Culture of engagement

FSU earns state, national recognition as ‘engaged’

By Barry Ray
and Jeffery Seay

Students at The Florida State University care deeply about the world around them and are actively involved in making it a better place for everyone.

Take, for instance, the Florida State students who raised nearly $5,000 for the children of northern Uganda and Ugandan schools during a “Step Up for Uganda Festival and Walkathon,” sponsored by the Student Government Association this past October.

Or consider the recent generosity of the Florida State University Student United Way — the first student-run United Way in the nation. During the fall 2010 semester, it distributed $8,000 to seven local student-run organizations that work to support health and human services.

Because of these types of student-led initiatives that comprise a culture of engagement with the community and the world, both the Florida Campus Compact and the Carnegie Foundation for the Advancement of Teaching have taken notice by recognizing Florida State with separate distinctions.

FLORIDA CAMPUS COMPACT

This past fall, the Florida Campus Compact (www.floridacompact.org) presented Florida State with its highest honor, the “Most Engaged Florida Campus of the Year” award. The distinction recognizes institutions of higher education that show an exemplary commitment to being an “engaged campus.” The compact is a coalition of more than 50 colleges and universities formed to promote community service, service learning

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Dear Fellow Seminoles,

After 16 years, 93 issues and thousands of stories about the successes of The Florida State University and its alumni, faculty and students, the Florida State Times is being retired. This February-March 2011 issue is the final one. (See related story on page 2.)

When the Florida State Times debuted in May 1995, its lead stories covered the discovery of the subatomic “top quark” by a group that included Florida State physicists, the revelry of the Vatican City Seminole Club, and the installation of a memorial stone in Westminster Abbey to honor former Florida State physics professor Paul A.M. Dirac, the father of modern physics.

Over the years, the type of news that the Florida State Times reported on has not changed: the pinnacles of professional or scholarly achievement by alumni, faculty and students. However, the ways in which people could receive their news has changed.

Because of the ever-growing prominence of innovations such as the smart phone and social-networking sites, the Office of University Communications is undertaking an effort to better serve you by rethinking the way it delivers news and features. So as the saying goes, “stay tuned.” In the meantime, to receive the latest Florida State University news, please visit Florida State’s news websites, www.fsu.edu and www.fsu.com.

Sincerely,

Jeffery Seay
(B.A. ’91, English)
Editor in Chief, 2003-2011

University Center named for longtime benefactor Moore

By Browning Brooks
Director, FSU News and Public Affairs

The University Center at Florida State University was renamed the “DeVoe L. Moore University Center” in November, carrying the name of a Tallahassee businessman who has distinguished himself through a lifetime of giving to Florida State.

“DeVoe, along with his wife, Shirley, has been instrumental in so much progress at the university through his exceptionally generous support for students, and we are delighted to be able to recognize his dedication to Florida State by naming this magnificent structure in his honor,” President Eric J. Barron said.

The renaming was announced to fans on the giant screens at Doak Campbell Stadium during the Seminoles’ football game with Clemson University.

“There could not be a more fitting recognition for DeVoe Moore and FSU than to rename the University Center in his honor,” said Andrew Haggard, chairman of the Florida State Board of Trustees. “DeVoe is truly the essence of Florida State University. What

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Florida State Times
says farewell

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Florida State Times
February/March 2011

University broadens reach with integrated communications

Professors conducting research that can save lives. Students with astonishing talent and unwavering commitment to serve. Science and arts programs that live in the stratosphere. The Florida State University has a tremendous story to tell and is going to improve how it tells it.

"Based on my personal experience, Florida State is far better and far stronger than many universities that are actually ranked higher," said President Eric J. Barron. "One thing this tells us is that we have to do a better job of getting our message out."

Leading the charge to match the image with the excellence is Dr. Jeanette DeDiemar, new assistant vice president for University Relations and director of Integrated Marketing and Communications. A veteran communications strategist with a comprehensive portfolio of expertise, DeDiemar arrived at FSU this fall from her post as the executive director of integrated marketing and communications at the University of Wisconsin Oshkosh.

In her new role, she serves as the chief public relations and communications officer for the university, supervising all aspects of the University Communications office, including the development and implementation of communication policies, strategy and tactics, marketing and media relations, creative services and other public relations functions. She also advises the senior administration, represents the university to external audiences including the news media, alumni and community at large, and facilitates information sharing with internal audiences.

"I’m excited about the opportunity to lead the development of a strategic, comprehensive and integrated approach to communications and marketing at one of the nation’s most distinguished research universities," DeDiemar said.

Changes already are reflected in a more integrated approach to providing news that takes full advantage of University Communications’ video, radio, print, marketing and photography services, such as the creation of an FSU mobile app for smartphones. A campuswide review of communications products is under way, and there is a new collaboration with communicators positioned across the university. As the new plan develops, mechanisms for better feedback from alumni and friends will be established.

With a track record of launching successful integrated marketing and communications programs, DeDiemar is re-examining all of the university’s many communications efforts across campus to zero in on the key messages that should be delivered, and how. Here’s a hint: Expect more use of social media, more sophisticated publications, and better coordination among campus units as they connect with their alumni.

