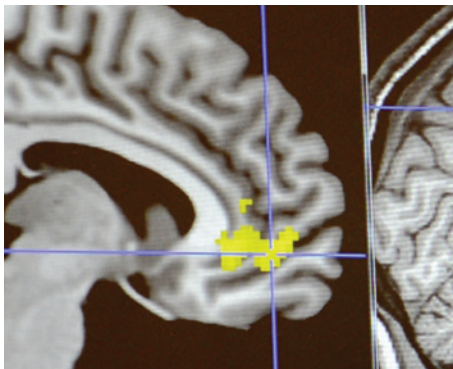
"We saw that there were really two stages of processing involved when people are seeing these potentially deceptive ads," he says. "A lot of what we're seeing in neuroscience and neuroeconomic research is that most of the decisions that we make are actually automatic. Most of the processes in the brain are automatic and are done without us actually being aware of it."

The fMRI research study provides insight to help us understand a little more about how consumers think about and make buying decisions.

"As an informed consumer you have to first understand what the intentions of marketers are, and the specific mechanisms that they are using to influence us."

Craig, who teaches undergraduate-level courses in buyer behavior and marketing research, conducted and published the study with researchers at the University of South Carolina.

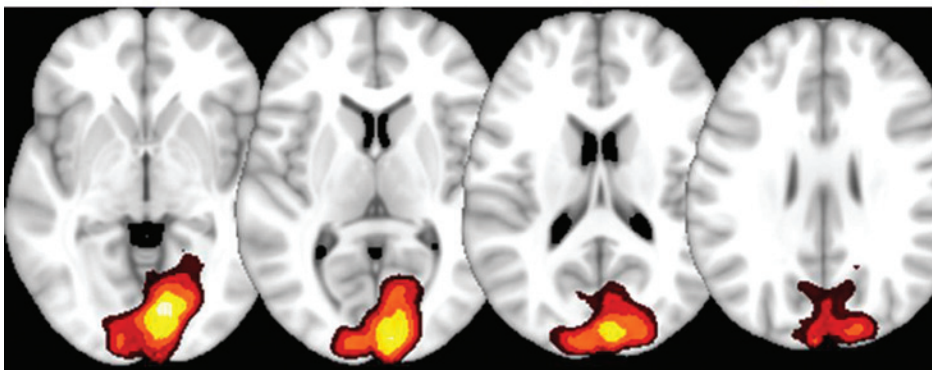
KATY HENNIG | USF News







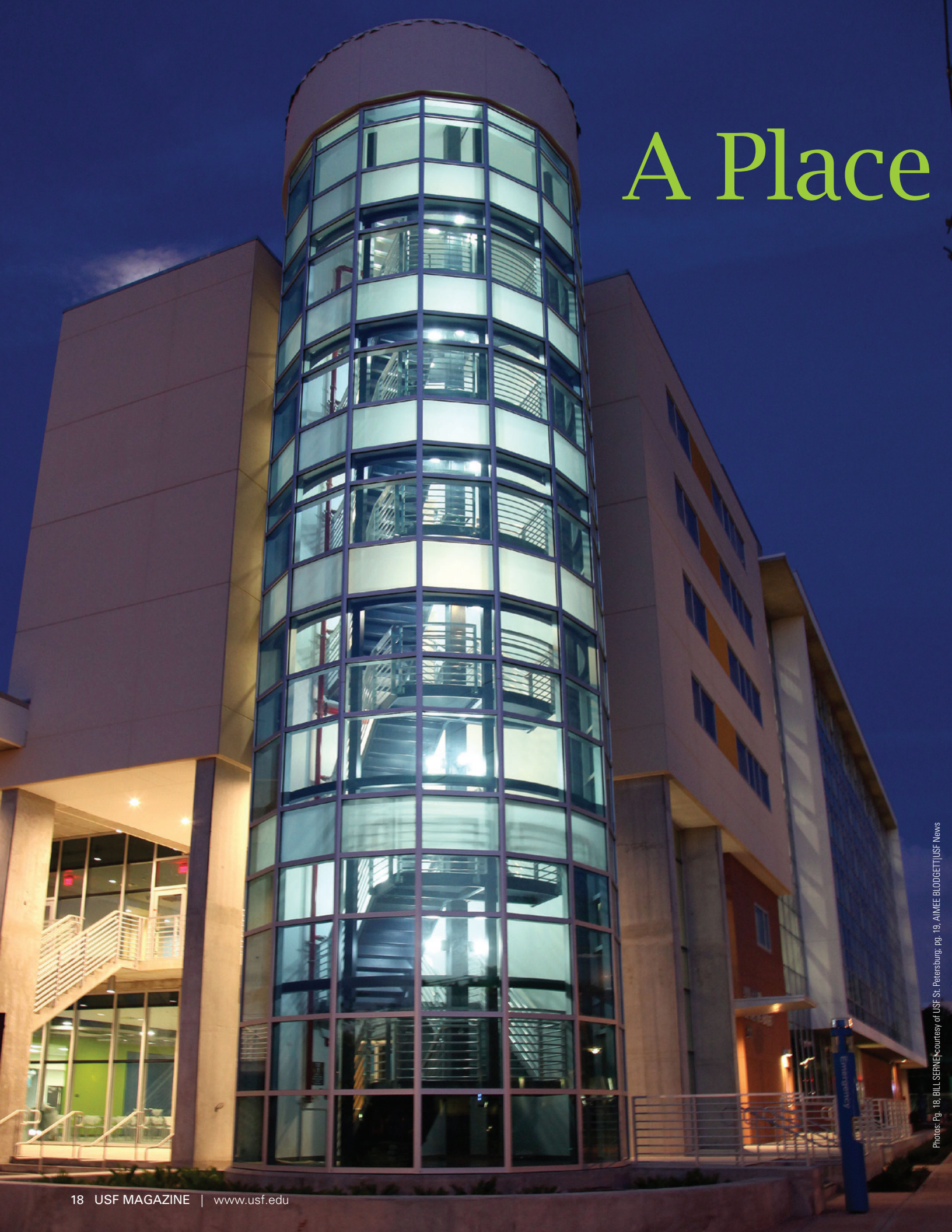
▲ Adam Craig, assistant professor of marketing in USF's College of Business, is researching brain activity in response to deceptive advertising. His work was recently published in the *Journal of Marketing Research*.



