

11-2002

Inside UNF Vol. 8 No. 10

University of North Florida

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inside unf

PUBLISHED FOR THE UNIVERSITY COMMUNITY

NOVEMBER 2002

Kline outlines UNF's future

By INGRID ROEBUCK
Contributing Writer



UNF will no doubt become a large university, said Interim President Dr. David Kline, but it will hold fast to the promise of providing urban research and scholarship opportunities. Kline spoke of UNF's future at the annual convocation held during UNF's 30th anniversary week celebration.

Kline referred to UNF's destiny as a "causal necessity," that will be shaped by certain causal forces, which include the expectations of the state, the community, the faculty, and the students.

Kline said the state's expectations are quite simple: that UNF help to increase the number of Floridians with college degrees "especially in areas of critical need and areas of significant economic development." The metropolitan community also expects UNF to increase the number of educated people and to provide opportunity.

As for students' expectations, they are "not our customers... Our relationship is more akin to the doctor/patient one than to the department store clerk/customer relationship." Put bluntly, he added, students want jobs. But students also have another goal...

Continued on page 11

Coggins' gift has lasting benefits for UNF

The College of Business Administration has a new name and the University has the largest gift in its history courtesy of automobile business executive Luther Coggin and his wife, Blanche.

The Coggins recently announced a \$5 million gift to the College of Business Administration at a ceremony on the deck of the Boathouse. The Coggins' gift is expected to double to \$10 million because of an anticipated one-for-one state match.

The College of Business Administration is now the Coggin College of Business Administration as the large white letters on the side of Building 42 proudly proclaim.

The Coggin announcement capped a banner day at the University. *Access to Excellence*, UNF's capital campaign, has reached \$74 million. The Coggins' gift boosted the Campaign total past its \$65 million goal a year sooner than anticipated.

The total includes a \$1 million gift by an anonymous donor announced on the same day as the Coggin gift.

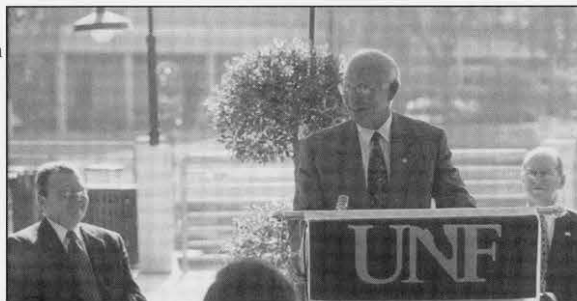
UNF Interim President David Kline said the Coggins' gift will be transformational. It will be crucial in providing scholarships and professorships that will enable the College of Business Administration to continue to play a major role in the educational and economic life of Northeast Florida, he said.

"A gift of this magnitude is unprecedented in University history and is a significant milestone for UNF especially as we celebrate our 30th anniversary," Kline said. "The Coggins' long history of generosity to this institution is an inspiration to all of us. We are grateful for the gift and honored by their expression of commitment to the future of this

University," he said.

"For 30 years, UNF has been and is today, exemplary of the great contributions a new institution can make to its community and to higher education," Luther Coggin said. "We are honored to be able to provide additional funds to

Continued on page 11



Luther Coggin

JENSEN HANDE

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thirtieth anniversary

Escalante says believing in students is key to success

Jaime Escalante, a Los Angeles high school teacher whose success in teaching calculus to inner-city students inspired a book and a movie, had a simple message he delivered to a UNF audience recently – believe in your students.

That message was reiterated in several examples he used during his speech which was the keynote address for the University's 30th anniversary celebration. The lecture was sponsored by BellSouth and the UNF Foundation.

He related the day he first arrived at the rundown Garfield High School in east Los Angeles. The school had one of the highest dropout rates in the state and experienced frequent incidents of violence with gangs. "The system has given up on these kids," he explained. Escalante said he decided then that he was going to treat each student as if he or she were capable of "hitting a home run" in the game of life.

"If you expect children to be losers, they will be losers. If you expect them to be winners, they can be winners," he said.

Escalante achieved success at Garfield in his classes with mostly Hispanic and African American students. With his unorthodox teaching methods, Escalante was able to lift his students to the top ranks in national calculus testing. Suspecting cheating, officials made the students retake the test. On the second test, the students surpassed everybody's expectations.

His story was immortalized in the book *Escalante: The Best Teacher in America* and in the subsequent movie *Stand and Deliver*. However, he stressed his success did not come as quickly as the movie implied. "I worked 30 years to become an overnight success," he joked.

Delivering the lecture in his trademark jacket and golf cap, Escalante described how he praised, cajoled and threatened his students with such things as calling their moms in order to achieve success. He admitted,

"If you expect children to be losers, they will be losers. If you expect them to be winners, they can be winners."

JAIME ESCALANTE

however, that different techniques worked with different ethnic groups. The key was learning what worked with which students, he said.

He repeatedly stressed that teachers must have frequent, personal contact with their students. "When a kid comes to you, an opportunity is knocking on your door," he advised teachers. "Don't cheat your kids by giving them quick answers. Spend time with them," he noted.

As far as teaching technique, Escalante suggested that over emphasis on the "correct" answer was not productive. "Students should not be afraid to make mistakes as long as they learn from them," he said.

He encouraged teachers to constantly remind themselves of the importance of their career and enjoy teaching. "Be happy at what you do. Few people succeed at something they hate," he noted.

Happiness was teaching for Escalante. He spent 11 years as a math and physics teacher in Bolivia before emigrating to the



Jaime Escalante

U.S. in 1964. Unable to speak the language, he had to settle for mopping floors. It was only after teaching himself English that he received his AA degree in electronics and worked with Burroughs Corporation. He took a considerable cut in pay to return to what he loved, becoming a math teacher in 1974. He admitted he didn't want to come to the United States, but said his wife told she was leaving strife-torn Bolivia with or without him. He has never regretted the decision, he added.