These days, out of necessity, universities across the state and nation are placing an ever-increasing importance on fundraising, DeDiemar said. There is a direct return on these investments, such as scholarships or new technologies.

"Putting Florida State’s best face forward through a cutting-edge, integrated communications strategy is critical to that effort," she said.

The support of friends and alumni ensures that the university is able to continue to grow by establishing scholarships and fellowships, enhancing academic programs and creating professorships and eminent scholar chairs, said Tom Jennings, FSU’s vice president for University Advancement and president of the FSU Foundation.

"Strong fundraising and communications efforts both are excellent at telling the university’s story — why research, teaching and public service are important to individuals and communities, how we are changing lives and saving lives, why investments of talent and treasure at FSU are important to our future, and why now," Jennings said.

"Sending consistent and compelling messages, whether in publications, at events, or during individual donor visits, will help us be most successful," he said.

At the University of Wisconsin Oshkosh, as a member of the chancellor’s cabinet, DeDiemar formed an award-winning 17-member team and spearheaded the implementation of the first-ever integrated marketing and communications strategy for that university — efforts that overhauled the school’s news and information, publications, media relations, crisis communications, external relations, social media and alumni relations programs. With internal resources, she developed and launched an institutional brand platform.

Prior to that post, she was part of a team that developed and launched the Wales Digital Media Initiative, one of the United Kingdom’s first centers for digital media and creative technologies. She holds a master’s degree in mass communications and a doctorate from Kansas State.

A passion for sales leads alumnus to give back

In 1979, FSU College of Business marketing Professor Richard Baker told then-senior Stephen C. Leonard three words that still resonate with Leonard more than 30 years later:

"Shine your shoes."

Leonard recalls that this wasn’t the only advice he received from Baker, one of the university’s most respected professors.

"Dr. Baker ran a really tight ship, to say the least. I came straight to class from an interview and was still in my suit when he approached me. He said, ‘Mr. Leonard, there have been several recruiters asking me about you. I’m a little bit surprised, because you are an unremarkable student. But obviously they see something in you, and I proceeded with the advice. ‘Do not sell yourself short, and whatever you decide to do, do not be average.’ Then he told me that shining my shoes was very important for a first impression."

Now, every morning, as he shines his shoes, Leonard says he remembers those three words that still resonate with him the most:

"He and I were reviewing the lifelong relationships I forged during my time at FSU, and my skill set. I can help." And, channeling the years-ago wisdom of his marketing professor to not sell himself short and never be average, Leonard approached the College of Business with a gift of $125,000 to establish the Stephen C. Leonard Sales Laboratory.

"I have been involved in sales and management my whole life, and I understand and appreciate the value of good, fundamental selling skills and the significant role they play in my business, as well as others," Leonard said. "With this gift, I want students to capitalize on the fantastic sales training they receive in class with a state-of-the-art laboratory to play out potential business scenarios."

The generous gift will do just that, providing the funds to renovate the current classroom space, increasing the square footage and equipping it with cutting-edge audiovisual components to use in training, role playing and interviewing. These updates will allow students to experience the more demanding elements of team selling and selling to a group. The gift also provides funds to upgrade and renew software and licensing annually.

"Mr. Leonard’s gift will further enhance the quality of our sales program’s national recognition and convey its high ideals of professionalism and ethics in the selling profession," said Caryn Beck-Dudley, dean of the College of Business. "His remarkable business success exemplifies the philosophy, techniques and entrepreneurial spirit at the core of our teaching in professional sales and marketing."

Leonard’s gift to his alma mater will ensure that Florida State’s professional sales students have the tools and training necessary to be the best in their field, and he is eager to continue working with the College of Business.

"I had no idea how much value this partnership with the school brings me both personally and professionally," Leonard said, adding that he plans to conduct a three-day sales class specifically designed for medical device sales twice a year at the college.

"Looking back, I wish I had been involved with the business school earlier in my career," Leonard said. "I enthusiastically encourage both alumni and future alumni, regardless of their major, to connect to their school however they can.

"And, of course," Leonard added with a laugh, "I tell them to shine their shoes.”

To learn more about making a gift to The Florida State University, visit www.foundation.fsu.edu or e-mail Perry Fullerson, the FSU Foundation’s vice president of development, at pfullerson@foundation.fsu.edu.
Alumna uses science to give Navy advantage

By Jeffery Seay
Editor in Chief

A Florida State University alumna who conducts research to give the Navy a tactical advantage both on and under the sea has been recognized for her exceptional service to the American people.

Ruth Preller (M.A. ’78, Ph.D. ’85, Meteorology), the superintendent of the Naval Research Laboratory’s Oceanography Division, received the Award of Meritorious Executive at a Department of the Navy senior executives’ meeting in June 2010.

The award, which is given only to the top 5 percent of the nation’s career Senior Executive Service employees, recognized Preller as a “strong leader, professional and scientist who achieves results and consistently demonstrates strength, integrity, industry and a relentless commitment to excellence in public service.”

“It was a proud moment and a great honor for me personally because my agency leaders thought enough of me to put me forward for the award, and the award winners are selected by a board composed of private citizens,” said Preller, who is the first female executive at the Naval Research Laboratory. “The award was presented to me by Under Secretary of the Navy Robert O. Work on behalf of President Barack Obama.”