▲ Functional Magnetic Resonance Imaging (fMRI) scans show blood flow to specific areas of the brain during decision making.



# A Place



Photos: Pg. 18: BILL SERNE/courtesy of USF St. Petersburg; Pg. 19: AIMEE BLOODGETT/USF News



# to Call Home



The new University Student Center at USF St. Petersburg marks a major milestone in the evolution of the downtown campus.

Founded as a branch campus of USF, USFSP has steadily transformed itself from a quiet commuter school into a separately accredited, independent institution within the USF System—an institution with a growing residential student body.

The 81,000-square-foot USC includes residential space for 196 students, a modern dining hall called “The Reef,” meeting space and outdoor basketball courts. The building’s six-story residential tower boosts the total number of students living on campus to 550.

The 75-ft. tall building, the second LEED-certified building at USFSP, occupies a prominent spot on campus,

along Harborwalk at the corner of 6th Avenue South and 2nd Street. Its distinctive architectural features include a glass-enclosed circular staircase and an 8,000-square-foot curtain of glass providing sweeping views of downtown St. Petersburg.

The center is expected to quickly become the focus of campus life, a home away from home for students and a gathering place for faculty, staff and the wider community. The Reef will not only offer full-service meal plans; it also will be open to the public for breakfast, lunch and dinner.

The landmark building would not have been possible without the support of students, who went to Tallahassee to successfully lobby Florida lawmakers to pass legislation to make it happen.

While the USC is a major step forward, it is not the first “student center” at USFSP. Jim Schnur, a campus graduate and special collections librarian at USFSP’s Poynter Library, remembers when the first floor of Coquina Hall served that purpose in the mid-1980s.

Student Body President Mark Lombardi-Nelson says the new building provides much-needed living and dining space and gives students a place to gather, hang out and relax.

“It’s not just going to be a student center, it’s going to be our home,” Lombardi-Nelson says. “It’s literally going to be the X factor in our student experience because now we have a building of our own and a reason to stay on campus.”

TOM SCHERBERGER | USF St. Petersburg

► Student rooms in the new residential tower feature spectacular views.



# Scientific Superheroes



They bear the names of some of the most important scientific and technical processes: Sublimation, Super Conductor and Megabyte. They battle the evil Dr. Entropy who has taken over the International Space Station, and most importantly, they teach the difference between science fiction and science fact.

Meet the Scientific League of Superheroes—the creation of USF doctoral students Samuel DuPont and Audrey Buttice and starring fellow student Robert Bair—a trio of characters turning science education on its

head. Their new video series has been shown to 5th graders at four Hillsborough County Schools as part of a National Science Foundation-funded science education project at USF and is on the cusp of a wider public release.

“The whole idea is to help them see that science is all around them and it is interesting and fun,” says DuPont, who by day is a doctoral candidate in chemical engineering where his research focuses on new technologies in soft polymer materials for tissue reconstruction.

▲  
**Samuel DuPont,  
Robert Bair and  
Audrey Buttice in  
character.**



Bair, a doctoral student in civil and environmental engineering, is working on the high-profile Gates Foundation NEWgenerator project, a clean energy technology that converts waste water into energy, nutrients and clean energy. Buttice is a doctoral student in chemical engineering with a focus on water treatment.

The series follows the adventures of three mild-mannered science students who gain superpowers in an unfortunate lab accident.



In May, Scientific League Inc. was named the winning team for the fifth annual USF/Fintech Business Plan Competition for their business plan to launch the curriculum-based Superhero Training Network series as an independent company. The group won a \$7,500 prize and the attention of potential investors in the novel project.

The project is an outgrowth of USF's STARS (Students, Teachers and Resources in Science) program, a National Science Foundation-funded endeavor to develop a new, unique and collaborative model among elementary schools, school district administration and the university.