Hayt Dedication



UNF Interim President Dr. David Kline (right) expresses his appreciation to John and Gerri Hayt during the dedication ceremony for the Hayt Golf Learning Center. The ceremony was part of the 30th anniversary activities. The Hayts donated \$850,000 toward construction of the center.

ROBERT DAVIS

IVONE MOUTELA

thirtieth anniversary

Founding president recalls opening of UNF

Founding President Dr. Thomas Carpenter says his memory of opening day on campus 30 years ago is not very clear. "The only thing I remember is that the Library had a problem with the air conditioning."

Carpenter recalled the early days of UNF as he spoke to a group of original and current faculty and staff as well as students and special guests on the Green for the Founders Day celebration on Oct. 2.

Carpenter said he was asked to speak about his memories of opening day, Oct. 2, 1972. "The whole day was really a blur," says Carpenter, who retired in 1991 from his post as president of Memphis State University.

Carpenter told the crowd he would instead share some thoughts of the preparation for UNF's opening. He recalled his first trip to the tract of land off of Beach Boulevard where UNF now sits. "The first thing I wanted to do was see it, but there were no roads," says Carpenter. He rode out to the site in a four-wheel-drive vehicle. "We drove about 300 yards off the road and got stuck in the muck," Carpenter recalls, laughing.

Groundbreaking was then a year off, Carpenter says. It was decided that the campus would be built based on a shopping mall design with covered walkways on both levels. "Once a person got inside they were cool and safe... I think that's one of the nicest features of the campus. I'm delighted that it has been maintained," he says.

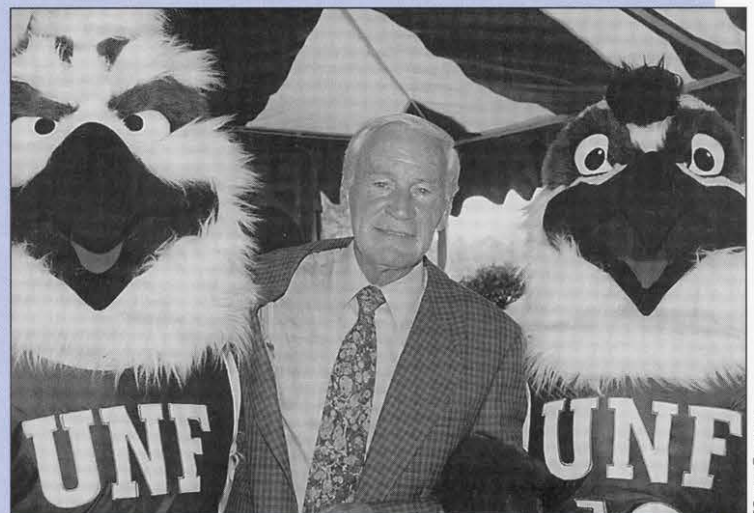
Aside from the physical aspects of a new campus, Carpenter says, he was also challenged with finding high quality faculty and staff. "They were a dedicated group... I am amazed at how many of the old guard are still here. That says something about the University," Carpenter adds.

Thirty
Years of
Excellence
1972-2002

Carpenter says he did have some regrets after leaving UNF. "I missed all the friends on campus and in the community. I have watched you with great interest, like watching a child. I am so proud of you. I suspect UNF will not only continue in its winning ways but will flourish," he says.

The Founders Day celebration, which included remarks by T. O'Neal Douglas, vice chair of the UNF Board of Trustees, Student Government

President Hank Rogers, and Interim President Dr. David Kline, was the start of a weeklong celebration of events.



HEDI CLEAVES

UNF's first president Dr. Tom Carpenter returned for 30th anniversary events and took time to pose with the University's mascots, Ozzie and Harriet, in their new costumes.



IVONE MOUTELA

Jaguars Tailgate Party

UNF alumni and staff gather with Ozzie to get their photo taken at the Jaguars tailgate party near Alltel Stadium. The party was part of 30th anniversary activities. UNF Interim President David Kline (fourth from right) also handled honorary coin tossing responsibilities at the start of the game which the Jaguars won.

faculty & staff

The Faculty & Staff page appears each month in Inside UNF and is designed to recognize professional achievements and accomplishments of faculty and staff. To submit items, please contact Ingrid Roebuck in News and Publications or your college dean.

College of Arts & Sciences

COMMUNICATIONS AND VISUAL ARTS: **Nofa Dixon**, instructor in art, recently had her work "Past Perfect/Present Tense" featured at the Florida Craftsmen Gallery, St. Petersburg. Previously, this exhibition was presented at the Ringling School of Art.

Paul Karabinis' work, "Alt.Photo: Redefining Process," is on exhibit at the Jacksonville Museum of Modern Art through Dec. 13.

Dr. Berrin Beasley's manuscript "Color Me Pink or Blue: Gender Role Stereotyping, Consumerism and Safety/Privacy Concerns on a Gender Neutral Children's Website," was published in the *Southwestern Mass Communication Journal*, Vol. 17, No. 2.

Dominick Martorelli's work is being exhibited at the Jacksonville Museum of Modern Art. Martorelli is one of four artists represented in the exhibit titled "Alternative Processes." The exhibit runs until Dec. 18. Martorelli's work has also been accepted to be exhibited at the Period Gallery in Leavenworth, Neb. The show, called "Faces," is an internationally juried show containing all artistic mediums. It opened Oct. 12.