The Oceanography Division of the Naval Research Laboratory performs research with the goal of gaining a better understanding of the ocean as a “battlespace environment” and then applies the research to the development of tools that will provide a tactical advantage to the Navy’s warfighters.

Therefore, when Navy personnel need current information or forecasts about ocean currents, temperature, salinity, waves, tides, optics or ice coverage, they turn to the prediction models that Preller offers through the Oceanography Division.

“For example, knowing the wave, tide and current conditions near shore helps the warfighter determine whether or not his vehicle can make a beach landing at a particular location,” Preller said. “Knowing the ocean temperature and salinity in a particular location can provide valuable insights into the acoustics of that part of the ocean.”

Preller describes the graduate education she received at Florida State as an excellent foundation for her career as an ocean-atmosphere modeler. She focused on air-sea interaction and ocean modeling under the direction of James J. O’Brien, who is now professor emeritus of meteorology and oceanography.

“Dr. O’Brien was viewed as a tough major professor who insisted that his students take the most challenging classes offered in meteorology, oceanography and geophysical fluid dynamics at FSU,” Preller said. “These courses, in addition to the work I did as a grad student in Dr. O’Brien’s research group, provided me with the strong background required to handle the many diverse oceanographic research problems I have dealt with in my career.”

“Ruth Preller came to work with a faculty member who left — I was lucky to have her,” O’Brien said. “She was my 14th Ph.D. student. She was very original in her theses. From the first day, it was evident that she would be one of my best.”

Business incubator turns students into CEOs

By Lindsay Potvin
FSU College of Business

From the hallway, Room 117 of the Rovetta Business Building looks like a typical classroom within the Florida State University College of Business. However, step inside and you’ve entered a world of innovation.

Unlike other classrooms, students in Room 117 aren’t seated in rows, raising their hands to ask questions. Instead, they’re the CEOs of companies, answering calls from potential customers, and working side by side with professors from FSU’s Jim Moran Institute for Global Entrepreneurship to gain funding for their ventures.

To them it’s work, to everyone else, it’s the Jim Moran Institute’s Student Business Incubator.

In the 1,000 square feet of office space, complete with phone lines and other office supplies, there is room for up to eight student-run businesses to tackle the challenging obstacles of beginning a company. Since September 2010, the incubator has been open to all students on the Florida State campus; with groups operating on year-long, rent-free leases, the space creates a place for collaboration and synergy between students, their companies and their mentors.

Currently, the incubator is the headquarters to four businesses, each working to develop its own niche: • AnySauce.com provides a revolutionary way to market sauces and seasonings that are not sold in stores. By employing professional consultants to create unique profiles for each product, AnySauce allows restaurants and other organizations to access online distribution channels to reach their customer base.

• WebTrafficConsultants.net works with small-business owners to market their businesses online, eliminating often-exorbitant costs of traditional advertising. Through social media promotion, buzz, blogs, website optimization, search-engine optimization and online paid advertising, WebTrafficConsultants.net helps small businesses reach their target audience.

• NoteLog.com is a premier online social document-sharing platform used for sharing and managing academic knowledge on college campuses worldwide. By rethinking the way students take notes and share knowledge, NoteLog has created a niche within the social media world by developing a place where class notes and knowledge can be shared — all without using any paper.

• StooKoo.com is a Web platform that allows businesses to offer a “deal of the day” to members of StooKoo’s database of college students. By guaranteeing a set amount of customers with no risk, StooKoo allows businesses to directly connect to the college market in their area.

Entrepreneurial prowess is a common trait that links all students and professors in the Jim Moran Institute, and the incubator is only one means of expressing it. Courses such as Entrepreneur in Residence Jim Dever’s sophomore entrepreneurship class give students a chance to develop businesses during two semesters with seed money from the Jim Moran Institute, and programs such as Chempreneurs match entrepreneurship students with students in other disciplines — chemistry, in this case — to create businesses.

Just as entrepreneurship transcends fields and genres, so do the Jim Moran Institute’s entrepreneurship education opportunities. As an example, one program that helps to spur entrepreneurship in students in elementary, middle and high schools is Florida’s Entrepreneur Development Program.
Florida State University honored the memory of Dr. Martin Luther King Jr. during the university’s 23rd annual weeklong commemorative celebration, “Was It All A Dream? Remember the Past, Influence the Future,” Jan. 10-17. Events included a brain-bowl competition, arts performances and a commemorative march.

Jennifer Jones, the executive director of student development and programs at Southern Methodist University, moderated a dinner dialogue with FSU students that focused on civil rights, social justice, equality, faith, nonviolence, solidarity, family and education. Jones also delivered an address during the culminating commemorative ceremony.

At the ceremony, Vanessa Solomon (pictured above), a program associate at the Center for Leadership and Civic Education, received the university’s annual Dr. Martin Luther King Jr. Distinguished Service Award in recognition of her outstanding scholarship and exemplary commitment to making King’s dream a reality.

Throughout the week, University Communications provided daily news, photo, radio and video updates, posted on FSU.com, the university’s official news website.

