# Table of Contents

## Dean’s Welcome, P.3

## Principle #1, P.4
- Our Mission, p.4
- Our Strategy, p.4
- Strategy Implementation, p.5
- Graduate Certificate Programs, p.5
- Independent Initiatives, p.6

## Principle #2, P.7
- USFSP Core Values, p.7
- KTCOB Core Values, p.7
- Our Values in Action, p.8-10
- USFSP Sustainability Clubs, p.11
- Student Government, p.11
- Green Features in our Facilities, p.12

## Principle #3, P.13
- Faculty Development, p.13
- Program Development, p.14
- Data Collection Methodology, p.14
- Methodology, p.15
- Global Perspectives, p.16

## Principle #4, P.17
- Research Strategy and Focus Areas, p.17-18
- Interdisciplinary Research, p.19
- Key Initiatives, p.19

## Principle #5, P.20
- Community Collaboration, p.20-22

## Principle #6, P.23
- On-Campus Organizations, p.23
- Events, p.23
- Alumni, p.24

## Citations, P.25-27
The University of South Florida St. Petersburg is committed to sustainability in its many forms. The university has developed its identity as “Florida’s Sustainable Campus,” driven by our waterfront location and core value to care for the natural environment. The university offers more than 40 undergraduate and graduate courses on sustainability and related topics. It also partners with the City of St. Petersburg with a goal to reduce greenhouse gas emissions by 50% by 2035 and achieve carbon neutrality by 2050.

The Kate Tiedemann College of Business builds upon the strong foundation provided by the university by offering academic programming at the graduate and undergraduate levels. We offer a focus track for our MBA students on corporate social responsibility and a study abroad opportunity on sustainable entrepreneurship.

At the undergraduate level, we partner with our colleagues from Sustainability Studies to offer relevant business electives for these students. We also support student initiatives such as the Student Green Energy Fund and other initiatives through the USFSP Office of Sustainability.

Lastly, we encourage thought leadership by inviting experts on mobility and other sustainable topics to engage our students. We are fully committed to the six core principles of PRME and look forward to our continued work on sustainability as a responsible college of business.

SINCERELY,
Dean Sridhar Sundaram
Kate Tiedemann College of Business
THE PURPOSE PRINCIPLE

OUR MISSION
The mission of the Kate Tiedemann College of Business (KTCOB) is to prepare our graduates to be effective in their future management and leadership roles in a global environment. We strive for quality education, meaningful research, ethical awareness, intellectual and cultural diversity, and practical service to the community with a focus on sustainability and innovation in a stimulating environment.

SUSTAINABLE STUDENT LEARNING GOALS
Our undergraduate students will demonstrate knowledge of ethical and sustainable business practices, as well as possess and demonstrate a global perspective of the business environment. Our MBA program graduates will be able to evaluate community responsibilities in organizations and society, and to propose innovative solutions to complex ethical issues faced by organizations.

OUR STRATEGY
USF St. Petersburg (USFSP) has articulated sustainable funding as one of six strategic goals for the future in Vision 20/20. We ensure financial stability through state funding, student support, philanthropy, entrepreneurial initiatives, and external research sources. We are continually seeking new funding and financial management approaches, with transparency and accountability, to augment and improve our existing portfolio. We will continue to build resources through cost reduction, re-allocation and improved efficiencies.

STRATEGIES
• Align resource allocation with strategic priorities
• Diversify financial resources by increasing private support, strategic partnerships and grants
• Provide incentives for colleges to develop revenue-producing programs

SPEARHEADED BY AN ACTIVE STUDENT BODY AND FACULTY, USF ST. PETERSTOWN IS INVESTING IN SOLAR PANELS AND ENERGY-EFFICIENT BUILDINGS, LEADING INNOVATIVE RESEARCH IN SUSTAINABILITY AND INCORPORATING ENVIRONMENTAL STEWARDSHIP INTO MANY PLANNING DECISIONS ON CAMPUS.

MARTIN TADLOCK
PRINCIPLE #1

STRATEGY IMPLEMENTATION
USFSP’s Net Impact Chapter is currently defunct, due in part to several transitions in senior leadership in the university and KTCOB over the past five years.

LEADERSHIP TRANSITIONS
- Dr. Sridhar Sundaram began his tenure as dean of the KTCOB in July 2016, ending an extended period of transitional administration.
- In September 2017, Dr. Sophia Wisniewska, regional chancellor since 2013, left the institution, and Dr. Martin Tadlock was appointed interim regional chancellor. In August 2018, USF System President Judy Genshaft named Dr. Tadlock as the regional chancellor of USFSP through June 2021. Tadlock has also served as regional vice chancellor for academic affairs.
- In March 2017, Allyson Watson was named dean of USFSP’s College of Education. She previously served as assistant dean for the College of Education at Northeastern State University.
- Magali Michael began her tenure as the dean of USFSP’s College of Arts and Sciences in July 2018. She previously served as the associate dean of the College of Liberal Arts at Duquesne University in Pittsburgh.
- In September 2018, Brian Pullen, USFSP’s first full-time sustainability planner, resigned after almost three years. His hard work and dedication were essential in achieving LEED certification for Lynn Pippenger Hall.

- We anticipate additional challenges and opportunities as we are reunited under the USF System.

GRADUATE CERTIFICATE PROGRAMS
We have developed two graduate certificate programs in business analytics and sustainable entrepreneurship in the past five years. Both certificate programs were implemented in Fall 2017.

BUSINESS ANALYTICS
- Faculty proposed the business analytics certificate program during academic year 2015-16 to alleviate the identified shortage of professionals with business analytics skills at the local and regional levels.

SUSTAINABLE ENTREPRENEURSHIP
- Our long-term goal of developing a cross-departmental undergraduate major in sustainability has been partially realized in our sustainable entrepreneurship graduate certificate program. This certificate program was developed as a response to local and national interest in sustainable business practices and is a strategic priority for USFSP.