ENGLISH AND FOREIGN LANGUAGES: **Dr. Miriam Chirico's** article "Moving Fate into the Family: Tragedy Redefined in O'Neill's *Mourning Becomes Electra*" appeared in *The Eugene O'Neill Review* 24: 1&2 (Spring/ Fall) 2000 (pub. 2002).

Dr. Cherrill Heaton has coauthored a book: Myron D. Fottler, Robert C. Ford, and Heaton, *Achieving Service Excellence: Strategies for Healthcare* (Chicago: Health Administration Press, 2002). Robert Ford is a

former UNF faculty member.

Dr. Sam Kimball has published "Conceptions and Conceptions of the Future: Terminator 2, The Matrix, and Alien Resurrection" in *Camera Obscura* 50 (2002): 68-107.

Dr. Nancy Levine's essay "Teaching Robert Johnson" appeared in *Fake-City Syndrome: American Cultural Essays*, edited by Kate Gale and Charles Rammelkamp (Los Angeles: Red Hen Press, 2002).

HISTORY: **Dr. Philip Kaplan** published "The Social Status of the Mercenary in Archaic Greece," in Vanessa B. Gorman and Eric W. Robinson, editors, *Oikistes: Studies in Constitutions, Colonies, and Military Power in the Ancient World. Offered in Honor of A. J. Graham*. Leiden: Brill, 2002. Pp. 229-244.

PHILOSOPHY: **Dr. Andrew Buchwalter** presented the paper, "The Separation of Church and State and the Unity of Religion and Politics: Hegel's Concept of a Civil Religion for Pluralist Societies," at the August-September meeting of the International Hegel Society in Jena, Germany.

Dr. John Maraldo had his review article, "The Ambiguous Legacy of Japanese Philosophy," published in the journal *Monumenta Nipponica* in September.

Dr. Assya Pascalev gave the talk "Childhood and Autonomy" at the quarterly meeting of the Northeast Florida Bioethics Forum, held at St. Vincent's Medical Center. The talk addressed pediatric palliation and end-of life care for children.

POLITICAL SCIENCE AND PUBLIC ADMINISTRATION: **Dr. J. Patrick Plumlee** was a discussant on a panel titled "The Presidency and the Mass Media," at the 98th annual meeting of the American Political Science Association.

Drs. Mary Borg, Adam Herbert, J. Patrick Plumlee and **Ted Stumm** were the coauthors of a study titled "Managing Parking Operations at the Jacksonville International Airport." The study, which was released in September, was conducted through The Florida Center for Public Policy and Leadership for the Jacksonville Airport Authority.

Dr. Matthew Corrigan was an

invited chair and discussant on a panel as well as an invited chair on a second panel at the 98th annual meeting of the American Political Science Association. The panels were entitled "Presidential Communications" and "Presidency and Mass Communication," respectively. **Dr. Corrigan** was also elected president of the Florida Political Science Association for the 2002-2003 Academic Year.

PSYCHOLOGY: **Dr. Dan Richard** presented a paper, "Empirically-based Effect Size Estimates: Normative Summaries in Social Psychology" at the 1st Annual Campbell Collaboration Methods Conference. The article "That's Completely Obvious...and Important": Lay Judgments of Social Psychological Findings" previously published by Dr. Richard (Dr. Charles F. Bond, Jr. and Dr. Juli J. Stokes-Zoota, co-authors; 2001) has been selected for inclusion in the 2003 (5th) edition of the edited book, *Readings in Social Psychology: General, Classic, & Contemporary Selections*.

Dr. Chris Leone and students are making the following presentations at the meeting of the Society of Southeastern Social Psychologists in Augusta, Ga: Joshua Clarkson and Dr. Leone - Semantics and the Need for Cognition: A Person by Situation Analysis of Response Artifacts; Randall Johnson and Dr. Leone - Some Effects of Voice and Group Size on Perceptions of Procedural Justice; P. Nathaniel O'Brien and Dr. Leone - The Effects of Self-Esteem on Attribution Making in Close versus Casual Relationships.

Dr. Susana Urbina has been elected to Fellow status in the American Psychological Association, effective Jan. 1, 2003.

SOCIOLOGY, ANTHROPOLOGY AND CRIMINAL JUSTICE: **Dr. Michael Hallett** will have his article "Politics and Implementation of Criminal Justice Policy Among County Justice Agencies: An Arizona Case Study" (with Dennis Palumbo) reprinted in a forthcoming textbook: *Principles and Practices of Public Administration*, to be published in 2003 by Marcel Dekker. The original article appeared in the *International Journal of Public Administration*.

Dr. Krista E. Paulsen presented a paper titled "Defending Horse and Home: Place, Heritage, and the

Perpetuation of Tradition" at The First Biannual Conference of the Urban History Association.

Coggin College of Business Administration

MANAGEMENT, MARKETING AND LOGISTICS: **Dr. A. Coskun Samli** was invited to be a part of the blue ribbon committee of the Academy of Marketing Science to expand the international image of the marketing profession. Dr. Samli's book, *In Search of an Equitable, Sustainable Globalization: The Bittersweet Dilemma*, Quorum Books, 2002, was published recently.

Dr. Adel I. El-Ansary's leading text, *Marketing Channels*, 6th edition, Prentice-Hall, 2001, has been published in Portuguese by Brown Books, 2003.

DEAN'S OFFICE: **Dr. Jeff Michelman**, associate dean of the Coggin College of Business Administration, **Dr. Judy Poppell**, director of Urban Initiatives for the College of Education and Human Services, and **Howard Serkin**, chairman of the UNF Foundation Board and an executive in residence in the College of Business Administration in 1988, are all participating in the inaugural program of the Dupont Foundation's Community Coaches Program. The program is intended to help train community leaders to improve the leadership capacity of non-profit organizations in the community who serve Jacksonville youth.