**College of Education honors alumni**

Florida State’s College of Education honored four of its most accomplished graduates — Cheryl Lovell, Hedy Moscovici, Peter Scanlon and Marlene Z. Teitler — with Distinguished Alumni Awards during Homecoming 2010. Each year, the college recognizes deserving alumni who have distinguished themselves through scholarly, creative and humanitarian achievement and service to their professions.

Lovell (Ph.D. ’90, Higher Education) is the chief academic officer for the state of Colorado Department of Higher Education. Moscovici (Ph.D. ’94, Science Education) is a professor in the Division of Teacher Education and director of the Center for Science Teacher Education at California State University-Dominguez Hills. Scanlon (Ph.D. ’79, Counseling and Human Systems) founded South Bay Mental Health in 1986, a corporation that serves 29,000 clients annually. Teitler (B.S. ’77, Elementary Education) works for Miami-Dade County Public Schools, where she specializes in the English for Speakers of Other Languages program.

**Research subjects sought**

The Cardiovascular Physiology Lab in Florida State University’s Department of Nutrition, Food and Exercise Sciences is seeking postmenopausal, non-smoking, overweight/obese women, ages 45-65, for a 12-week study that will include low-intensity weight training, whole-body vibration exercise, vegetarian diet or Nutrisystem diet. Subjects must live in the Tallahassee area. To learn more, call Florence Vici at (850) 645-7516 or e-mail her at fvicilanaya@fsu.edu.
Health-Systems Leader Program

In nursing education, there has been a lack of formal educational opportunities that allow nurses to advance into senior leadership positions in the health care industry. While some nurses have risen to become the CEOs of hospitals or hospital systems, the route often winds through MBA programs in business schools or master’s degree programs in nursing schools.

Today, there is a better option. It is the Health-Systems Leader Program, one of two specialties offered through the College of Nursing’s Doctor of Nursing Practice Program. Begun in fall 2009, the program has enrolled chief nurse officers and nurse managers from throughout Florida to transform them into leaders, not only for the future of nursing, but of health care in general.

“I don’t know of any other program in the state of Florida like the College of Nursing’s Health-Systems Leader Program,” said Lisa Plowfield, dean of the college. “We at Florida State decided to move beyond even our own offerings at the master’s level, into the doctoral level, to provide a fuller breadth and depth of content, which the nursing profession felt was needed.”

Nurses know how to deliver health care at its most crucial point: a patient’s bedside. They know how to manage a patient’s medication, the importance of family being present in the room with the patient, and other needs at the individual level. Such fundamental experience becomes the foundation upon which nurses can continue to move up the management ladder, expanding their leadership and oversight.

“Nurses make very effective senior leaders because they have insight from providing care at the individual level,” Plowfield said. “Beyond the practice of nursing, the program gives them the education to move themselves and the profession of nursing to the next level in health care.”

Frank Patterson
Dean
College of Motion Picture Arts

Torchlight Program

Filmmaking isn’t only about turning a story into a moving picture. It is also about ensuring that the intended audience gets to see the finished product. But in a world of rapidly advancing technology, the marketing, distribution and exhibition of movies isn’t as simple a proposition as it used to be.

“Technology, from smart phones to the Internet, is radically transforming the ways that audiences use motion-picture media in their everyday lives,” said Frank Patterson, dean of Florida State College of Motion Picture Arts. “How movies find their way to audiences is changing rapidly, too.”

In response to the current evolution in cinema, the college — also known as The Film School — launched the Torchlight Program in 2008 to enhance the education of its students by providing instructions and hands-on experience in current and emerging business practices. Under the direction of veteran movie distributor Paul Cohen, Florida State film students have, so far, worked on the marketing, distribution and exhibition of 26 feature films, including the Academy Award-winning documentary “The Cove.”

Through the Torchlight Program, students are challenged to work with a content provider — either a filmmaker or a movie distributor — to help position a film in various marketplaces. Students create messages and marketing materials, all tailored to individual audiences and markets.

“We want our students to be part of the contemporary dialogue of what is happening right now in the film industry, from the work of emerging artists to emerging trends and opportunities,” Patterson said. “The more they know about the entire process, all the way from story development to exhibition, the more employable they will be.”

As an example of the wide-ranging experiences made available to them, Torchlight Program students recently had the opportunity to assist actor-turned-director Stephen Baldwin in the production of a music video by up-and-coming artist Cory Lamb. One former Torchlight participant, alumna Gina Papadis (B.F.A. ’99, Motion Pictures), now works for Louis Psihoyos, the director of “The Cove.”

“The Torchlight Program teaches our students how to ensure their movies get seen by the audiences that they made them for.”

By any name, Emeritus Alumni a treasure for FSU

Spring reunion features class of ’61 induction

Scott Atwell
President, Alumni Association

What do you call graduates who have spent a lifetime loving their alma mater? If they earned their diplomas more than 50 years ago, The Florida State University calls them Emeritus Alumni, and they represent one of the proudest demographics of the FSU family.

Not too long ago, at a leadership meeting of the Emeritus Alumni Society’s Board of Directors, it was suggested that a new name for the organization be considered.

“Emeritus,” some said, “sounds like old people.” The suggestion was put in the form of a formal motion, which passed unanimously.