THE KTCOB WILL BUILD UPON THREE DISTINCT THEMES: ETHICS AND SUSTAINABILITY, LEADERSHIP AND INNOVATION, AND GLOBALIZATION.
INDEPENDENT INITIATIVES
The Clean Energy Resource Conservation Commission (CERCC) and the Student Green Energy Fund (SGEF) are student-led groups that aim to reduce the university’s environmental footprint. They do so by affecting change on campus through initiatives such as LEED certification planning and maintaining the green revolving fund. It also integrates sustainability into existing programs in education, research and operations.

STUDENT GREEN ENERGY FUND
SGEF works with university administration to reduce energy costs through conservation, by promoting power generation using clean, renewable energy technologies and lowering greenhouse gas emissions. SGEF and the City of St. Petersburg developed the Climate Action Plan, guiding USFSP and the city to reach the sustainability goal of carbon neutrality by 2050.

Current projects aimed at reducing energy usage, solid waste and transportation emissions include a bike share program, 100 kW solar array on top of the parking garage, a zero waste initiative allocating 20 extra recycling bins, a tower garden and more. KTCOB student Theodore “T.J.” Broecker currently serves as chair of the project.

ADDITIONAL SUCCESSES
• 220,000 pounds of waste recycled
• 36 outdoor recycled bins
• 25 bicycles in the bike share program
• 4 electric vehicle charging stations
• 3 LEED Gold buildings
• 1 LEED Platinum building
2
THE VALUES PRINCIPLE

USFSP CORE VALUES

STUDENT-CENTERED SUCCESS
We provide a personalized experience for every student. We will grow by design to sustain academic programs that prepare our graduate and undergraduate students for work and life while retaining our intimate learning environment.

RESEARCH AND INNOVATION
Our faculty members conduct nationally and internationally significant research and scholarship. Faculty members convert individual and collaborative efforts into new knowledge to improve lives far beyond our campus and community.

INCLUSION OF DIFFERENCES
We seek divergent voices and tell untold stories. We actively recruit students, faculty, staff and administrators who bring global and domestic diversity to campus, with emphasis on representing our evolving regional demographics. We notice where conceptual differences synthesize, complement or clash. In classes, in meetings and in public forums, we invite difficult dialogues to enable everyone to better understand different worldviews. We strive to create synergy.

COMMITMENT TO COMMUNITY
USFSP connects seamlessly to St. Petersburg and the surrounding region. Our students enroll in the city as well as USFSP, bringing to the city the exuberance that only a residential campus culture can provide. Our community-based partners and mentors multiply opportunities for students and challenge faculty and administrators to recognize new areas for innovation and exploration. Together we shine.

CARE FOR NATURAL ENVIRONMENT
We celebrate our organic connection the waterfront and cityscape. Through study and service, we serve as stewards for the plants, animals and systems that sustain us. We take seriously our commitment to become carbon neutral.

KTCOB CORE VALUES

CONSTANT DEVELOPMENT
1. Continuous improvement in our programs and processes
2. Continuing development of our faculty, staff, and administrators
3. Practical experience, lifelong learning, and the continuous development of our alumni

DYNAMIC LEARNING ENVIRONMENT
4. An inclusive, collaborative and ethical learning environment
5. An atmosphere of collegiality and cooperation
6. Creativity and innovation

RESPONSIBILITY
7. Academic freedom and responsibility
8. Sustainability and corporate responsibility as a distinct field of study in management education
9. The efficient use of our resources while recognizing responsibilities to various stakeholders

DIVERSE COMMUNITY
10. Community and civic engagement
11. Diversity in students, faculty, and staff
12. Our students and the individual attention required to meet their academic and professional needs

RESEARCH
13. The multidisciplinary nature of management education, research, and practice
14. Meaningful research
OUR VALUES IN ACTION

GLOBAL ENVIRONMENT OUTLOOK FOR YOUTH
In July 2018, Richard Mbatu, assistant professor of environmental policy at USFSP, was selected by the United Nations Environment Program (UNEP) to become one of the lead authors for the Global Environment Outlook (GEO) for Youth. GEO is the UN Environment’s head assessment on environmental, social and economic trends that shape the environment, and issues reports that aid world leaders in making policy decisions that directly address environmental issues and turn plans into action.

As a GEO for Youth lead author, Mbatu works with young adults on ways to increase engagement among young people, who will inherit many of the major global environmental issues of today. Early ideas include apps, videos and other digital media, as well as pop culture.

LEED PLATINUM CERTIFICATION
In July 2018, USFSP’s Warehouse Laboratory, which houses biology, chemistry, and physics labs, received LEED Platinum certification from the U.S. Green Building Council. Platinum is the highest and hardest certification to earn from the most widely used green building rating system in the world.

Only about 10-15% of buildings worldwide have earned this pinnacle of distinctions in sustainable design and construction. The Warehouse Laboratory is the first building in the USF System to receive this recognition.

USFSP LEED CERTIFICATION AWARDED FACILITIES
• Science and Technology Center (STG): Certified LEED Gold in 2013
• University Student Center (USC): Certified LEED Gold in 2014
• Lynn Pippenger Hall (LPH): Certified LEED Gold in 2017
• Poynter Warehouse Lab (PWL): Certified as the first LEED Platinum building in the USF System in 2018
In May 2015, USFSP partnered with Duke Energy Florida to unveil a solar battery project that explores how to store and use solar energy. A $1 million grant from Duke Energy funded university research. As part of the grant, a 100-kilowatt (kW) solar photovoltaic (PV) system was installed on top of USFSP’s Fifth Avenue South parking garage.

“This partnership gives Duke Energy and the University of South Florida additional firsthand experience in solar battery storage systems,” said Alex Glenn, state president, Duke Energy Florida. “The innovative and cutting-edge research also provides students [with] a real-world learning environment as we develop alternative energy solutions for our customers.”

In September 2018, USFSP and Duke Energy unveiled and demonstrated a Tesla battery solar storage system, which manages the energy captured by the array, situated on top of the university’s parking garage. The system is the first of its kind in Florida. The powerful battery system ensures additional solar energy not used by the parking garage is stored or used for immediate use through the power grid.