Along with the videos, students—also known as Scientific League of Superheroes “trainees”—choose their own superhero names and live by a code of using science for the betterment of humankind.



Students at Maniscalco Elementary were treated to a science lesson during a visit by the Superheroes.

“It energizes the conversation between students and teachers,” Buttice says. “It encourages them to ask questions and the level of immersion makes them feel like they really are scientists.”

For Maniscalco Elementary School teacher Michelle Clinton, whose class was treated to a visit from the League of Superheroes, the Superhero Training Network was a welcomed addition to her science lessons and produced surprising results. Clinton says her students had a marked increase in correct answers on topics covered by the video series on mid-year assessment tests. She credits the program with helping students remember difficult scientific concepts.

“As a teacher and an educator, I can do everything I can besides standing on my head and trying to juggle, but these guys took it to the next step and really helped me, helped our school and also helped our future as a country,” she says.

Fifth-graders Madeline Macaluso and Parker Hertenstein agreed—nothing quite matches a scientific superhero in action.

“It was fun to do the hands-on learning experience and get to do it yourself,” Macaluso says. “It makes you feel like a real scientist.”



Scan the QR code or visit [usf.edu/news](http://usf.edu/news) to read “Scientific Superheroes” and view a video.

# Research Alliance

W

Stories by HILARY LEHMAN | College of Business

high social media platform is most effective with women? What works better in advertising: funny or frugal? Does one ethnic group outpace others in mobile data service consumption? How much time each day does the average American spend watching TV?

For years, businesses have been tapping into data about what makes consumers watch and buy the things they do. Now, thanks to a new and expansive alliance with Nielsen, a global information and measurement company, students and faculty at USF have the opportunity to tap into that information as well.

The growing alliance builds on an existing relationship with the university.

In recent years, USF has been one of Nielsen's deepest hiring pools. In fact, over the past three years, the ma-

jority of college-level hires at Nielsen's Global Technology and Information Center in Tampa Bay—the company's largest among 800 offices worldwide—have been USF grads.

"While Nielsen has strong relationships with other respected universities throughout the United States, this alliance brings a unique link to one of the fastest growing university research programs in the country, access and exposure to some of the best students at USF interested in market research, and a variety of opportunities for Nielsen leaders and associates to engage in projects and guest lecture at the university," says Robert McCann, executive vice president for Nielsen.

A new and expansive alliance with Nielsen will allow USF students and faculty to tap into real-world, real-time data.

Best known for its boxes that track TV ratings, Nielsen is a leading global provider of information and insights. While its Tampa Bay facility is just 20 miles from USF, the





**//** In some cases students and faculty will have access to data from the day before. Not last week, not last month, not last year—literally yesterday.”

— *Robert McCann, EVP Nielsen*

▲ Kaushal Chari, chair of USF's Information Systems Decision Sciences Department, and Robert McCann, EVP for Nielsen, at Nielsen's Tampa Bay office, the company's largest. About 35,000 associates make up the Nielsen team worldwide.

data it tracks comes from around the globe and pertains to more than just ratings. Nielsen measures the shopping and media behavior of some 10 million consumers worldwide. It tracks consumer product sales trends, consumer buying patterns, brand loyalty, television program preferences, trends in online media, links between advertising and market share changes, and more.

The new alliance marries data with academic research. It gives USF the ability to access data and do projects that no other universities can. It gives students experience with massive, real-world data sets.

Kaushal Chari, chair of USF's Information Systems Decision Sciences Department in the College of Business, who is coordinating the partner-

ship for USF, says the Nielsen alliance will enable the university to recruit high-quality PhD students and faculty who want to produce research with real-world implications.

"Data is like gold in business school research," Chari explains. "The USF College of Business now has the potential to be one of the leading centers for consumer research."

USF faculty will be able to use data in their research and published studies. The Nielsen data they tap into won't be dated, like examples in textbooks. Faculty and students will have access to almost real-time information on consumer purchasing and media consumption.

"In some cases students and faculty will have access to data from the day before," McCann says. "Not last week, not last month, not last year—literally yesterday."



74%

of U.S. households believe store brands are a good alternative to name brands.

**//** Data is like gold in business school research. The USF College of Business now has the potential to be one of the leading centers for consumer research."

— Kaushal Chari



Chari hopes the data will enable researchers to focus on predictive modeling, using historical data to predict choices or purchases consumers might make in the future about TV programs or what brand of toothpaste or coffee to buy.

Marketing professor Anand Kumar believes the Nielsen alliance will provide a head start for his students who will be using data—sometimes Nielsen data—to make decisions in their marketing jobs once they graduate.


“This is a tremendous opportunity to expose our students to these data sets,” Kumar says.

He envisions students using Nielsen data when examining how to introduce a brand into a new market. Students could create a marketing plan by seeing what media their target de-

mographics consume and determine the best way to reach their customers.

While the Nielsen alliance provides obvious opportunities for researchers and students looking to solve real-world business problems, it's not only the College of Business that benefits. McCann and other Nielsen executives say while business, engineering and mass communications are logical disciplines that would seek access to the information, the data will be available to faculty from any college.