Dr. Michelman was awarded the Chapter Founders Award by the Florida Chapter of the Healthcare Financial Management Association.

SMALL BUSINESS DEVELOPMENT CENTER: The UNF Small Business Resource Network celebrated its 10-year anniversary on Sept. 26th. The SBRN is a network of more than 120 accountants, attorneys, bankers, insurance agents, management consultants and government agencies. SBRN Director Nancy Boyle received notice from the City of Jacksonville that the SBRN has been awarded an Excellence in Outcome Achievement Award for Mission. The program received a mini-grant of \$250 as a reward.

Janice Williams Donaldson, SBDC regional director, was the guest speaker at the Chamber's South Council luncheon in October.

College of Computing Sciences and Engineering

BUILDING CONSTRUCTION MANAGEMENT: **Dr. Donald Jensen** received a \$500 scholarship from the University of Miami School of Law for academic studies relative to his post juris doctorate degree, legal law masters in real property and land development.

ENGINEERING: **Dr. N. Mike Jackson**, civil engineering, participated as a member of the Technical Advisory Committee of the International Center for Aggregate Research,. Dr. Jackson also participated as an assistant mentor for the American Society of Civil Engineers, Excellence in Civil Engineering Education Teaching Workshop. In January 2002, Dr. Jackson attended the Accreditation Board for Engineering and Technology Faculty Workshop for Program Improvement.

COMPUTER AND INFORMATION SERVICES: **Dr. William Klostermeyer** and J. Goldwasser had their paper, "Nullspace Primes and Fibonacci Polynomials" published in the *Fibonacci Quarterly*, vol. 40, 2002.

DEAN'S OFFICE: **Dr. Neal Coulter** attended the Third Conference on

Information Technology Curriculum. The conference was sponsored by the Society for Information Technology Education.

College of Education and Human Services

EDUCATIONAL SERVICES AND RESEARCH: "Recruiting Leaders to Transform School Counseling," an article co-authored by **Dr. Carolyn Stone** and Dr. Charles Hanson, professor at California State University-Northridge, appeared in the summer issue of *Theory into Practice*.

Dr. Kathryn Krudwig is one of five collaborative writers of a new Florida Comprehensive System of Personnel Development (CSPD) Uniform Needs Assessment. The resulting instrument will identify professional development needs of special education teachers, paraprofessionals, related services professionals, families, early childhood providers, and administrators in northeast Florida and will assist the state's nine Personnel Development Partnerships in addressing the increasing need for data-based decision making.

CURRICULUM AND INSTRUCTION: A

description of **Dr. Dennis Holt's** research and development on the uses of electronic portfolios in teacher education was recently published by Haworth Press, Inc. in Dr. D. LaMont Johnson's textbook, *Evaluation and Assessment in Educational Information Technology*.

In September, **Drs. Cathy and Terry Cavanaugh** made four presentations at the Southeast TESOL conference in Atlanta: "Technology for Reading and Writing Enhancement," "Assistive Technology for ESOL," "Evaluating Web Pages for Learning," and "eBooks." Cathy is also working with the Florida Board of Education Educational Technology Integrators on improving technology integration among teachers, preservice teachers, and teacher educators in our region.

Dr. Christine Weber was invited by the Florida Department of Education to present a session titled "Scaffolding Curricular Concepts to Meet the Needs of Gifted Learners" at DOE's Beginning Teachers of the Gifted Workshop this past summer in Naples.

College of Health

CENTER FOR DRUG PREVENTION: **Dr. Michele J. Moore, Joan Carlson, MSW, Dr. Chudley E. Werch, and Dr. Pamela Chally** presented "Risk and Protective Factors for Binge Drinking" at the 76th Annual School Health Conference of the American School Health Association in October.

Dr. Michele J. Moore, Deborah Owen, **Dr. Werch, and Edessa Jobli, MPH**, presented "Sport Participation and Substance Abuse Among Eighth Grade Middle School Youth" at the 76th Annual School Health Conference of the American School Health Association in October.

Edessa C. Jobli, MPH, Dr. Chudley E. Werch, Dr. Michele J. Moore, and Deborah M. Owen, MSH, presented "Alcohol and Drug Consumption of Adolescents from Different Middle School Settings" at the 76th Annual School Health Conference of the American School Health Association in October.

Dr. Werch's article, "A Brief Alcohol Preventive Intervention for Student Athletes" was published in *The Prevention Researcher*, Volume 9, Number 3, September 2002.

date line

Welcome

Marie Beauchamp, Career Services, Coordinator.
Gordon Benson, Academic Testing, Director
Allison Blackstone, Fine Arts Center, Coordinator
Rebekah Bliss, Business, Sr. Secretary
Jeffrey Bowen, Computing Services, Sr. Computer Prog. Analyst
Heather Browning, Campus Police, LEO
Janie Clements, Institute of Gov't, Coordinator
Donna Cobis, Political Science & PA, Sr. Secretary
Nancy Foster, Child Develop. Ctr., Program Asst.
Angela Gibson, TSI, Sr. Accountant
Mark Gore, Police, Law Enforcement Officer
Elizabeth Hardy, Admissions, Program Asst.
LaShawn Harris, Controller's Office, Fiscal Assistant
Katie Howard, FIE, Coordinator
LaShawna Irby, History, Secretary
Ranson Jackson, Chemistry/Physics, Lab Tech
Natalie Katsaris, FIE, Coordinator
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Mildred Fuzell, Custodial Trainer, Physical Facilities
Laura Harris, Business Administration, Exec. Secretary
Tyran Lance, Graduate Studies, Exec. Secretary
Kim Loach, Admissions/Registrar Officer, Admissions
Peter Lowe, Admissions, Assistant Director
Elisabeth Mark, Assistant Director, Admissions
Darrin Parker, Coordinator, Purchasing
Shelly Purser, Student Affairs, Director
Marge Radtke, Office Manager, Computer & Info Sci
Annette Robinette, Office Manger, Honors Program
Brenda Urban, Office Assistant, Institutional Adv.