Sitting at the board table that morning, I smiled. There was nothing to suggest these folks had walked over some metaphorical hill. Nostalgic? Yes. Experienced? You bet. Old? No way! Their agenda was to gather for festive fellowship and other initiatives that will make their alma mater even stronger tomorrow.

The schedule for the upcoming spring reunion features performances by the FSU Circus, tours of campus landmarks such as the National High Magnetic Field Laboratory and Moore Athletic Center (among others), and a seafood cookout that will be staged at the FSU Reservation, a place many of these alumni called Camp Flastacow.

Award-winning associate in communication Mark Zagler will regale participants with an overview of Florida State’s modern-day success, Film School Dean Frank Patterson will pull out a special reel of student movies, and a cocktail reception inside the old library (the Werkmeister Reading Room, which will soon be our campus Heritage Museum) will feature the unveiling of a stained-glass window commissioned by the Class of 1948.

On Saturday, April 9, Emeritus Alumni will gather with the Class of 1961 at the President’s House for the aforementioned induction ceremony, presided over by President Eric Barron. If you are an Emeritus Alumnus/Alumna or member of the Class of 1961, I encourage you to visit our website (ww.alumni.fsu.edu) for more details, or phone us at (850) 644-2761.

By the time the reunion rolls around, our emeritus leadership may have settled on a new name for the society, and I am certain it will convey the energy, enthusiasm and love they have for their alma mater.
Florida State University students have always had a proud tradition of activism and community involvement. But over the past two decades — especially since the university created the Center for Leadership and Civic Education to guide them — the tradition has gone into overdrive. Each semester, insightful and imaginative students with big hearts seem to find bigger and ever more creative ways to reach out into the world to make it a better place.

By Jeffery Seay
Editor in Chief

1. Lee Gordon
Class: Junior
Hometown: Gainesville, Fla.
Major: Civil engineering

With a focus on family and youth development, Lee Gordon is serving as Florida State’s ambassador to Boys and Girls Town, a Christian organization focused on caring for at-risk youth in North Florida. As president of Seminole Christian Life, a student ministry at Florida State, Gordon has initiated service projects with the Hananar Orphanage Center (HOCET) in Tanzania. In summer 2010, he led a 10-student team to the African nation’s largest city, Dar es Salaam, to help build a sustainable poultry-production program, and to creatively inspire young minds to think toward their future and their community.

Gordon wants to use his future degree to become a doctor who serves the underprivileged and underserved.

“With my future degree, I plan on leading teams to the next generation more options through education.”

2. Julie LeBlanc
Class: Senior
Hometown: Pembroke Pines, Fla.
Major: Social Work

Four years ago, Julie LeBlanc was looking for a point of entry into community service. She found it with Alternative Break Corps, and spent her freshman spring break in the Dominican Republic to teach English at primary schools. Since then, she has worked in various service capacities with Alternative Break Corps in Atlanta, Indianapolis, Ecuador and Guatemala.

Locally, LeBlanc has volunteered with the Big Bend Homeless Coalition HOPE Community, Big Bend Hospice and Grace Mission Episcopal Church. On campus, she has been involved with the Service Leadership Seminar, the Social Justice Living-Learning Community, Light the Night, PeaceJam and Invisible Children.

“As a social work major, my service involvement has been the perfect complement to my academic studies.”

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“With my future degree, I plan on leading teams to the next generation more options through education.”

3. David Mari
Class: Senior
Hometown: Pembroke Pines, Fla.
Major: Biological science

For the past two years, David Mari has volunteered with the Special Olympics of Leon County (Fla.) as a swimming coach and advocate. Mari worked to open the swimming pool in Florida State’s Bobby E. Leach Student Recreation Center to Special Olympics swimmers. He established the Special Olympics Medfest, in collaboration with Florida State’s College of Medicine, to provide free physicals to special-needs athletes. Mari created Special Olympics Outreach, a registered student organization at FSU that has given Special Olympics a larger volunteer base. He launched the Special Olympics Twins-A-Thon, which has raised more than $52,000. Mari also volunteers as a student medical resource at the university’s First Responder Unit.

Mari wants to use his future degree to become a leader who serves the underprivileged and underserved.

“I enjoy most is seeing the smiles on my athletes’ faces, and helping those with special needs break the boundaries that society has placed on them.”

4. Sean Chinn Jr.
Class: Sophomore
Hometown: Coral Springs, Fla.
Major: Communication

As a volunteer teaching assistant and mentor at SAFI High School (an alternative school in Tallahassee), Kai Daniels helps to explain concepts to students and encourages them to push themselves and do their best.

Daniels wants to use her future business degree to start and manage service organizations.

“I’ve gained much from my work with youth programs that it almost seems unfair. I really love what I do because I am able to help give kids the tools of knowledge and the encouragement they need to use those tools.”

“I do not like to see untapped potential. I work with a group of kids who can do it all, and then some. However, sometimes the stuff that life throws at them prevents them from seeing that. That is why I am there, and that is why I love it.”

Since I am a freshman, I’ve only had the opportunity to be a part of youth programs since the beginning of the fall semester. But I have big plans to continue my work with youth throughout my collegiate experience and life.”

