



USF Lakeland Receives Silver Addy

USF Lakeland recently received a Silver Addy from the Imperial Polk Advertising Federation for its "Stand Out" advertising. The award recognizes the "industry's largest and most representative competition for creative excellence."

USF Lakeland has not been shy about spreading the benefits of USF to Polk County. Pictures of colored eggs, tomatoes, peanuts and strawberries, all with one piece highlighted in blue, adorned billboards along Polk County's major thoroughfares. The campaign urges residents of Polk County to "Stand Out" with a degree from USF Lakeland. The campaign was designed by Mark Potter, a sub-contractor for Lakeland Outdoor Advertising.

"We are proud of the campaign and that it received this award," said Whitney Gaston, director of University Relations for USF Lakeland. "Mark truly captured our advertising vision for our campus."

St. Pete Lunch Series Tackles Today's Topics

The ethics of Hollywood, how the media are affected by technology and the society of

ants are among the more than 20 topics discussed this year at weekly "Hidden Curriculum Luncheons."

For the past three years, the lunchtime presentations by faculty, students and visitors have engaged the

USF St. Petersburg community and the public in wide ranging discussions about current issues.

This year's series concluded with findings of a study about how public health agencies can frame messages about bioterrorism.



Helping Make College a Reality for Latino Students

FOR ANA ALVAREZ, college was a dream, but that didn't mean it would be a reality. As a Latino, Alvarez is a member of the largest minority group in the country, the group with the highest number of student dropouts.

Currently a USF sophomore, Alvarez soon will become part of a newer statistic—the growing number of Latino students that are earning a college degree. It's an accomplishment Alvarez says was made possible in large part by the support USF and the school's Latino Scholarship program.

The Latino Scholarship, established in 1992, is one of a number of initiatives at USF designed to increase awareness of educational opportunities among Latinos and to help put college within their reach. The university's new Spanish language Web site is another.

Launched last fall, the Web site en Español is accessible through the "Prospective Students" heading on the university's home page (www.usf.edu). It is the first of its kind in the state.

"Research tells us that while 90 percent of Latino parents expect their children will go to college, the majority are not sure about how to help them," says Patsy Feliciano, Latino Scholarship coordinator and creator of the Web site.

"We want to help parents guide their children through the process by telling them what it is that needs to be done, and by when it needs to be done," she says. "That's something that must be explained in their language." Having arrived in the States during her middle school years, and recalling her struggle to understand the system, Feliciano speaks from experience.

Two pages in particular, "Si, se puede" and "Cuenta conmigo," are helping to overcome a number of barriers to information that have existed in the past. On the "Si, se puede" page, prospective students

and parents can get answers to the most frequently asked questions about admissions, scholarships and financial aid. "Cuenta conmigo" provides a time table and checklist for parents to monitor their children's progress throughout the process.

USF's commitment to helping Latinos get to college, coupled with its community support, was instrumental in the decision to award the university a four-year, \$1.75 million ENLACE grant. The highly coveted, competitive grant funds a Tampa Bay area partnership that includes Hillsborough Community College, the School District of Hillsborough County and the Hispanic

Services Council. USF was one 13 applicants in a pool of 200 awarded the grant sponsored by the W.K. Kellogg Foundation. The community-focused initiative was developed to increase the number of Latinos obtaining college degrees and

to overcome the barriers that keep them from pursuing higher education.

Donna Parrino, ENLACE director for Hillsborough County and head of the university's Latino initiatives, says the comprehensive grant, now in its third year, is helping to educate and excite middle and high school students about higher education. Field trips, interactions with real life role models and special projects are coordinated through liaisons at ten partner schools. Policy advocacy also is a focus of the grant activity.

"We are doing so many things, but there is so much to be done," says Parrino. The enthusiasm in her voice makes it clear that she's willing to tackle whatever it takes to help Latinos earn a college degree.

"USF, through ENLACE, the Latino Scholarship, our new Spanish Web pages and a number of related initiatives, is trying to create a continuum so these students will stay in school, transition to higher education and get the support they need once they get there," Parrino says.

For students like Ana Alvarez, it's the stuff dreams are made of.

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