Board discusses Division I status for UNF sports

The possibility of UNF becoming a NCAA Division I institution will be explored by the University's Board of Trustees.

Many questions remain to be resolved including the expenses associated with such a reclassification. Even if such an application is recommended by Interim President David Kline and adopted by the Board of Trustees it will be at least five years and probably longer before the status would officially change.

After discussing the issue at a workshop in September, the board informally authorized a preliminary study of the estimated costs before making a formal application to the NCAA.

Under recently revised NCAA regulations, institutions seeking a reclassification would undergo a one-year exploratory period and then a four-year waiting period to provide ample time to meet requirements of Division I status.

The BOT heard from Bill Bibb, the commissioner of the

Atlantic Sun Conference and member of the NCAA Management Committee, who told board members that UNF would benefit from additional regional exposure, enhanced student and alumni spirit and additional revenue sharing if it were to go to Division I status.

Bibb noted that in the Atlantic Sun Conference, which has 12 schools, four of which are in Florida, there is no institution that overall has any better athletic facilities than UNF. "I've never seen facilities like this in a Division II school," he said.

Athletic Director Dr. Richard Gropper projected that UNF would be at the maximum number of scholarships for a Division II school within four years. He noted that the move to Division I would necessitate additional scholarships. "I don't

"I don't want our kids to be everyone's homecoming game. We want to be competitive."

DR. RICHARD GROPPER

want our kids to be everyone's homecoming game," he said. "We want to be competitive."

Division I teams at public universities in Florida, with the exception of Florida and Florida State, are dependent on student activity fees for support. The impact on those fees in going Division I would be one of the key areas to be studied in deciding on an application, he said.

In many respects, Gropper said UNF exceeds Division II standards not only in the quality of its teams but in the quality of its student athletes. He pledged that even if UNF becomes a Division I school, there will be no compromise on the academic qualifications of student athletes. Since Dr. Adam Herbert was president, no athletes have been granted exemptions to standard admission requirements. "We've proven there really can be a marriage between athletics and academics," he said.

Currently UNF has 17 NCAA sports including two which are at the Division I level of competition. Division I status requires 14 sports.



Get to Know . . .

Get to Know: Debbie A. Duke

Department: Financial Aid Office

Job: Office Assistant

Years at UNF: One year

What/Who's your favorite. . .

Author — T. D. Jakes

Novel — "Run Baby, Run" (Nicky Cruz)

Movie — I don't have a favorite movie. I try to stay away from anything that is above PG 13.

Actor/Actress — Della Reese

Musician/Musical Group — Michael W. Smith

Sports Team — The Miami Heat

Vacation destination — Paris, France

Proudest Accomplishment —

Married with child (Actually, the most fulfilling thing that I can think of is when I invited Jesus Christ into my life).

Most Memorable Moment at UNF — During new employee orientation, I was scheduled to attend the Computing Services session. To my surprise, the facilitator just so happened to be my instructor at Miami-Dade Community College, whom I had for my very first computer class.



Center explores ethics of American business

In the wake of scandals that have rocked some of America's largest corporations, UNF's Center of Ethics, Public Policy, and the Professions will explore business

ethical issues with a lecture by a noted expert from The Wharton School of Business.

Dr. Thomas Donaldson, who writes, teaches and consults in the areas of business ethics, values and leadership at the

University of Pennsylvania, will deliver a lecture titled "Is there an Ethical Fix for American Business?" on Nov. 7 at 7:30 p.m. at the UNF University Center. The event is free and open to the public.

Donaldson is the author of "The Ties that Bind: A Social Contract Approach to Business Ethics" (Harvard University Business School Press, 1999) and the award winning "Ethics in International Business" (Oxford, 1989). He is a founding member and past president of the Society for Business Ethics and is a member of the editorial boards of such journals as the Academy of Management Review and Business Ethics Quarterly. He is also a senior fellow of the Olsson Center for Ethics at the Darden School of the University of Virginia.

In his career, Donaldson has served as a consultant for organizations such as Walt Disney, Motorola, AT&T, JP Morgan, Johnson & Johnson, Texaco and IBM as well as the United Nations and the World Bank.

The Donaldson lecture is the inaugural event in the James S. Kemper Lecture Series and Symposium in Globalization and Business Ethics. The lecture is being presented in cooperation with the College of Arts & Sciences and the Coggin College of Business Administration.

The Center for Ethics, Public Policy and the Professions was established in

1999 to foster deliberation on ethical issues. It is dedicated to fostering the application of moral reasoning to questions of ethics and values as faced by policy makers, researchers, and professional practitioners in the areas of health care, law, business, engineering, education, government, and public life generally. Housed in UNF's Philosophy

Department but working in cooperation with all of UNF's departments and professional colleges, the Center contributes to regional, national, and international discussions of these matters through research, education, community outreach, and professional ethics consultation



Dr. Thomas Donaldson

What is the Faculty/Staff Drive?

It's an annual opportunity for faculty and staff to provide support to areas of UNF they feel are important. Any gift, no matter the size, is greatly appreciated, and 100 percent of each gift goes to the area designated. If you give \$50 to the Library for acquisitions, \$50 will be transferred to the library's acquisitions fund. Gifts are not taxed to cover fund-raising costs.

The University of North Florida
ANNUAL FUND

Why should I support UNF?