“Taking steps to harness the power of the sun aligns perfectly with one of our core values as a university: sustainability,” said USFSP Regional Chancellor Martin Tadlock.

“As I have stressed to students and everyone on campus, it’s up to us to make a difference in our environment. Every day, we need to make choices that will preserve and protect the natural world.”
LOCAL FOOD AND URBAN AGRICULTURE AT USFSP

During the Fall 2017 semester, USFSP made The Princeton Review’s “Guide to 375 Green Colleges, 2017.” The publication highlights colleges with the most exceptional commitments to sustainability by assessing more than 25 data points, from academic offerings to renewable energy, to determine a university’s “Green Rating” score. USFSP scored 95 out of 99.

Crucial aspects of this recognition were the increased local, organic, and healthier food options on campus. The Guide noted how USFSP spends 25% of its food budget on local and organic food. Doing so benefits family farms and the local economy while reducing greenhouse gas emissions by cutting down on food transportation. Overall, these foods account for 23% of everything that is consumed in the university’s cafeteria and cafes.

Beyond meal options that are healthier for students and the planet, more spaces have popped up on campus for students interested in learning gardening and urban agriculture techniques first-hand. USFSP has a Food Forest housing more than 50 different edible and medicinal plants from herbs and spices to bananas and sweet potatoes.

THE USFSP WATERGOAT

In 2011, the Student Environmental Awareness Society (SEAS) received a $3,500 Bay Mini-Grant from the Tampa Bay Estuary program for the installation and maintenance of a 75-foot watergoat that helps keep trash and pollutants from the city out of Tampa Bay. The watergoat was installed by New Earth Industries, Inc. along the northern edge of Bayboro Harbor where a city run-off pipe flows water into the bay.

“We call it a watergoat because goats eat anything,” said SEAS president Stephanie Lawler. “It’s a system of buoys almost like what you would see in a pool. Underneath there is a netting system that is lined with a series of different weights.”

SEAS students have removed an estimated 2,250+ pounds of trash from the harbor. Trash and debris stopped by the watergoat flows from the city’s run-off system that picks up trash from as far inland as Tropicana Field.

“We rely on our students to brainstorm sustainable projects and initiatives for the university to pursue, and then to think through the mechanics of how to take those ideas and make them operational.”

BRIAN PULLEN
USFSP SUSTAINABILITY CLUBS

STUDENT ENVIRONMENTAL AWARENESS SOCIETY
The Student Environmental Awareness Society (SEAS) is open to anyone interested in promoting awareness of environmental issues, outdoor activities, and a greener world. SEAS holds monthly beach clean-ups on campus and organizes environmental awareness events like an Earth Day celebration and Food Day.

THE ENVIRONMENTAL SCIENCE AND SUSTAINABILITY CLUB
The Environmental Science and Sustainability Club (ESSC) aims to spread environmental education and scientific practices throughout campus through projects and collaboration.

MARINE ADVENTURES CLUB
The Marine Adventures club is about getting closer with our marine environment, making a positive impact, all while enjoying the experience.

THE GARDEN CLUB
The Garden Club focuses on educating students about sustainable urban farming techniques, while fostering a connection with the local community and the land. The club manages 19 raised bed gardens and focuses on organizing events to increase awareness on topics such as urban farming, healthy foods, shopping local and more.

CLEAN ENERGY AND RESOURCE CONSERVATION COMMISSION
The CERCC envisions a USFSP that boldly leads Florida in implementing technologies and practices that move us toward a smarter, cleaner economy. CERCC’s mission is to influence a cultural and institutional shift at USFSP toward environmental, social and economic stewardship through innovative sustainable initiatives.

CERCC GOALS
- Track, record and publicize our energy and waste consumption trends through the development of an advanced monitoring system
- Develop strategies for reducing our campus’ environmental footprint as well as raising environmental awareness through the development and maintenance of a climate action plan
- Collaborate with SGEF and USFSP administration in funding sustainable initiatives that further CERCC’s mission while providing learning by doing opportunities for students

STUDENT GOVERNMENT
USFSP’s Student Government directly supports the sustainability movement through a sustainability coordinator. The coordinator has the responsibility of overseeing and reporting on the projects, initiatives, and clubs that have to do with sustainability.

RESPONSIBILITIES OF THE SUSTAINABILITY COORDINATOR
- Serves as a member of SGEF and CERCC
- Assesses Student Government sustainability protocol
- Works with members of the community on matters regarding sustainable energy, technology, and infrastructure
- Oversees maintenance of the USFSP butterfly garden, Bayboro food forest and the USC tower gardens
- Coordinates with the USFSP sustainability planner on the advancement of sustainable initiatives on campus
- Provides the Student Government president with a semesterly report on sustainability and progress on our campus
- Hires a team of dedicated volunteers that make up the Department of Sustainable Initiatives
GREEN FEATURES IN OUR FACILITIES

SCIENCE AND TECHNOLOGY BUILDING (STG)
- Construction pollution reduction
- Close proximity to public transportation
- Bicycle storage
- Preferred parking for low-emitting and fuel-efficient vehicles
- Electric vehicle charging stations
- Open space promoting biodiversity
- Storm water runoff management that limits pollution of natural water flows
- Roof that reduces urban heat island effect
- Light pollution reduction
- Water use reduction
- Water efficient landscaping
- Energy efficient building
- Storage and collection of recyclables
- 20% recycled content used in building materials
- 10% of materials used came from within 500 miles of USFSP
- 50% use of Forest Stewardship Council certified wood
- Follows minimum indoor air quality performance requirements
- Environmental tobacco smoke control
- Outdoor air delivery monitoring
- Low-emitting materials reduce indoor air contaminants

UNIVERSITY STUDENT CENTER (USC)
- Construction pollution reduction
- Close proximity to public transportation
- Preferred parking for low-emitting and fuel-efficient vehicles
- Open space promoting biodiversity
- Storm water runoff management plan that limits pollution of natural water flows
- Roof that reduces urban heat island effect
- Water use reduction
- Water efficient landscaping
- Energy efficient building/green power
- Storage and collection of recyclables
- Construction waste management
- 20% recycled content used in building materials
- 20% of materials used came from within 500 miles of USFSP
- Follows minimum indoor air quality performance requirements
- Environmental tobacco smoke control
- Outdoor air delivery monitoring
- Low-emitting materials reduce indoor air contaminants
PRINCIPLE 3: METHOD
“We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.”

