

## 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 50<sup>th</sup> 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" e-mailed 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 5<sup>th</sup> and the Graduate Convocation on Saturday May 7<sup>th</sup>
- 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 7<sup>th</sup>, Luncheon May 5<sup>th</sup>
- President's Visit to the College, May 13<sup>th</sup>
- 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!