Every person who gives to UNF has their own answer to that question. As many faculty and staff know, UNF has become a state-assisted rather than state-supported university. Faculty and staff dedicate themselves daily to high quality teaching, research and service, and private support has become increasingly important in that endeavor. Some feel strongly about the critical nature of work being done at UNF, and they choose to further that work with financial support.

How does payroll deduction work?

You specify the amount you would like deducted from each paycheck and can have that amount deducted until further notice, or until a specific amount is reached. You can use the chart below to help determine the amount you'd like deducted based on whether you have a 12-month or 9-month appointment.

Total Gift	12 Month Appointment Deduction per Pay Period	9 Month Appointment Deduction per Pay Period
\$10	\$.42	\$.56
20	.84	1.12
25	1.05	1.39
30	1.25	1.67
40	1.67	2.23
50	2.09	2.78
60	2.50	3.34
70	2.92	3.89
75	3.13	4.17
80	3.34	4.45
90	3.75	5.00
100	4.17	5.56
200	8.33	11.11
250	10.42	13.89
500	20.83	27.78
750	31.25	41.67
1000	41.67	55.56

UNF launches exchange program with China

By INGRID ROEBUCK
Contributing Writer

UNF's international academic outreach now stretches as far as China with the signing of a faculty/student exchange agreement between the University's Coggin College of Business Administration and the Beijing Second Foreign Language University.

The agreement allows for student/faculty exchanges to begin as early as the spring 2003 semester, according to Dr. Jeffrey Michelman, CCOBA associate dean and director of graduate studies, and Dr. Jeff Steagall, director for the Center for International Business Studies.

Michelman, Steagall, CCOBA Dean Earle Traynham, and Vice President for Student Affairs Mauricio Gonzalez recently returned from a visit to China to begin work on implementing the agreement. The trip was also an effort to ensure Beijing officials that UNF was serious about its commitment. "This is part of the Chinese culture," explained Steagall. "We're sending signals here."

The agreement, which was signed by representatives of both universities earlier this year, covers a period of five years and is another significant step in UNF's efforts to bolster the University's international reputation.

"International agreements between universities have the potential of producing well-prepared students with a broad view of the world around them," said Gonzalez. "This of course translates to students that can play a key role in the progress of international businesses and other disciplines." Dr. Tim Robinson, director of UNF's International Center, plans to meet with other UNF faculty to determine the level of interest for additional exchanges with BSFLU, Gonzalez added.

The idea of an exchange agreement began after both Traynham and Steagall met Yuliang Li, dean of the BSFLU School of International Economics and Business, in 1995. Li visited UNF as a Fulbright scholar. From there, the idea blossomed into an agreement that will allow both students



From left, Jeff Michelman, BSFLU Associate Dean Xiaomu Li, Mauricio Gonzalez, BSFLU Dean Yuliang Li, Jeff Steagall, Earle Traynham, BSFLU Associate Dean Yuan Bai, and a BSFLU student.

and faculty from each university to learn and teach in very different environments. Li will return to UNF in November to talk about his school and what it has to offer.

In addition, Michelman said, a group of about 20 MBA students from UNF will go to BSFLU for a 10-day study abroad experience in March. After the students return, Michelman and Steagall said, they plan to use the students as ambassadors to encourage other students to take advantage of the opportunity to study in China.

"They (the CCOBA student body) are concerned about the language. They are concerned about the culture and they just don't realize the benefit of it," said

Steagall. "We think we do a really good job in class and we do. But there's no experience that will be as life-changing as going abroad... We all make assumptions about places and people. That's why they have to go. You don't have those assumptions anymore," said Steagall.

UNF cyclists help raise \$350,000

Cycling has long been an source of enjoyment for UNF student Rick Iler. It was recently made much more fulfilling as Iler and two other UNF students participated in the Push America Journey of Hope, which raised more than \$350,000 to help people with disabilities.

The weeklong cycling trip, which was held over the summer, began in San Francisco and ended in Washington, D.C. The ride raised funds for Push America, a national non-profit organization serving people with learning and physical disabilities, especially children. Push America was begun in 1977 by Pi Kappa Phi fraternity.

The team consisted of 70 undergraduate Pi Kappa Phi members. Iler and his cycle mates, Justin Humphrey and Lou Venturello, were chosen from hundreds of applicants across the country to participate in the ride.

While the ride itself was a wonderful experience, Iler says, it is the end result that made it worthwhile. "It's great knowing that I am helping people who need help," says the 20-year-old economics major. Iler says when he first came to UNF, he really had no interest in being in a fraternity. But, after seeing a film on Push America and its effect on people with disabilities, he changed his mind. "I'm still receiving letters from people who were helped by this," says Iler, adding that there was significant media coverage of the event as the Journey of Hope riders passed through cities and towns along the three-week-long route.



Rick Iler and his cycle mates, Lou Venturello and Justin Humphrey.

UNF College of Education and Duval Schools announce initiative

An initiative to recognize the importance of recruiting new teachers to the profession has been launched by the College of Education and Human Services and the Duval County public schools.

The college is leading the initiative to recognize the importance of teachers and encourage more high school graduates to consider teaching as a profession.

According to the National Commission on Teaching and America's Future, America will need to hire as many as two million teachers over the next decade to replace a retiring teaching population and meet growing enrollment demands. Florida schools will need to hire 16,000 teachers annually for the next 10 years, especially in urban and rural areas. According to Duval County public schools, over 600 teachers will retire from Duval Schools this year. A critical shortage exists in areas such as mathematics, science, technology, special education and bilingual education/English as a second language.