Scott Liu, an advertising professor in USF's School of Mass Communications, says his advertising students already use Nielsen data when they make sample advertising plans for buying and selling media, but the data they previously had access to is more limited than it will be under the new alliance. Advertising students need to understand Nielsen data, he points out,



20%  
of the average  
American's time  
is spent watching  
television.

2 out of 3

U.S. phone purchasers  
chose smartphones in  
2nd quarter 2012.



given that 80 percent of a typical advertising budget is devoted to buying time and space from media outlets.

“Media planning is perhaps the most important and challenging part of the advertising business because we can’t afford abstractions anymore,” Liu says. “Everything has to be quantified. Clients require it to be quantified. The entry point is basic audience data, and especially ratings. That’s what Nielsen does, and what Nielsen does the best.”

Wolfgang Jank, a leading statistician in his field and a professor in the Information Systems Decision Sciences Department, says the importance of the Nielsen alliance to research, students and eventually the business world can’t be underestimated.

“In today’s world, data is one of the last secret weapons that can give a

company an edge,” he says. “But when the data comes in, there aren’t too many people with the right training to extract valuable knowledge from that data. The Nielsen data can really help us push that latest frontier of information technology into the classroom.”

Moez Limayem, the newly-hired dean of the College of Business, credits his predecessor, former Dean Robert Forsythe, with forging the relationship with Nielsen, including the recently-linked alliance agreement and the ongoing recruitment drive for USF business students.

Just weeks into his new job, Limayem met with McCann.

“This alliance touches many strategic goals of the university—stronger ties with the business community, student success and research,” says Limayem,

**Moez Limayem, dean of the College of Business, is working with faculty to develop a roadmap for the alliance.**

who is working with Chari and his colleagues in the ISDS department, as well as faculty in the marketing department, to develop a roadmap for the alliance. “This is a really big thing.”

The immediate goal, he says, is to create a pilot project that poses a research question and uses Nielsen’s data to extrapolate rigorous, scientific answers to the question. And to continue to build a rich, meaningful and long-term partnership with the company.

“We are in the process of oiling the machine,” Limayem says. “Nielsen will win. USF will win and the students will win.” ■



An infographic featuring three circles of different colors (green, blue, and grey) containing statistics. A light blue line graph with green dots trends upwards from left to right, passing behind the circles. The background is a light blue grid.

78.5

million monthly users have made Socialcam the most popular application on Facebook.

14%

rise in digital music sales this year, on pace to set a new sales record.

80%

of a typical advertising budget is devoted to buying time and space from media outlets.

## Emerging Leaders

Just two years after Chris Hatter graduated from USF with a degree in management information systems, he's doing a job most graduates dream of—he's in Paris for six months on business coordinating a Nielsen initiative in China.

Hatter was hired right out of school as part of Nielsen's Global Business Services Emerging Leaders Program which puts entry-level associates into six-month rotations in various sectors of the company. And he isn't the only USF alumnus who has gone on to prosper at Nielsen.

"We've had a number of managers comment on the success of our USF grads," Hatter says. "They are clearly prepared for life after school."

Nielsen has about 2,000 employees at its Tampa Bay facility, of whom about 10 percent are USF alumni. That number continues to grow, partly because of the Nielsen "Champion Team," a group of about 30 Nielsen employees who volunteer on campus as corporate mentors and guest lecturers—and work to recruit at USF.

Jennifer Hurst, one of Nielsen's chief recruiters on the USF campus, says recruiting from USF contributes to Nielsen's goal of being an elite-level company like Google, Microsoft or Disney.

"We want to be the best company to work for, and we want to have the best people," she says.

Hurst says she has been amazed by the number of high quality students on USF's campus. Over the past year, Nielsen has hired at least 60 USF graduates for full and part-time positions, and USF is one of eight universities—including Virginia Tech, Purdue and Northwestern—that make up the hiring pool for Nielsen's Global Business Services Emerging Leaders Program.

Chris Gera, Nielsen's global strategic program leader in Tampa Bay who is also a recruiter, says the recruiting relationship with USF in the past was essential in forming the new research alliance. He says USF has been an ideal partner because of the collaborative attitude of its leadership.

"USF is willing to consider, 'what should we do next,' rather than saying, 'this is all we can do,'" Gera says. "That open thinking is something that certainly resonates with us."

# Healing HEARTS

By ANN CARNEY | USF News



Over the past 18 months, David Skand has been hospitalized four times, twice in intensive care. In June, the 70-year-old Tampa Bay Downs racetrack veterinarian found himself in the hospital once again. This time was different, though. This time he was filled with hope.

Skand is the first of 10 USF Health patients enrolled in a clinical trial for a genetically-engineered drug designed to treat chronic heart failure. The drug, developed in Shanghai, China, signals a patient's own cells to remodel the heart.

It is the first of several trials getting under way at USF Health's new Heart Institute. The center, which was recently awarded \$8.9 million in state and county funding, is focused on regenerative medicine using the latest in gene and stem cell therapy, as well as genomics-based personalized medicine.