THE METHOD PRINCIPLE

FACULTY DEVELOPMENT

RESEARCH GRANTS
USFSP awards two kinds of internal grants for research. The Internal Research/Creative Scholarship grant (up to $10,000) is intended to promote high-quality research. The faculty mentoring grants (up to $1,000) are designed to encourage and support faculty to seek external grants.

FACULTY PUBLICATIONS

Dr. Thomas Ainscough, co-author

Dr. Karin Braunsberger, co-author (for three publications)

Dr. Philip Trocchia, co-author
PROGRAM DEVELOPMENT

EXECUTIVE EDUCATION

The KTCOB Office of Graduate and Executive Education (formerly the Office of Graduate and Certificate Programs) has had a limited portfolio of executive education offerings during the five-year CIR review period.

The purpose of executive education at the KTCOB is to offer non-credit educational opportunities to the regional business community and customized corporate training. Corporate partners in our executive education portfolio have included C1 Bank (recently acquired by Bank of the Ozarks) and PFG Private Wealth Management. Growing the executive education portfolio is one of our priorities.

It is an opportunity for the college to engage with a dynamic business environment in the Tampa/St. Petersburg metropolitan region and diversify revenue. In November 2017, the first predictive analytics executive education workshop was hosted in Lynn Pippenger Hall. We hope to replicate the weekend workshop model as a way to bring business professionals to our campus for many more educational opportunities in the future.

We also offer graduate certificate programs in leadership management and sustainable entrepreneurship.

STRATEGIC COURSEWORK

Our faculty discovered that many institutions require a course in organizational behavior as part of their MBA core requirements. After much discussion and further analysis, the college began offering the Organizational Behavior (MAN 6244) class as a required course in the MBA core.

This course will replace leadership and corporate accountability (MAN 6766) in the MBA core effective for 2017-18. Second, in an effort to meet the demands of the local business community, the Graduate Curricula and Assessment Committee (GCAC) approved a new concentration and a certificate program in business analytics for implementation in 2017-18.

DATA COLLECTION METHODOLOGY

The data collection process for PRME is not defined, but was shaped by our last AACSB accreditation visit. We now request annual reports from unit heads, clubs and organizations, and have a strong relationship with USFSP’s central marketing team as well as institutional research. Goals are set with the end in mind including metrics we can track, how often we’ll obtain that data and use it to optimize progress.
MBA STUDENTS PARTNER WITH THE SIERRA CLUB

In 2017, 80 students in the Kate Tiedemann College of Business collaborated with the Suncoast Sierra Club and its 100% St. Pete campaign, a local extension of the national Ready for 100 campaign.

The initiative aims to power the City of St. Petersburg with 100% renewable energy by raising public awareness of renewable energy and the energy industry, and by developing pilot programs with partner organizations.

Undergraduate students enrolled in two sections of the Strategic Management capstone course were divided into 14 teams. Under the guidance of Dr. Steve Diasio, professor of innovation and management, the students worked together and used the strategic thinking skills learned in class to develop tactics to get citizens interested and involved in climate action planning and renewable energy.

Students used the City of St. Petersburg as a case study, learning about everything from biofuels and solar energy systems to climate change mitigation planning, resiliency, and vulnerability assessment. Representatives from the Suncoast Sierra Club attended very class session, providing real-time feedback as the students met project milestones.

To get his students involved in the campaign initiative, Dr. Diasio contacted Emily Gorman, an MBA student who has worked as a sustainability consultant for INSPYROD and is currently an organizing representative for the Suncoast Sierra Club. INSPYROD was hired by the Suncoast Sierra Club to run the 100% St. Pete Campaign. Gorman serves as a campaign co-manager with James Scott, another INSPYROD consultant and USFSP Florida Studies graduate student.

Gorman said this type of collaboration is largely unprecedented for the Suncoast Sierra Club, which has had a lot of USFSP interns but never previously collaborated with a professor to create this type of classroom experience.

“The students were tasked with creating ways to get citizens in the community interested and to help them understand how city planning will impact them, their children, and their grandchildren,” said Gorman, who has been highly involved in sustainability efforts at USFSP as a student.

“If they’re successful, the Sierra Club will be able to use those students’ strategies to help bring people in to City Hall and empower them to make their voices heard.”
GLOBAL PERSPECTIVES
Faculty research focuses on matters of significance locally, nationally, and globally. Our faculty also promote globalization programs, including study abroad courses. Students who have participated in KTCOB education abroad programs have traveled to Guatemala, Germany, Costa Rica, the United Kingdom, the Baltics and beyond. Students also have the opportunity to pursue other education abroad opportunities offered by the USF System.

STUDYING IN GUATEMALA
In Guatemala, students travel to San Juan La Laguna de Atitlan to work with local indigenous women-owned cooperatives and businesses. Students work with their clients to develop business and marketing strategies specific to the business climate, target markets, and skill sets of their clients. The program explores fundamental business approaches and issues in emerging Latin American markets, with emphasis on the link between sustainable economic development and women’s entrepreneurship development. The course also focuses on issues such as environmental protection and sustainable development as well as corporate social responsibility.

LEARNING IN GERMANY
In Germany, students spend 10 days learning about a holistic approach to business development and growth with a specific focus on the small and medium-sized enterprises that are the backbone of Germany’s export-oriented economy. Students visit companies such as Mercedes-Benz and Xenios AG, and gain a first-hand appreciation of the socio-economic, political, and cultural contexts in which the companies operate.