Despite the increasing demand, the number of students enrolling in the College of Education has declined 7 percent in the past six years, a statewide trend for colleges of education. This is a major concern because UNF graduates are one of the major sources for teachers on the First Coast. More than 64 percent of UNF graduates become teachers in Duval County and 25 percent of UNF graduates become teachers in the surrounding four counties.

Dean Dr. Katherine Kasten attributed the decline to expanded job opportunities for women, higher salary potential in other fields and negative stories about teaching and schools.

To combat this trend, the UNF initiative titled "One Good Teacher Is All It



Three outstanding Jacksonville residents whose lives and careers were influenced by teachers gathered recently at an event sponsored by the College of Education and Duval County Schools. The three are (from left) Jacksonville Sheriff Nat Glover, Accustaff Inc. founder Delores Kesler and astronaut Norm Thagard. Joining them were (from left) Tom Serwatka, president's office, John Fryer, Duval schools superintendent, and Katherine Kasten, dean of the College of Education.

Takes" illustrates how prominent metro residents benefited from a special teacher or teachers who influenced their lives. UNF has asked three of Jacksonville's greatest achievers — astronaut Norm Thagard, Accustaff Inc. founder Delores Kesler, and Jacksonville

Sheriff Nathaniel Glover, Jr., all graduates of Duval County public schools, — to recognize the role great teachers played in their success.

UNF will use this "One Good Teacher is All It Takes" initiative to increase teacher recruitment and build support for the COEHS Scholarship Endowment. Since 1996, the College has raised more than \$500,000 towards scholarships. The College hopes to raise an additional \$780,000 to increase the number of scholarships to recruit future teachers and support continued education for current teachers.

"The need for scholarships targeted toward future teachers is critical not only because of their undeniable importance to the future of our community, but also because

there is currently less financial aid available to these students and, once graduated, they can expect to earn less than their non-teaching classmates over the span of their career," Kasten said.

UNF listed among best colleges

UNF is listed as being among America's 100 Best College Buys for 2002-2003 by Institutional Research & Evaluation, Inc. which recently completed a nationwide survey of 1,485 accredited colleges and universities offering four-year undergraduate degree programs.

To be considered for the designation, a college or university had to meet very specific requirements. They include:

- Be an accredited institution
- Offer residence halls with dining services.
- Offer need-based, academic-based and athletic-based financial aid.
- Have an entering freshmen class with

a high school GPA and/or SAT/ACT equal to or above the national average.

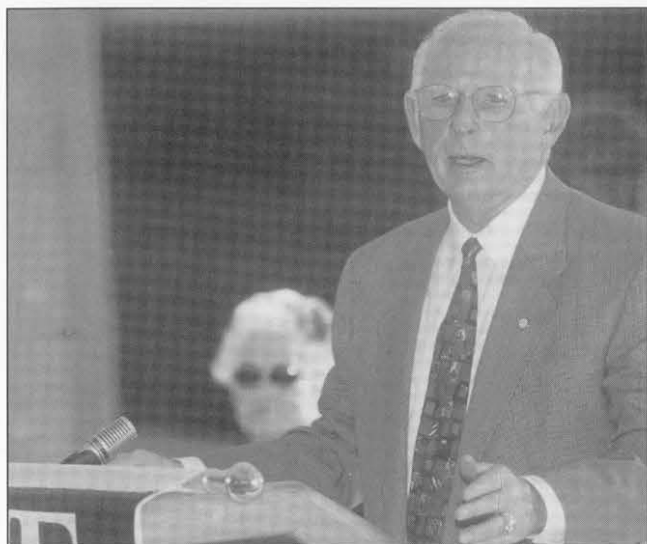
- Have an out-of-state cost of attendance in 2002-2003 below the national average of the institutions that were considered or not exceeding the national average cost by more than 10 percent.

This is the third time that UNF has been listed in the publication. Four other Florida schools including the University of Florida and Florida State University were listed in the publication.

The publication lists UNF's out-of-state cost as \$17,234 compared to a national average of \$19,430. The GPA of entering freshmen was 3.52 with an SAT of 1125 at UNF compared with a national average 3.21 and 1081 respectively.

Coggins' gift matched by state

Continued from page 1



Blanche and Luther Coggin have a long history of philanthropy at UNF.

enable the School of Business faculty to teach and its students to learn the pathways to the world of free enterprise."

Dr. Earle Traynham, dean of the Coggin College of Business Administration, noted the national significance of the record-setting gift. "Merit-based scholarships and fellowships will help to attract outstanding students while the endowed professorships will aid in the recruitment of top-level academics," Traynham said. "The faculty and I are extremely proud to have the Coggin name associated with the college. The quality and reputation inherent in this widely recognized name will heighten the University's own visibility in the region and across the country. With this naming, the college is now even better positioned to develop a national reputation."

In recognition of Traynham's contributions to UNF and the College of Business Administration, Coggin requested that a professorship be named in Traynham's honor. Traynham has announced his intentions to step down from the deanship next year and return to teaching.

Under terms of the gift, \$1.25 million will be used to endow merit-based scholarships for entering freshmen; \$500,000 to endow graduate fellowships; \$250,000 to endow need-based Pathways to Success Scholarships; \$1 million to endow a distinguished dean professorship; and \$2 million to endow strategic professorships in the college. Each of these amounts will be doubled through the state's Major Gifts Challenge Grant Program.

Coggin, a member of the UNF Board of Trustees, and his wife, Blanche, have a long history of philanthropy at UNF. In 1997 the Coggins made a \$350,000 gift to UNF, which also was used to fund scholarships and a professorship and purchase equipment for the college's new building.

The Coggin name is well known in Northeast Florida because of Luther Coggin's prominent history with the car industry. Coggin began his automotive career in 1948 at age 17 as a salesman in Birmingham, Ala., and later became general manager of a large Oldsmobile dealership in Marianna, Fla. In 1968 he moved to Jacksonville and opened Coggin Pontiac with 40 employees.