"This is a significant change in thinking and goals," says USF Health Cardiovascular Sciences Chair Dr. Leslie Miller, a renowned cardiologist and leading international specialist in heart failure and transplantation who leads the institute. "We are not just helping improve heart function, we are driving the heart's native repair mechanisms."

USF is one of 10 sites for the randomized, double-blind study—the first test of the drug in the United States. For some patients, the drug, called Neucardin, could mean the difference between a heart transplant and a simple drug infusion.

Of the 120 patients who will eventually be enrolled in the study, 80 will receive the active form of the drug, while 40 will receive a placebo.

"It's thrilling," says Skand, who was diagnosed with chronic heart failure in 1993. "I think this is going to help a lot of people in this country."

He's not worried about the possibility of receiving the placebo. "I have a 66 percent chance of getting it," he says with confidence. "But the point is, you are still getting evaluated by the top doctors and the top nurses and undergoing really tremendous diagnostic procedures every day."







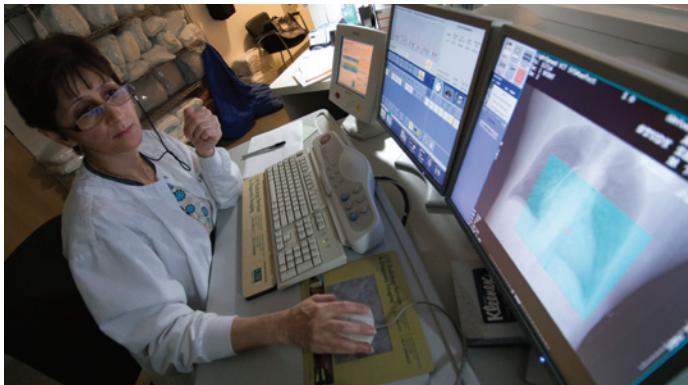
For eight hours a day over 10 days, Skand will receive either the drug or placebo through a catheter in his abdomen. Studies to date show minimal side effects from the drug, occasionally a little nausea. Once he leaves the hospital, doctors will follow Skand closely, particularly in the first six months when the greatest change in heart function would likely occur.

"The best would be an improvement in

my ejection fraction," Skand says, referring to the amount of blood his heart pumps out with every beat. "That would make a big difference for me. I'd be less tired; I could do more things, like walking and climbing stairs. And it would help my mental outlook a great deal."

The Neucardin trial is the first of six planned trials—three gene therapy trials and three stem cell trials—at the institute this year. The trials are focused

▲ Senior research nurse Bonnie Kirby speaks with trial participant David Skand and USF Health Cardiovascular Sciences Chair Dr. Leslie Miller.



▲ **Dr. Leslie Miller says it is important for patients, like David Skand, to hear from him, as well as the research coordinator, about the risks and benefits of a trial.**

**Patients enrolled in the Neucardin trial are closely monitored after leaving the hospital, particularly in the first six months.**

**A radiologist at the institute reads a CT scan of the heart.**

on preventing and reversing disease processes. There's also a major study in partnership with the American College of Cardiology (ACC) to identify genes that are markers of atherosclerosis and other forms of coronary artery disease.

In March, Dr. Jennifer Hall, a nationally prominent cardiovascular genomics researcher joined the institute. Her work in translational genomics—using a patient's own genetic code to guide medical care—will be key to the ACC study.

The need for new diagnostic tools, such as the use of genomic markers to detect and predict disease, and new therapies, such as stem cell and gene therapy, is indisputable. In Florida alone, cardiovascular disease accounts for 40 percent of all hospitalization and deaths. Estimates put the state's costs for cardiovascular care at \$17 billion by 2020.

But the problem isn't isolated to Florida. According to Miller, cardiovascular disease is the biggest health risk in the world.

"The data is unequivocal. One in four people in the U.S. have cardiovascular disease. By 2020, it will be one in three," he says. "The new Heart Institute is a critical step toward saving lives by finding new diagnostic tools that will allow earlier detection and better prevention, as well as new and improved therapies to improve outcomes."

The ACC selected the Heart Institute as its partner for the first-ever trial linking genomic screening with its clinical database of patients.

"The ACC has millions of patients enrolled in registries and all the data for every type of cardiovascular disease," Miller says. That data could help researchers identify individuals at risk for disease, allowing doctors to intervene long before a heart attack.

It could even help identify, early-on, children who may be at risk for developing the same heart condition as their parents.

"We want to do some out-of-the-box thinking about interventional treatments," Miller says. "We might be able to introduce a statin at an early age to retard the development of atherosclerosis."

Genetic markers have already been used in other fields to predict the likelihood of disease and introduce interventional treatments.

Cancer researchers, for example, have found that a significant percentage of women with breast cancer carry the genetic marker BR2a. The correlation is so strong, Miller says, that an increasing number of women who carry the gene are choosing to undergo a double mastectomy to prevent or reduce their risk for the disease.





Along with understanding risk, genetic discoveries could help doctors identify which treatments are most effective for individual patients as well as provide insight on appropriate dosing.

It's the future of cardiovascular care and it places USF at the center of some of the most advanced research in the world.