When VANESSA FERRER ventured to Guatemala, she had no idea she would uncover fraud, co-found a non-profit organization and empower a community of local Mayan women, but that’s exactly what she did. In 2013, Ferrer, an accountant at Raymond James, traveled to Guatemala as part of USFSP’s Education Abroad program. During the trip, Ferrer discovered that the administrator for her cooperative was stealing money from the business. She went on to co-found a non-profit organization, Para Adelante, which provides scholarships for impoverished indigenous women in Guatemala. In 2017, Ferrer won an annual Women of Peace award.
PRINCIPLE 4: RESEARCH

"We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental, and economic value."

THE RESEARCH PRINCIPLE

RESEARCH STRATEGY & FOCUS AREAS

CONSUMER INSIGHT AND SALES LAB

KTCOB students will soon have the unique opportunity to learn from and participate in professional consumer focus groups that are a staple of marketing and political research. Tucked in the third floor of Lynn Pippenger Hall, the Consumer Insight and Sales Lab (CISL) is poised to begin serving its first official clients in the Tampa Bay region and embark on its own research project, building a marketing database on preferences and habits of millennials.

“We don’t have many of these facilities in the Tampa Bay area, so CISL will be a valuable resource for the community. And from an academic standpoint, this will be a wonderful opportunity to show our students how market research works in practice,” said KTCOB Dean Sridhar Sundaram.

CISL helps the KTCOB raise its profile as a research leader and resource in greater Pinellas County and provides business students with a unique learning opportunity. Students in Sales Program Coordinator Dr. Edward Hoeppner’s sales classes will gain valuable experience translating consumer insights gleaned from focus groups into improved sales pitches that they can then practice in CISL’s recording-enabled role-playing rooms.

KTCOB professors are poised to begin collecting data of their own regarding millennial habits and preferences, with USFSP students serving as focus group participants. The hope is to build a large generational marketing database that KTCOB faculty can use for research purposes. Students interested in participating in the data-collection process would gain insight into how primary databases are built and potentially applied in a commercial setting.

EDWARD HOEPPNER

“Consumer insight can be leveraged to maximize sales impact for customers. We’re talking about consumer vs. customer, and the power of bringing those two together is priceless.”
MERRILL LYNCH WEALTH MANAGEMENT CENTER

In March 2018, the Bank of America Charitable Foundation awarded USFSP with a $500,000 grant to support a state-of-the-art venue for students to analyze stocks, assess investment opportunities and apply skills learned in class to manage wealth. The venue, the Merrill Lynch Wealth Management Center, is within the KTCOB.

Utilizing data on public companies and real money from a student management investment fund, the center provides the venue for teams of students to make compelling stock valuations and presentations, earning the right to have their suggested stocks purchased. Such programs and student-managed funds have become signature elements of many top-flight business schools around the country and are an invaluable training tool for aspiring financial professionals.

The center will have resources and technology utilized by financial experts around the world. It features a custom-designed trading room equipped with computers that have extended monitors for vital split-screen display, the Bloomberg Professional Services platform and a LED ticker that stream the latest stock market information and public data powered by St. Petersburg company Intrinio.

The initial class to utilize the center will begin in Fall 2018. Approximately 20 students will take part in a two-semester finance and investment analysis course, taught by USFSP faculty in collaboration with outside advisors with fund management expertise.

Students will learn portfolio management while overseeing the Kate Tiedemann Student Management Investment Fund. The student-managed fund, similar to a mutual fund, will play a significant role in bridging the gap between finance theory and investment practice. Students will identify and employ strategies to achieve a goal for the fund, and then be able to defend why they are investing specific securities or commodities. They will meet with an advisory group every quarter to receive feedback, defend decisions, and be held accountable for those decisions.
INTERDISCIPLINARY RESEARCH
In addition to their teaching assignments, all full-time KTCOB faculty are expected to be engaged in research and service to the community and the profession. With the increase in online delivery, more of our faculty are also involved in research related to teaching and learning from various modes of delivery. Specific examples of faculty engagement with the business community and general community are the following consulting activities:

• Dr. Maria Corton worked in collaboration with the Public Utility Center at the University of Florida and one of the largest private electricity providers in Brazil. This resulted in two studies related to the tradeoff between improving quality and reducing costs in the electricity distribution sector of Brazil.
• Dr. Rebecca Harris engaged with the City of Treasure Island on the economic impact of proposed changes to the City’s zoning ordinance.

PUBLICATIONS
• In 2016, Dr. Karin Braunsberger co-authored the paper, “I believe therefore I care: The relationship between religiosity, environmental attitudes, and green product purchase in Mexico,” published in the International Marketing Review.
• In 2018, Dr. Rebecca Harris co-authored the paper, “Environmental sustainability and the nexus of economic principles and Jewish thought,” which was published in Ethics & Economics.
• In 2016, Dr. Todd Shank co-authored the paper, “Investment strategies when selecting sustainable firms?,” published in Financial Services Review.

CONFERENCES
• In 2018, Dr. Karin Braunsberger and Dr. Teresa Conover presented “Sustainability Scavenger Hunt for Use in a Classroom” at the American Accounting Association Annual Meeting Teaching Workshop.
• Looking forward to October 2019, the KTCOB will partner with the Initiative on Coastal Adaptation and Resilience (iCAR) Conference. The two-day workshop engages participants in discussion about the social and physical vulnerabilities to coastal hazards and efforts to build regional resiliency.

KEY INITIATIVES
The KTCOB’s Women and Leadership Initiative (WALI) expands on the unique legacy of the college by providing activities and programs to support students and faculty. Key areas of the initiative include academic programs, sponsored research, leadership programs and a mentoring program.

In November 2018, WALI partnered with USFSP’s Institute for Data Analytics and Visualization and Community Action Stops Abuse to evaluate the economic costs associated with domestic violence. Through the exercise of attempting to put a dollar value to the cost of domestic violence, the study helps highlight the many ways that domestic violence impacts the community.