5. Armando Mendez
Class: Junior
Hometown: Miami, Fla.
Major: International affairs

In order to help eradicate impoverished housing in Tallahassee, Armando Mendez in 2008 co-founded the Fuller Center Student Builders, one of the first student-run Fuller Centers for Housing in the nation. Through the Fuller Center Student Builders, he works to promote partnerships with individuals and community groups to repair and rehabilitate the owner-occupied homes of people in need. Elsewhere locally, Mendez has volunteered with the Big Bend Homeless Coalition, the Seminole Manor Community Garden and Library, Keep Tallahassee Lean County Beautiful and Invisible Children. He also planned and led a service trip to Haiti to volunteer with a homeless shelter and an elementary school through Alternative Break Corps.

“What I enjoy most about my volunteer work is the contribution I make to improving the lives of others. I am continuously motivated to serve by constantly trying to figure out a permanent solution to the tremendous injustices that take place around the world on a daily basis. These injustices will continue to take place if people do not implement real, tangible solutions to address the root of the problem. I do not advocate that anyone stop serving simply because it may not address the root. It is necessary to serve the needs that arise from the cause so that those affected by it can live the life that every person is entitled to — a dignified life.”

“For working with the Youth Mentorship Program, I have learned that education and understanding are two very different things. One may be educated, but that doesn’t qualify them for understanding. My favorite part about mentoring is offering understanding to the students, in which true understanding is composed of knowledge and genuine compassion.

“Poor education and rich poverty are the greatest holes in our ‘global quilt.’”

6. Kai Daniels
Class: Freshman
Hometown: North Miami, Fla.
Major: Business/Management

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Since I am a freshman, I’ve only had the opportunity to be a part of youth programs since the beginning of the fall semester. But I have big plans to continue my work with youth throughout my collegiate experience and life.”
Campus engagement ... continued from page 1

and civic engagement. "We are thrilled with this statewide recognition of Florida State University's tradition of community-based learning across our campus classrooms, organizations and departments," said Laura Osteen, director of the university's Center for Leadership and Civic Education (www.thecenter.fsu.edu). Florida Campus Compact recognized Florida State for, among other things, the many service-related partnerships it has formed with organizations in its local community. The Raa Middle School/Florida State University Musical Outreach partnership is one example. This partnership gives middle school students access to high-quality music programs, while university students develop skills as music teachers. Judy Bowers, a professor in the FSU College of Music, and Donna Callaway, principal of Raa Middle School, used a start-up grant to create a small after-school program organized and staffed by Florida State students. In addition to programs during the school day, the program now offers before-and-after-school music programs that include a World Music Choir, Jazz Band, Steel Pans Ensemble, Study Buddy Tutorials, Strings, and boys and girls ensembles.

CARNEGIE FOUNDATION

In January, the Carnegie Foundation for the Advancement of Teaching (www.carnegiefoundation.org) announced that Florida State was one of 115 college and universities to meet the requirements for its 2010 Community Engagement Classification. A total of 296 institutions are listed, having joined the ranks of highly engaged campuses in either 2006 or 2008. The Carnegie Foundation is best known for its classifications based on colleges' and universities' curricular and research missions, but the Community Engagement Classification is relatively new. The classification is elective, which means it relies on the voluntary participation of colleges and universities. Institutions must apply for the classification and submit evidence that they meet various criteria in two major categories, "foundational indicators" and "categories of engagement." More than 300 colleges applied for the 2010 designation, up from 217 that applied in 2008. The institutions selected include 35 research universities, 41 master's colleges and universities, 25 baccalaureate colleges, 12 community colleges and 2 specialized institutions.

The other Florida institutions on the Carnegie Foundation's Community Engagement Classification list are Eckerd College, Florida Gulf Coast University, Florida International University, Miami Dade College, Northwest Florida State College, Nova Southeastern University, Rollins College, Stetson University, the University of Central Florida, the University of North Florida, the University of South Florida and the University of South Florida St. Petersburg.

CULTURE OF ENGAGEMENT

Community engagement has been strongly emphasized at Florida State for 16 years through the Center for Leadership and Civic Education. In the most recent academic year, FSU students, faculty and staff completed an estimated 185,000 hours of reported community service (the actual number is higher because some students do not report all of their service). Community involvement and service learning have become essential aspects of Florida State's identity.

As opposed to smaller liberal arts colleges, this is especially noteworthy for the faculty at a large research university such as Florida State, where academics could be the singular focus, unchallenged by the idea that service to the community beyond the classroom or laboratory could or should be an integral part of the education of a whole person, according to Osteen.

Beginning with the administration of President Emeritus Talbot "Sandy" D'Alemberte in 1994, the idea took hold to promote student voluntarism and record it on transcripts, which placed Florida State at the forefront of a new trend.

"Florida State was ahead of the curve," Osteen said. "Across the nation, engagement is a growing trend. The pressure to assess and clearly identify the return on the investment of a college education has led universities to ask themselves, 'How comprehensive is the learning experience we offer to our students?' University responses to this question fall along a vast continuum," Osteen said. "From recruitment to graduation, universities are developing diverse programs to ensure they are holistically educating and developing their students."