USF Health's focus on personalized medicine isn't limited to heart disease. In June, Dr. Stephen Liggett, a nationally prominent researcher in genomics-based personalized medicine, joined USF Health as associate vice president of personalized medicine and director of the Personalized Medicine Institute. Liggett's initial collaborations will include Miller's work at the Heart Institute.

"This field is moving so rapidly," says Miller, calling this the most exciting time of his career. "A tube of blood allows us to have your whole DNA analyzed—a huge array of data to put in usable form for doctors to take care of patients."

It's the kind of research that could revolutionize healthcare, according to Dr. Stephen K. Klasko, CEO of USF Health and dean of the Morsani College of Medicine.

"We believe that the technology developed here will herald a new day and that USF Health will be able to partner with the best industry and academic partners throughout the world to develop these new personalized and genetic approaches to health." ■

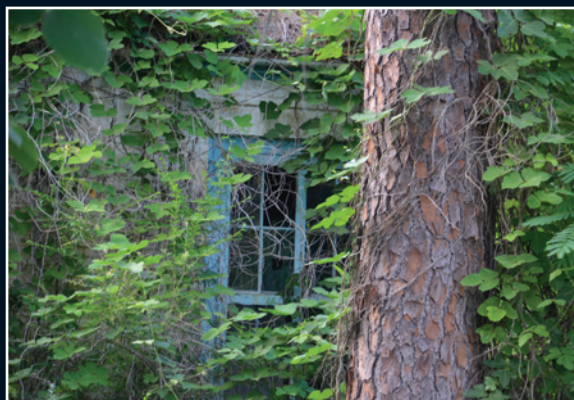
▲ **David Skand, a race-track veterinarian, says the new drug could make a big difference, enabling him to do more things and improving his outlook on life.**



Story and Photos by KATY HENNIG | USF News

**T**ucked into the hills of Marianna, a small town in Florida's Panhandle, lies a remote historic cemetery known as "Boot Hill." The only evidence of the burials on the grounds at the former reform school, which operated for more than 100 years, are 31 metal crosses.

Many questions remain about the Dozier School for Boys and how many children died there over the years. School documents and records provide some clues that more than 80 boys died while incarcerated, many buried in graves beyond the known perimeter of the cemetery.



"Not only were the graves never marked, but there is not a burial plot or map or any specific records that exist today of who was buried there and where they were buried," says Erin Kimmerle, assistant professor of forensic anthropology at USF.

Kimmerle is leading a team of researchers who are trying to unlock some of the mysteries. The team has traveled to the school outside the town of Marianna several times this year. They have spent weeks mapping the area around the gravesites, using ground-penetrating radar to see below the surface, and conducting shovel tests and trenching to look at stratigraphy and soil chemistry.

The team of anthropologists and biologists from USF is now poring over data, hoping to identify the exact location of the bodies of the children who died while in state custody at the school.

# Searching for ANSWERS





The metal crosses, painted white and rusting, identify 31 possible gravesites on a small knoll about 500 yards from the school. The burial grounds on Boot Hill could be seen from the windows of the dining hall. School documents indicate more than 80 boys died at the school between 1911 and 1973.





## The Dozier School

Once called the Florida Industrial School for Boys, the state reform school housed children ranging in age from 6 to 18 who were sent there to be rehabilitated.

The school, which was renamed the Dozier School for Boys, closed in 2011, and the collection of buildings on the site are nearly empty and falling into disrepair.

In published reports, dozens of men who spent time at the school when they were younger have recounted incidents of abuse at the hands of the staff. The Florida Department of Law Enforcement investigated those allegations in 2009, with no resolution. The school closed two years later.

Questions remain as to how many children are buried around the school property.

USF researchers using ground-penetrating radar (GPR) have identified burial shafts in the wooded areas outside the perimeter of the designated historic cemetery.



## The Research Process

▲ **ABOVE** The team from USF works to clear the location of small trees and brush in order for the GPR to run smooth over the area surrounding the old oak tree. Stories over the years reference gravesites at the base of the giant tree. Flags mark the areas where clues were located and anomalies were identified by the GPR.

► **RIGHT** Every item discovered, including this old can, is carefully documented and marked. The items could help pinpoint the time when activity took place near the cemetery. The team carefully





measures, marks, and grids out a 14 by 20 meter perimeter to guide the GPR.







## Ground-Truthing

► **RIGHT** The team excavates shallow trenches in order to take soil samples and document areas where the ground appears to have been disturbed, indicating the location of a grave. Anthropology graduate student John Powell works to even the edges of the half-meter trench, dug across the areas where there are differences in density in the ground, a technique known as “ground-truthing.” Florida soil has distributions of dirt over layers of clay; areas on the side of the trench, where the soil and clay are mixed, exhibit signs of previous digging and a grave shaft.

INSET: The research team examines core samples of the soil, which indicate a mixture of the clay and soil.



## Timeline

◀ **LEFT** Marking the timeline at the cemetery is critical to understanding the human activity in the area. A key piece in establishing the events is tree dating. USF graduate biology student Jamie Gluvna extracts core samples of the cedar trees that surround the site to determine when they were planted and where the perimeter of the cemetery may be.