STUDENT RESEARCH
In 2016, MBA students Trevor Tillwick and Chris Palko (under the direction of Dr. Gary Patterson) conducted an extensive housing and employment study for the working class Lealman district in Pinellas County. The study helped streamline which strategies had a greater likelihood of success in combating economic blight. The study was encouraged by Florida State Senator Jeff Brandes.
PRINCIPLE 5: PARTNERSHIP

“We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.”

COMMUNITY COLLABORATION

At the KTCOB, innovation and collaboration are at the forefront of all we do. The continuous enrichment of our students is made possible with support from the community at large, our business partners, Advisory Group members, and dedicated alumni. We strive for practical service to the community with a focus on sustainability and innovation in a stimulating environment.

The KTCOB works very closely with the City of St. Petersburg, St. Petersburg Chamber of Commerce, St. Petersburg Economic Development Corporation, Innovation District, and Downtown Partnership. Examples including conducting a comprehensive marketing analysis for the Downtown Partnership and serving as an active member of the Chamber and Innovation District.

Of significant advantage is the strong partnership the KTCOB has with the City of St. Petersburg and the business community of the Tampa Bay region. The area provides a demographic base that is favorable for the growth of USFSP and the KTCOB. The university and KTCOB have a reputation in the community for providing a high-quality education to their students, and this is reflected in the commitment of the local business leaders to participate in the Dean’s Advisory Group and the Program of Accountancy (POA) Advisory Board.

DEAN’S ADVISORY GROUP

The Dean’s Advisory Group includes many CEOs from prominent local companies, including leaders from Smith & Associates, Clarifire and iQor. Its purpose is to ensure that the vision of the Kate Tiedemann College of Business is relevant, timely, and forward-looking in the context of today’s global business environment. The Council shall help advance that vision by engaging in various activities and initiatives that enable the KTCOB to make meaningful progress toward its strategic initiatives and tactical goals. In addition, members will serve as liaisons between academia and their respective business or government organizations.

POA ADVISORY BOARD

The POA Advisory Board consists of high-level partners from regional accounting firms and representatives from local government entities.

THEODORE “T.J.” BROECKER

“SGEF provides value to the university in more ways than just monetarily. By implementing environmentally conscious technologies and products, we not only save the university money in utilities, but we add concrete meaning to one of our core values: sustainability.”

SELECT COMMUNITY PARTNERS

- Duke Energy
- City of St. Petersburg
- Fish and Wildlife Research Institute
- Sierra Club
- Citizens’ Climate Lobby
- Patel College of Global Sustainability
- SUAC

MEMBERSHIPS

- American College & University Presidents’ Climate Commitment
- AASHE Member
- U.S. Green Building Council Member
- Bicycle Friendly University
STUDENT & STAFF

One of the main values of the KTCOB is to create an inclusive, collaborative and ethical learning environment. The KTCOB strives for practical service to the community with a focus on sustainability and innovation in a stimulating environment.

Recent examples include:

- **Internships:** For-credit internships with local firms increased from 12 in 2015 to 120 in 2018. Students have interned with companies such as Tech Data, Raymond James, Jabil, and the Mote Marine Laboratory, which emphasize social and environmental responsibility.

- **Community Involvement:** In 2018, USFSP began offering a way for students to get first-hand knowledge on hunger and food access by getting involved in community sustainable food projects through a new food systems internship program. The program connects students with people and organizations in Pinellas County who have dedicated their careers to working with underrepresented populations to provide education and access to quality food. The experience includes educational sessions throughout the semester that are taught by local food experts. Students learn the impact of food systems, the basics of gardening, national policies around food and hunger issues, and entrepreneurship, to name a few.

- **Collaboration:** KTCOB faculty and student organizations have collaborated with more than 60 community partners to develop experiential learning projects, allowing students to apply knowledge gained in the classroom to real-world problems. These partners also provide valuable feedback on the effectiveness of our curriculum.

- **Coursework:** Students in Dr. Joseph Foy’s 2016 Audit I course conducted modified operational audits of 19 local nonprofit organizations with food pantry operations.

- **Certificate Programs:** Internally, the KTCOB collaborates with colleagues from other colleges in offering multidisciplinary certificate programs such as sustainability studies and data analytics.

- **Donation Drive:** In October 2018, KTCOB students and staff collected non-perishable foods and other supplies in a hurricane donation drive for those impacted by Hurricane Michael.

- **Volunteering:** In February 2018, KTCOB tax instructor Nathan Wadlinger was among over 60 professionals who served as volunteer coaches at Tampa’s Inner City Capital Connections (ICCC) conference. The ICCC program aims to help small inner city businesses grow and thrive in their communities. USFSP also co-sponsored the event.
COMPETITIONS

KTCOB students also grow their knowledge by participating in cutting-edge competitions in partnership with external stakeholders.

Recent examples include:

- **Ex Labs:** Ex Labs is a highly competitive accelerator lab that exposes participants to the latest trends and strategies in the tech industry. Students of all majors engage with industry mentors from Tech Data to sharpen valuable skills of leadership, diversity, inclusion and more. Teams make a business plan and pitch their idea to a network of industry leaders, with the winners taking home a prize package worth over $2,000.

- **Student Pitch Competition:** In February 2018, USFSP students participated in the Student Pitch Competition. Students pitched their business, product or services ideas to a panel of judges for the chance to win $500. Judges included USFSP alumni and Tampa Bay Wave’s Entrepreneur in Residence, Richard Munassi.

- **International Ethics Competition:** In April 2018, the USFSP Ethics & Debate team took home first place in the undergraduate division at the International Business Ethics Case Competition (IBECC) in Boston. The IBECC is the premier international competition of its kind, with over 35 schools from across the globe participating in this year’s competition. The IBECC challenges students to identify issues in an ethical case and present a solution that addresses the ethical, legal, and business aspects of the problem. Teams present their findings through the lens of a business presentation, select a business identity, and choose an audience for their pitch. Judges choose a winner based on students’ persuasiveness, presentation skills, ethical reasoning, and more.

EVENTS

In 2018, USFSP collaborated with numerous stakeholders to host events with local leaders on topics relevant to the community. Events explored economics, job growth and more.