The Center for Leadership and Civic Education, part of Florida State's Division of Student Affairs, supports the education of students for responsible citizenship and effective leadership. Through a variety of programs and certificates, it offers myriad opportunities for FSU students, faculty and staff members to get involved in community service on a regular basis.

"An engaged campus exists through reciprocal relationships among students, faculty, staff and community members," Osteen said. "Creating and sustaining these relationships is hard work. I am so thankful for our campus and community colleagues' commitment and time to create positive sustainable change through our collective efforts."

Osteen pointed out that Florida State's strong commitment to these ideas — its well-established culture of engagement — has significantly been enhanced through President Eric J. Barron's initiative to encourage and recognize student achievement through the Garnet and Gold Scholar Society. The society will recognize and provide a special credential to students for participation in three of five areas: leadership, service, internship, international experience or research. The result will be students who are more well rounded and more attractive to potential employers.

"I don't think that we ever could have put into practice a program with so many moving parts, such as the Garnet and Gold Scholar Society, as quickly as we did if this culture of faculty, staff and student engagement did not already exist," Osteen said. "All the parts were here, but President Barron has exponentially enhanced their visibility and accessibility to students."
Fisher promotes winning as ‘a culture and a habit’

great deal different from being an assistant, and the difference cannot be learned by observing and taking notes. He said, “I made lots of mistakes, but they were all made out of sight at small schools. Even West Virginia was fairly regional at that time in terms of the media.”

Bowden shook his head. “But if your very first head coaching job is at a high-profile university where 80,000 fans plus a national television audience can see every move you make … wow!”

To be successful, the newly minted head coach needs good advice and the ability to learn quickly from mistakes. New FSU Head Coach Jimbo Fisher repeated the advice that Bowden gave him about how a rebuilding program progresses along a predictable timeline: “First you lose big; then you lose close. Then you win close; and then you win big.”

In 2010, we seemed to be proceeding through the lose lose/win close/lose phase, notwithstanding thumping victories over our two principal rivals. With superior recruiting in 2009 and 2010, along with this newest class, we should be returning soon to a level of in-depth talent that we enjoyed in the 1990s. “We’re finally learning to win again,” was Fisher’s assessment after the Maryland game, the eighth Seminole victory of his 2010 campaign. But there is something more important to Fisher than the win-loss record in his rookie season: He is focused on the process of developing a winning mentality. Just like our players, our fans also have to learn how to win again. Everybody wants to win, but only a few programs expect to win every week, every game.

Fisher will take his Seminole Boosters traveling show on the road again this April and May. His consistent message to Seminole fans sounds a little like an old-time tent revival, but it’s a message Fisher embraces with evangelistic passion.

“Winning is a culture and it’s a habit,” he says. “And it’s not only winning on the field. It’s the way you walk, you talk, you eat, you breathe, you believe. And everybody in your organization, not just the players and coaches, but everybody who affects those kids has to have that mentality. That’s what we’re starting to bring back.”

The Spring 2011 Seminole Boosters/Jimbo Fisher Tour will be a series of celebrations from Atlanta to Miami, from Pensacola to Jacksonville and all points in between. Last year — his first as a touring pro — Fisher conveyed a specific message to rapt Boosters and fans at each stop. He talked not about how many games we were going to win, but about his specific methodology for building a winning program.

“Take care of the process,” he says, “and the wins will come.” Those big wins were surely welcome in the hearts of Seminole fans in 2010.

By the time you see Fisher this spring, we will have concluded an inspiring regular season with wins over Miami and Florida, a visit to the ACC Championship game in Charlotte, followed by a victory in the Chick-fil-A Bowl. This past season, Fisher’s hat rack was pretty large. He was a rookie head coach, he was his own offensive coordinator, and he helped coach the quarterbacks.

Add to that the triumph of a fabulous recruiting class just signed on Feb. 2 and he has to be worn out. “General” Jimbo Fisher should probably make time for a little sleep before the next campaign.

Here is the itinerary for our Spring 2011 Tour. Please see the Seminole Boosters website (Seminole-Boosters.com) for more specific details. This spring, you’ll be able to sign up online for many of the events and tournaments.

**Fisher promotes winning as ‘a culture and a habit’**
he has done for our university is immeasurable. I don’t know of anyone who cares more about FSU and about its students and their future."

"It is most appropriate that the University Center be named in DeVoe’s honor," said Andy Miller, president of Seminole Boosters. "DeVoe and Shirley both care deeply about Florida State, and the Moores’ gifts for both the athletic scholarship endowment and the general scholarship fund are making it possible for many students to attend college and gain a degree in the field of their choice when they otherwise might not have been able to."

The elegant, red-brick, Collegiate Gothic-style University Center encompasses both the stadium and a 780,000-square-foot academic building that wraps around it. That structure includes student services, such as tuition payment, financial aid and parking permits; Human Resources; Seminole Boosters; Athletics; other administrative offices; and entire colleges and schools, such as the College of Social Work, College of Motion Picture Arts, and the Dedman School of Hospitality.

"FSU is where I got my education and my beginning in business," Moore said. "Now that I can give back, I can help students achieve some of the same goals that I achieved."

Moore has served Florida State in numerous ways. He served on the boards of both the Seminole Boosters and the FSU Foundation. In 2005 he was presented with an honorary Doctor of Humane Letters degree by FSU.