## Measurement

◀ **LEFT** Assistant Professor Erin Kimmerle looks on as the team guides the GPR over the gridded area. Wavy lines on the monitor indicate disturbances below the surface of the ground and the GPR consistently registers and collects the data.

INSET TOP: Rich Estabrook, director of The Florida Public Archeology Network in Crystal River and part of USF's Department of Anthropology, notes coordinates from the GPR scans. All of the measurements gathered will be compiled and put into the GPR software at the anthropology lab, and then deciphered to establish where exactly below the surface the graves are located.

INSET BOTTOM: In February, when the USF team was at the site, the GPR recognized several areas of interest, or anomalies, that anthropologists are working to explain. The scans show areas in red that are questionable and could indicate a burial.



Kimmerle and the USF anthropology team will continue to sift through the data collected and the GPR software will work to calculate and clarify the anomalies. They will compile and publish a report of findings and hope to provide information to the family members of the boys that may have been buried on Boot Hill.



## Erin Kimmerle

**E**rin Kimmerle has spent her professional career searching for answers.

As a forensic anthropologist for the United Nations from 2000-2001, she spent time in the Balkans conducting trauma analysis for cause of death and identification of war victims and assisted the International Criminal Tribunal for the former Yugoslavia.

When she learned about the Dozier School for Boys and the possibility of unmarked graves at the site, she wanted to assist by implementing the expertise that she and fellow researchers could provide.

Fieldwork is key to understanding all of the elements that go into piecing the anthropological puzzle together and the range of experience that forensic and archeological exploration can offer students is unmatched.

"I think it's a wonderful opportunity for the students because they are learning all types of anthropology from preservation of historic cemeteries, to ground-penetrating radar and archeological methods," says Kimmerle, an assistant professor of forensic anthropology at USF.

The students, she says, "are getting a full range of skills out of this project and really have been able to get involved from the archival research all the way to field methods."



Scan the QR code or go to [usf.edu/news](https://usf.edu/news) to read "Lost in the Woods" and view a video.



# Unstoppable Campaign





# Transforming Lives

By ANN CARNEY | USF News

When Claudia and Jack McCorkle began thinking about estate planning in 2009, one thing was certain—both were driven to education.

Even so, the Redington Beach, Fla., couple had no idea how to go about choosing a program or organization to support. They researched national and international programs they'd heard about and seen on TV. They considered setting up their own foundation to foster the dreams of high-achieving, financially-challenged students determined to improve themselves and the world. Eventually, they called their attorney.

"He said, 'why not USF?'" Claudia recalls.

After speaking with Kelly Ritrievi, USF's senior director of gift planning, the McCorkles found the ideal match for their philanthropic mission in the USF Honors College.

In 2009, they made a planned gift to the college. When Jack died unexpectedly in 2010, Claudia ensured his memory would live on with a cash gift to fund deserving and ambitious Honors College students wishing to travel abroad.

"Travel transforms lives," Claudia says, reflecting on her own experiences as a student abroad and traveling the world with Jack. "It is so enriching, so stimulating."

Claudia's most recent cash gift supports an academic scholarship funding three years of Honors College for a selected Pell Grant recipient who has successfully completed his or her first year at Honors.

"Even though it's an altruistic act, what

I get out of it is the greatest benefit of all," she says, adding praise for Honors College Dean Stuart Silverman, whose passion she calls "contagious."

"Dean Silverman is, above and beyond, passionate about the achievements of his Honors students. He is the catalyst uniting his remarkable administration, students and benefactors making for the perfect algorithm for success."



In Claudia's home, it's hard to miss the spectacular view of the Gulf of Mexico or the treasures from her travels around the globe. Yet for all that catches your eye, the first thing she points out is a ribbon-tied scrapbook filled with decorated pages and letters from students who have been the beneficiaries of her generosity.

The students have traveled to El Salvador, Panama, Ghana, Florence, Paris, London, Costa Rica, Slovakia, San Ignacio and Beijing. They've been forever changed by the experience, and each one has left their mark behind in the form of service.

"This trip will impact me in many ways," writes Oscar of his trip to Jamaica where he helped establish an organic farm on undeveloped land near an

orphanage. "Not only will it open my eyes to the diversity of the world and interconnection of all countries and races, but it will also remind me of the importance of tolerance and understanding." He knows the farm will provide healthy food for the children and teach them an important life skill.

Claudia knows the stories; she's read the pages over and over. Still, she is overwhelmed by the gratitude.

"It is far too easy for us to be complacent in our bubbles and contently ignorant of the world," writes Jacqueline. "Thank you from the bottom of my heart as you have provided me the foundation I need for the rest of my life."

Claudia recounts meeting with a group of the students last year. "They were beaming with joy and gratitude and thanking me personally for enabling them to have the enriching experience," she says.

She hopes to inspire others to give so they, too, can know the rewards of transforming students' lives.