A sample includes:

- The Economic Impact of Domestic Violence
- Fall Featured Leader: Lakshmi Shenoy, CEO of Embarc Collective
- Empowering Women at Work
- Job Growth, Wage Stagnation & Trade Wars
- Finance: The Industry Today & How to Prepare for a Career in It
PRINCIPLE 6: DIALOGUE
“We will facilitate and support dialogue and debate among educators, students, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.”

THE DIALOGUE PRINCIPLE

ON-CAMPUS ORGANIZATIONS

CERCC
In Spring 2018, Ann Wykell, USFSP’s public art consultant, partnered with the CERCC to raise awareness about the three aspects of sustainability (social, economic and environmental) through on-campus murals. The murals aim to bring attention to sustainability issues so students can understand how they affect everyone in the community.

USFSP FOOD PANTRY
In 2018, undergraduate students in Ingrid Brendenberg’s Leading Diverse Teams course proposed an initiative to establish a food pantry at USFSP. If approved, the food pantry proposal could help fend off hunger for students living with food insecurity on and off campus. The proposal demonstrates USFSP students’ willingness to identify and solve issues present on campus. It involved establishing a safe space for collection and distribution; raising awareness about food insecurity, poverty and health at USFSP; and encouraging other students to get involved with the food pantry.

STUDENT-LED CONVERSATIONS
USFSP student Tashi Wangmo is working to bring a global project to campus. Wangmo’s project focuses on adjusting the way we consider and value the world and its natural resources. She has pitched the project to clubs on campus and has garnered interest from 20+ students of diverse majors. The project was inspired by the United Nations General Assembly’s list of 17 sustainable development goals to transform the world by 2030, as well as Richard Bowell’s book, “An Urgent Plea from the Future.”

EVENTS

OUR WATER, OUR FLORIDA
In September 2018, the Florida Humanities Council hosted the Our Water, Our Florida event to address the questions and challenges associated with Florida’s water. Experts Cynthia Barnett and Jack E. Davis led the dialogue and shared key excerpts from their books. They highlighted the importance of conservation and USFSP’s role in helping the future of Florida’s water.

EARTH WEEK
In April 2018, USFSP celebrated Earth Week. The four days of festivities were coordinated by USFSP student organizations in partnership with Student Government’s Department of Sustainable Initiatives. Earth Week featured a waterfront clean up at Salt Creek as well as a zero waste workshop that taught students about the intricacies of recycling.

DOCUMENTARY SCREENING
In October 2017, USFSP screened the documentary, Just Eat It: a Food Waste Story in Lynn Pippenger Hall. The viewing was part of a sustainability connection film series organized by UF and the Institute of Food and Agricultural Sciences. Panelists, including the program supervisor at the Pinellas County Department of Solid Waste, took questions from the audience following the screening.

iCAR 2018
In October 2018, USFSP co-hosted the Initiative on Coastal Adaptation and Resilience (iCAR) conference. The two-day workshop engaged participants in discussion about social and physical vulnerabilities to coastal hazards, and efforts to build regional resiliency.
ALUMNI

JACK E. DAVIS

Jack E. Davis, a USFSP alum and University of Florida professor, was awarded the 2018 Pulitzer Prize in history for his engrossing book, “The Gulf: The Making of an American Sea.” The book interweaves geologic, environmental, cultural and political history to tell the story of the critical natural and man-made events, as well as the people, that shaped the Gulf of Mexico. Davis is currently a faculty member in history at the University of Florida, where he works with students whose interests lie in environmental history.

BRANDI MURPHY

USFSP alum Brandi Murphy, who studied environmental science and policy, is a food security volunteer for the Peace Corps. She spent three months in Zambia studying the Bemba language, local farming practices and ways to improve sustainability before moving to her new home in the country’s Central Province. Her mission was threefold: to train local farmers in more sustainable agricultural practices, to gain a deeper understanding of another culture to share back in the U.S. and to promote a better understanding of Americans to local residents.
CITATIONS

PRINCIPLE #1

• **USF St. Petersburg**: USFSP Receives $10 Million Gift from Entrepreneur Kate Tiedemann
  https://www.usfsp.edu/blog/2014/09/04/usfsp-receives-10-million-gift-from-entrepreneur-kate-tiedemann/


• **USF St. Petersburg**: About the KTCOB
  https://www.usfsp.edu/kate-tiedemann-college-of-business/about-the-ktcob/

• **AACSB Continuous Improvement Review Report 2018**: P. 5, 18, 39, 41-42

• **USF St. Petersburg**: Strategic Plan Goals
  https://www.usfsp.edu/vision2020/boldgoals/#toggle-id-6

• **USF St. Petersburg**: Martin Tadlock Named USF St. Petersburg Regional Chancellor

• **USF St. Petersburg**: USF St. Petersburg Names New Dean of College of Education

• **USF St. Petersburg**: Meet Magali Michael, New Dean of the College of Arts & Sciences

• **USF St. Petersburg**: About Sustainable USFSP
  https://www.usfsp.edu/sustainability/about-us/

• **USF St. Petersburg**: Student Green Energy Fund
  https://www.usfsp.edu/sustainability/sgef/

• **USF St. Petersburg**: Waste Management
  https://www.usfsp.edu/sustainability/waste/

PRINCIPLE #2

• **USF St. Petersburg**: USFSP Core Values
  https://www.usfsp.edu/vision2020/usfsp-core-values/

• **USF St. Petersburg**: About the KTCOB
  https://www.usfsp.edu/kate-tiedemann-college-of-business/about-the-ktcob/

• **USF St. Petersburg**: Professor Chosen as a Lead Author for United Nations Environmental Report

• **USF St. Petersburg**: Warehouse Laboratory Earns LEED Platinum Certification, First Building in USF System Awarded Highest Sustainability Distinction

• **USF St. Petersburg**: Green Buildings
  https://www.usfsp.edu/sustainability/green-buildings/

• **USF St. Petersburg**: USF St. Petersburg, Duke Energy Unveil Solar Battery Project
  https://www.usfsp.edu/home/2015/05/22/usf-st-petersburg-duke-energy-unveil-solar-battery-project/