In 1998, he established an endowment to create the DeVoe Moore Center for the Study of Critical Issues in Government to educate Florida State students in the area of government regulations and to analyze how those regulations affect private enterprise.

A true self-made man, Moore put himself through school working as a farrier shoeing horses and working at an auto parts store.

"I learned self-reliance and responsibility, and I want to help young students today learn those same values and give them the tools and knowledge to start their own businesses," said Moore, now a prominent real estate developer in Tallahassee and the owner of the Tallahassee Automobile Museum.

Prominent Florida State University benefactors Shirley and DeVoe Moore, with the newly renamed DeVoe L. Moore University Center in the background.
Richard J. Erickson is featuring Van de Vate and her work in its Citizens of the Mid-South. Flora, has been reappointed to a full three-year term. Lewis, a former policy advisor to the firm who were named to the 2011 1960s Florida State FLORIDA STATE University's past president and a current member of the Florida School of Plastic Surgery, the University's oldest and largest group of plastic surgeons of the Florida Society of Plastic Surgeons, the University's oldest and largest group of plastic surgeons. William B. Caudle of the oldest and largest group of plastic surgeons. of the Florida Society of Plastic Surgeons, the University's oldest and largest group of plastic surgeons. William B. Caudle of the oldest and largest group of plastic surgeons.
IN MEMORIAM

Antoinette Shinholser Cogburn (B.S. ’33)
Marie T. Pavese DeCristoforo (B.S. ’45)
Virginia Gatewood Kenney (B.A. ’50)
Patricia Vinson Timberlake (B.A. ’50)
Barbara Beckman Jefferson (B.A. ’48)
Marjorie Thomason Scott (B.S. ’53)
Grace Stephenson Jordan (B.A. ’44)
Frances B. Gaither Blake (B.A. ’44)
Rena Walton Mortensen (B.S. ’44)
Marian Freeling Garland (B.S. ’42)
Mary Stallings Singleton (B.A. ’46)
Sarah I. Cody (B.A. ’41, M.S. ’58)
Alvyna Sweatt Phillips (B.A. ’49)
Nancy Bush Franklin (B.S. ’35)
Eva Gainey Spooner (B.S. ’46)
Mary George Moon (B.S. ’34)
Mark A. Brown Sr. (B.S. ’50)
Betty McCluer Lee (B.S. ’47)
Joseph E. Peel Jr. (B.S. ’50)
Espin E. Bullock (B.S. ’51)
Mary E. Hooks (B.S. ’44)
Ralph S. Hager (B.S. ’51, Ph.D. ’69)
Constance Church-Brady (B.S. ’62, M.S. ’77)
Robbie Holmes Roberts (B.S. ’62, Ph.D. ’82)
Doris Johnson Shoenberger (B.M. ’55)
Pauline Buchwald Martin (M.M. ’57)
Barbara L. Welch Mulligan (B.S. ’57)
James R. Soles (B.S. ’57, M.S. ’61)
George W. Markert III (M.S. ’61)
Reuben G. Bradford II (M.S. ’61)
Katherine Davies Davis (B.S. ’58)
Frieda H. Ashley Lewis (B.S. ’61)
Barbara Bevis Houston (B.S. ’60)
Milton O. Freeman Jr. (B.S. ’62)
James P. Humphreys (M.S. ’62)
Robert W. Woodson (B.S. ’61)
Douglas S. French (B.S. ’62)
William J. Pharris (B.M. ’56)
Douglas G. Polk (B.S. ’71, M.S. ’79)
Kenneth W. Cormier (B.A. ’71, M.S. ’79)
William B. Roberts (B.A. ’71, M.A. ’73)
Douglas C. Kearney (B.S. ’71, J.D. ’73)
John S. Wimpy Jr. (B.S. ’71, M.S. ’73)
Diane A. Konno (B.S. ’71, M.S. ’73)
Robert B. Cubbison (B.S. ’74)
Larry C. Black Jr. (B.S. ’74)
Robert B. Cubbison (B.S. ’74)
Dennis E. Prusky (B.S. ’77)
Stephen G. Ferguson (B.S.W. ’74)
Patricia A. Black Keitzer (B.S. ’73)
Janie M. Green Fayson (B.S. ’74)
Walter W. Whitlock (M.S. ’73)
William B. Davis (B.S. ’71, M.S. ’76)
Mark Trafton III (B.A. ’74)
Harold G. Wise (M.A. ’76)
Gary C. Harnage (B.S. ’74)
Mark Trafton III (B.A. ’74)
Terri L. Dubbels (B.S. ’74)
Barbara J. Capece (B.S. ’75)
Rebecca L. Henehan (B.S. ’75)
Charles L. Davis (M.S. ’75)
J. Lane T. Ogle (B.S. ’75)
James R. Soles (B.S. ’75, M.S. ’80)
James H. Hart (B.S. ’75, M.S. ’79)
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Kim E. Stokowski (B.S. ’76)
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Paul E. McCloud (B.S. ’77)
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Bonnie L. Culver (B.A. ’77, M.S. ’78)
Anthony E. Disilvestre (B.S. ’77)
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Dean D. Bartlett (B.S. ’77)
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