He expanded his business by purchasing dealerships in Orlando and Ft. Pierce. In 1997 Coggin Automotive grew to more than \$500 million in revenues and operated 11 dealerships.

Coggin sold his auto dealerships in 1998 to Asbury Automotive Group Inc., a Connecticut-based car dealership company that includes the Coggin dealerships. Today, it is the largest subsidiary of Asbury with more than \$800 million in revenues, 16 dealerships and 1,200 employees.

UNF's future

Continued from page 1

"namely learning more about things that interest them and developing an appreciation of ideas," said Kline.

Turning to faculty, Kline said, they certainly want to prepare students for meaningful work, and "they also value the goal of opportunity... Their worst fear is that UNF will become simply a big university... their concern is not with educating one more student but with educating students well."

The faculty is also committed to scholarship, Kline said, adding that excellent faculty require a scholarly or artistic life. "One would not put a prize fighter on a diet of herbal tea and Slimfast. It is just as ridiculous to put a faculty member in an environment devoid of scholarly support and opportunity."

It is imperative that UNF keep its focus, Kline stressed. "...Given UNF's urban commitments, the University must be a leader in teacher preparation, early literacy research, all aspects of business, evaluation research and environmental engineering, just to name a few specific areas."

UNF's destiny, he said, will be that it will become a large institution with a great array of degree programs. "But it will not merely be a big, sprawling institution. It will be a focused, urban research institution, addressing the priorities of the metropolitan region and giving students first hand research and creative experiences."

History professor Dr. Elizabeth Furdell, the recipient of the 2002 Distinguished Professor Award, took the opportunity to thank the University for the many opportunities she has had that helped secure her successful academic career and she encouraged other faculty to take advantage of those opportunities as well.

"...Given UNF's urban commitments, the University must be a leader in teacher preparation, early literacy research, all aspects of business, evaluation research and environmental engineering, just to name a few specific areas."

DAVID KLINE

Interim

President of UNF

inside unf

DEADLINE

Information to be included in the December-January 2002 issue of **inside unf** must be received in the Office of News and Publications by noon on November 15 and is subject to space limitations. Please submit information to Dan Dundon or Ingrid Roebuck.

inside unf STAFF

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Desmond Tutu to teach credit and non-credit courses at UNF

Nobel Peace Prize winner Archbishop Desmond Tutu will teach three non-credit mini courses, which will be open to the public, during the spring semester of 2003. Registration for these mini courses begins Nov. 1

The non-credit mini courses are titled

"The Struggle Against Apartheid." Classes will be on Mondays from 5 to 6 p.m., over a period of three weeks for each course. The dates are Feb. 3, 10 and 17; March 3, 10 and 17; and April 4, 14, and 21. All classes will be in the University Center. There is no cost to UNF students, faculty or staff. Cost

for the general public is \$100 per person. Space is limited to 50 persons for each course on a first come, first serve basis. Those interested must register by Monday, Dec. 2. Monies collected for the courses will be deposited in the Alan C. Ling Endowment Fund for scholarships.

Tutu will also teach a semester credit course for UNF students to be titled "Truth and Reconciliation." Students may register for that course through the normal registration procedures.

The 70-year-old, black South African Anglican cleric, who has become world famous for his leadership role in opposing apartheid, first came to UNF in 1999 as part of the Presidential Lecture Series. The lecture was held shortly after the release of a report by the Truth and Reconciliation Commission of South Africa, which was chaired by Tutu. The report chronicled the horrors that were perpetrated by the South African government and opposing parties over the 34-year period from 1960 to 1994.

He has taught for the past several years at Emory University in Atlanta.

Eamon Grennan to give reading on campus

Eamon Grennan, distinguished Irish and U.S. poet, will give a public reading of his poetry on Monday, Nov. 18, in the little theatre (Room 1700) of the Robinson Student Life Center. The event, part of the John Francis Reilly Irish Studies

reprinted in more than a dozen anthologies and collections and have been translated into many languages.

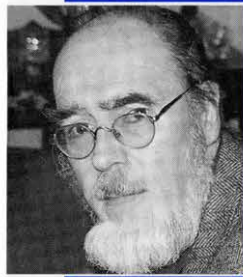
Grennan's works have been published in such prestigious journals as *American Poetry Review*, *The Irish Times*, *The Nation*, *The New Republic*, and *Yale Review*. He also found a popular audience in *The New Yorker*, where more than 40 of his poems have appeared since 1985.

Grennan holds a doctorate in English from Harvard University as well as bachelor's and master's degrees from University College, Dublin. Since 1974, he has taught at Vassar College, where he is the Dexter M. Ferry, Jr. Professor. He has also taught at Columbia

University, New York University, the City University of New York and Villanova University.

Grennan is the latest in a line of distinguished Irish writers to appear at UNF under the auspices of the John Francis Reilly Irish Studies Performance and Lecture Series. Since 1995, UNF has hosted, for example, John Montague, Richard Murphy, Peter Fallon, and Frank McCourt, as well as many scholars and musicians.

The reading will be followed by a reception hosted by the Friends of Irish Studies and a book-signing organized by the UNF Bookstore. For more information, contact Dr. Richard Bizot, coordinator of Irish Studies, at ext. 2273 or e-mail him at rbizot@unf.edu.



Performance and Lecture Series, is free.

Grennan has published 10 volumes of his poems, beginning with "Wildly for Days" (Dublin 1983), as well as a recent book "Still Life with Waterfall, which appeared in Ireland in 2001 and in the U.S. this year. His poems have been

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