• **USF St. Petersburg**: USF St. Petersburg and Duke Energy Unveil New Tesla Battery Solar Storage System

• **USF St. Petersburg**: Local Food and Urban Agriculture Grow in the Heart of Downtown St. Petersburg

• **USF St. Petersburg**: USFSP to Announce Climate Action Plan Dec. 9
  https://www.usfsp.edu/home/2016/12/02/usfsp-to-announce-climate-action-plan-dec-9/
CITATIONS, CONTINUED

- **USF St. Petersburg**: Students Earn Grant to Enhance Harbor Clean-Up Efforts  
  https://www.usfsp.edu/blog/2011/02/07/grant-harbor-clean/

- **USF St. Petersburg**: Clean Energy and Resource Conservation Commission  
  https://www.usfsp.edu/sustainability/cercc/

- **USF St. Petersburg**: Sustainability Clubs  
  https://www.usfsp.edu/sustainability/clubs/

- **USF St. Petersburg**: Sustainability Coordinator  
  https://www.usfsp.edu/student-government-association/who-we-are/executive-branch/sustainability-coordinator/

- **USF St. Petersburg**: Green Buildings  
  https://www.usfsp.edu/sustainability/green-buildings/

**PRINCIPLE #3**

- **AACSB Continuous Improvement Review Report 2018**: P. 36, 39-40, 49

- **USF St. Petersburg**: Thomas Ainscough  
  https://www.usfsp.edu/kate-tiedemann-college-of-business/portfolio-item/ainscough-thomas/

- **USF St. Petersburg**: Karin Braunsberger  
  https://www.usfsp.edu/kate-tiedemann-college-of-business/portfolio-item/braunsberger-karin/

- **USF St. Petersburg**: Philip Trocchia  
  https://www.usfsp.edu/kate-tiedemann-college-of-business/portfolio-item/trocchia-philip/

- **USF St. Petersburg**: Business Students Assist Sierra Club in Sustainability Efforts  
  https://www.usfsp.edu/home/2016/10/20/business-students-assist-sierra-club-in-sustainability-efforts/

- **USF St. Petersburg**: Studying in Guatemala  

- **USF St. Petersburg**: Alum Receives “Women of Peace” Award  
  https://www.usfsp.edu/home/2017/11/14/alum-receives-women-of-peace-award/

- **USF St. Petersburg**: Bulls Lead and Learn Abroad in Guatemala  

- **USF St. Petersburg**: International Education at USFSP  
  https://www.usfsp.edu/international-education/

**PRINCIPLE #4**

- **USF St. Petersburg**: Consumer Insight and Sales Lab Launches, Providing Multiple Benefits to Business Students and the Community  

- **USF St. Petersburg**: USF St. Petersburg and Bank of America Announce Half Million Dollar Investment in Kate Tiedemann College of Business  

- **AACSB Continuous Improvement Review Report 2018**: P. 26, 48

- **USF St. Petersburg**: Karin Braunsberger  
  https://www.usfsp.edu/kate-tiedemann-college-of-business/portfolio-item/braunsberger-karin/

- **USF St. Petersburg**: Rebecca Harris  
  https://www.usfsp.edu/kate-tiedemann-college-of-business/portfolio-item/harris-rebecca/

- **USF St. Petersburg**: Todd Shank  
  https://www.usfsp.edu/kate-tiedemann-college-of-business/portfolio-item/todd-m-shank/
CITATIONS, CONTINUED

- **USF St. Petersburg**: Initiative on Coastal Adaptation and Resilience
  https://www.usfsp.edu/icar/icar-2018/

- **USF St. Petersburg**: The Economic Impact of Domestic Violence in Pinellas County: $132 Million

**PRINCIPLE #5**

- **USF St. Petersburg**: About the KTCOB
  https://www.usfsp.edu/kate-tiedemann-college-of-business/about-the-ktcob/

- **AACSB Continuous Improvement Review Report 2018**: P. 1, 8, 20

- **USF St. Petersburg**: KTCOB Advisory Groups
  https://www.usfsp.edu/kate-tiedemann-college-of-business/advisory-groups/

- **USF St. Petersburg**: Office of Sustainability
  https://www.usfsp.edu/sustainability/

- **USF St. Petersburg**: New Internship Plants Seeds of Knowledge on Food Systems

- **USF St. Petersburg**: KTCOB Tax Instructor Coaches Business Owners at Inner City Capital Connections Conference

- **USF St. Petersburg**: Boston-Bound Bulls Take Home First Place at International Ethics Competition
  https://www.usfsp.edu/kate-tiedemann-college-of-business/2018/05/17/boston-bound-bulls-take-home-first-place-at-international-ethics-competition/

- **USF St. Petersburg**: Student Pitch Competition Encourages Entrepreneurship

**PRINCIPLE #6**

- **The Crow’s Nest**: New Sustainability Murals Grace SLC Walls, by Dinorah Prevost

- **USF St. Petersburg**: Students Fight Food Insecurity by Proposing Food Pantry for USFSP Campus

- **The Crow’s Nest**: Student Aims to Bring Global Project to Campus, by Amy Diaz

- **The Crow’s Nest**: A Conversation on Conservation: Florida Humanities Council to Host Talk, by Emily Wunderlich

- **The Crow’s Nest**: Earth Week: Putting the Green in Green and Gold, by Luke Cross

- **The Crow’s Nest**: Panelists Discuss Food Waste and Sustainability in Pinellas County and Beyond

- **USF St. Petersburg**: Initiative on Coastal Adaptation and Resilience
  https://www.usfsp.edu/icar/icar-2018/

- **USF St. Petersburg**: USF St. Petersburg Alum Awarded Pulitzer Prize in History for The Gulf

- **USF St. Petersburg**: Alumni Profile: Brandi Murphy, Peace Corps Food Security Volunteer
  https://www.usfsp.edu/home/2018/06/05/alumni-profile-brandi-murphy-peace-corps-food-security-volunteer/