College of Public Health Faculty Assembly

Update from the Dean Donna J. Petersen April 29, 2005

University Update

- Achieved SACS Accreditation
- USF now officially a "system"
 - We are "The Tampa Campus"
 - Dr. Genshaft is the head of the System as well as head of the Tampa campus
 - Other working relationships still being sorted out
 - Council of Deans now rotates monthly meetings from campus to campus

Marketing and Development

- Development workshop for Deans sponsored by the USF Foundation
- Successful fundraiser for the Harrell Center for Domestic Violence featuring author Connie May Fowler
- University preparing for a capital campaign
- 2006 is the 50th anniversary of USF

Marketing and Development

- Thanks to everyone for responding quickly to the President's directive to comply with visual identity standards
- HSC working on a "Branding" process – Current thinking: USF HEALTH
- COPH focus group held to contribute to this process
- COPH "brand" within the HSC brand will be developed subsequently
- A marketing strategy can then be implemented

Marketing and Development

- Mass Communications Students Senior Class Project
 - Sponsored by Trustee Burton
 - Four groups of students, two assigned to COPH, two to COM
 - COPH groups conducted a market analysis and developed communications recommendations for two audiences
 Alumni relations
 - General community and potential students

Legislative Efforts

ASPH Visit to Capitol Hill

- Requested increased appropriations for
 - Prevention Research Centers
 - Public Health Training Centers
 - Extramural research at CDC
 - Prevention research at NIH

Legislative Efforts

- Several proposals for a Medicaid/Medicare Policy Center at the College have been put forward to the Florida legislature
 - One of two legislative budget requests forwarded from HSC (the other was to expand our distance learning capacity)
 - Several proposals are on the table from external partners, with significant involvement from us

ASPH Committees

- Education Committee meeting May 9-10
 Focus on public health competencies
 - Likely prelude to changes in accreditation criteria
- Communications Committee
- ASPH now publishes Public Health Reports
- Practice Committee
 - Encouraging stronger collaborations, emphasis
- Ad hoc Committee on US News and World Report Ranking Procedure
 - They're willing to work with us, standardize data collection, include quantitative measures

Recent/Current Initiatives

Health Disparities

- NIH grant proposal prepared for Community-Based Participatory Research in the African American Community in East Tampa (4/14)
- College of Arts and Sciences sponsored event on Health Disparities and Human Security (4/26)
- Synergy Social on Health Disparities (4/28)
- Possible collaborating center in HSC . . .

Recent/Current Initiatives

HSC Diversity Committee

- Please complete the "Climate Survey" emailed to you by Sandhya
- Planning an event in the Fall
- Developing a shared student recruitment strategy for all students interested in the Health Sciences with particular emphasis on underserved minority students

Recent/Current Initiatives

- Planning HSC Commencement for May 2006
- Please plan to attend our Congratulatory Luncheon Thursday May 5th and the Graduate Convocation on Saturday May 7th
- Working on HSC Deans participating in each other's student orientations
- Working on shared learning opportunities, perhaps beginning with Patient Safety

Recent/Current Initiatives

- Proposal for NIH National Children's Study submitted (much blood, sweat and tears shed, but we did it!)
- Successful pilot of an MPH Capstone course conducted with the Practice Program
 - Educational Outcomes Committee considering a pilot for the larger MPH program
- Successful National Public Health Week
 - Awards Ceremony and Health Fair

Recent/Current Initiatives

- Search for two Biostatistics faculty successfully concluded
- Searches Ongoing
 - Associate Dean for Research
 - CFH/Chiles Center Marrell Endowed Chair
 - CFH Methodologist
 - HPM Health Economist
 - Global Health Communicable Disease
 - Global Health Program Development
 - Global Health Ecologist
 - EOH Environmental Chemist

Recent/Current Initiatives

- Several visitors of note:
 - Delegation of Ministers and Mayors from Cameroon
 - Delegation from the University of Malaysia-Sarawak
 - Leadership from the FIU Stempel School of Public Health
- All discussing possible collaborations
- A group from HSC visited the City of Knowledge in Panama for similar discussions

Recent/Current Initiatives

- Possible collaborations:
 - Hillsborough County Health Department US STEPS Initiative
 - Tampa General Hospital Community Outreach Program
 - Various units at Moffitt
 - Sports Medicine Group

Strategic Planning

Strategic Planning Groups Reconstituted

- Research Advisory Group already meeting
- Academic Group full
- Service Group small but has met
- Still need volunteers for
 Culture and Diversity
 Infrastructure

Upcoming Events

- Convocation May 7th, Luncheon May 5th
- President's Visit to the College, May 13th
- Florida Public Health Association Annual Meeting, July 27-29, Sarasota
- I want to thank everyone for your contributions to our mission of learning, discovery and outreach in public health; for your participation in our events, your willingness to serve on committees and workgroups and for the enthusiasm you bring to your work; and for sharing with me your ideas and thoughts about the College and its future.
- We're going places and I'm very glad we're going together!