"In this small gesture of providing, I get so much back myself," Claudia says. "The benefit you offer kids who would not otherwise have these experiences is so meaningful." ■

## USF: UNSTOPPABLE

To date, the USF: *Unstoppable* campaign has raised more than \$540 million of its \$600 million goal. To learn more about the campaign and opportunities for giving, visit [www.unstoppable.usf.edu](http://www.unstoppable.usf.edu)



B.J. Daniels

### Season Opens

The 2012 USF football team is loaded with potential.

The Bulls were picked to finish second in the Big East Preseason Media Poll, while Phil Steele predicted that head coach Skip Holtz's squad will take the conference title.

USF also earned a lot of attention when it came to preseason watch lists for national awards. Quarterback B.J. Daniels was named to the Davey O'Brien Watch List and other USF award candidates include defensive end Ryne Giddins (Lombardi, Ted Hendricks), kicker Maikon Bonani (Groza), offensive tackle

Mark Popek (Outland) and linebacker DeDe Lattimore (Lombardi). Offensive lineman Danous Estenor is a candidate for the AFCA Good Works Team award.



### Three Bulls Go Pro in MLB Draft

USF was represented well in June's Major League Baseball First-Year Player Draft.

Reliever Austin Adams was the first Bull to go pro when the Angels selected him in the eighth round. Right-hander Derrick Stultz was picked up by Arizona in the 14th round and ace left-hander Andrew Barbosa also went to the Diamondbacks in the 36th round. Catcher Andrew Longley signed a free-agent contract with the Detroit Tigers soon after the draft.

Derrick Stultz





Pitcher Lindsey Richardson and USF softball team players celebrate after a win at the NCAA Super Regional tournament at USF.



## Bulls Make First WCWS Trip

USF's super softball season was packed with memorable feats in 2012.

The Bulls finished No. 8 in the nation after making their first-ever trip to the Women's College World Series in Oklahoma City. Head coach Ken Eriksen's squad went 50-14, rolled through

NCAA Gainesville Regional opponents and took two straight from Hofstra to win an NCAA Super Regional before a sold-out crowd at the USF softball stadium.

Ace left-hander Sara Nevins was honored for her individual efforts as an All-American.



Stories by TOM ZEBOLD | USF Athletics





## Stuart Silverman

On the memento-filled wall in Stuart Silverman's office is a sign that reads: "It's about the students, Stupid." And if you spend any more than five minutes with the Honors College dean of 25 years, you wouldn't need the reminder.

Silverman joined USF in 1970 as a professor in the College of Education. He serendipitously learned about a vacancy in the Honors program leadership when he was signing paperwork in the office of the dean of undergraduate studies. "I said I'd be interested in that, but I had no idea what it was," he recalls. "I started as interim director and they hired me in 1987 after a national search. It's the best thing that's ever

happened to me at the university, and a lot of good things have happened to me here."

Since 1988, Silverman has presided over every USF graduation, reading more than 75,000 names to date. Under his leadership, Honors has grown from a program to a college; from a handful of students to some 1,600 today. What is most surprising, he says, "is how literally smart these students are. These are students who could make it anywhere."

**Did you ever picture yourself in this role?**

Never. I was a horrible student in high school, a horrible student in college. I





## QUICK TAKES

**Your hero:** My wife

**Classroom or dean's office:** Dean's office – I can influence more students that way

**Favorite book:** Joe Klein's *Politics Lost*

**Hobbies:** Photography, drumming and golf

didn't even know there was an honors program at USF. I never pictured myself being anything but a faculty member.

**What is the hardest part of your job?** Saying no. We, the administrators and I, struggle to never say no to a student. Sometimes you want to say no, sometimes you have to—but we do our best to never say no. That's hard.

**What has been your greatest memory over the last 25 years?**

The first real performance of the Honors Musical Ensemble. I've been working on that for 19 years, and seven or eight years ago I got it right when we hired a faculty conductor. That first concert was a real highlight. I thought

it was music from the heavens.

**What's the best thing about Honors College?**

Seeing the light bulb go on for the students who are academically unsophisticated, who are naive, who are the first in their family to get a degree. At some point they see they're not here to get a job. They're thinking about grad school, professional school; they see there is so much more they can do.

**What's different about Honors students today?**

It's hard to imagine, but each year they are even more focused and higher achieving. Their goals are narrower and they do even more service.

**Who is Stu Silverman outside of Honors?**

A father of two, a grandfather of two, a husband of 47 years, a "barbequer," a reader of bad mysteries. I spend a lot of time with family.

**What's next?**

A Truman, a Rhodes; getting these students to China, to Australia; getting 50 students in our musical ensemble.

ANN CARNEY | USF News



Scan the QR code or visit [usf.edu/news](http://usf.edu/news) to read "Silverman's Silver Celebration" and view a video.





## Going Places

USF students are going places. Hundreds of USF students—like senior Lea Bates, who visited the Sukhothai Historical Park in Thailand in June—travel the nation and the world to study, help build communities and immerse themselves in different cultures. Read about their ongoing adventures at the Going Places blog.



Scan the QR code or visit [goingplaces.blog.usf.edu](http://goingplaces.blog.usf.edu) to read more students' stories.