

WEATHERING THE STORM RISING TO EXCELLENCE

AN ANNUAL MESSAGE FROM PRESIDENT RONALD L. VAUGHN



This year was one of the most turbulent our country and higher education have encountered in decades. The entire world was challenged by difficult conditions, financial stresses and hardships and our University community was no exception. Our commitment to an excellent educational experience guided us in the numerous adjustments we made in new student recruitment and continuing student support; we focused on what was particularly important and made improvements to the educational experience so that UT would be an even better institution and value.

This value-added dimension plays out in many ways: in the classroom and laboratories; in performing arts and athletic venues; and in clubs and organizations. It also extends to the local community where our University partners provide real-world experience for our students, and we in turn enrich the community with our intellectual capital and volunteer spirit. Despite the challenges of these times, UT is weathering the unpredictability and continuing to elevate in reputation as our accomplishments mount. I have selected a few highlights that serve to illustrate our continuing value to students and community.

Enrollment

Despite the challenging environment, interest in UT was at an all-time high this past year. Approximately 55,000 individuals inquired about freshman or transfer admissions, with nearly 13,000 actual applications. Admissions tours increased 25 percent.

As such, our total student enrollment for this academic year will have its largest ever entering class of 1,800 freshmen and transfers and an all-time record total student enrollment of approximately 6,200. Today The University of Tampa is one of about 100 independent universities out of 3,000 in the U.S. that are our size or larger.

Our success in recruiting students is a direct result of our strengthened, award-winning marketing efforts, which include redesigned brochures, more open houses and special events, increased focus on UT's quality and value, Web site improvements, increased financial aid resources, intensified international recruitment and more focus on early student admissions.

Of course, once we recruit the students, we work hard to keep them. We have vigorously focused on student retention with numerous interventions and improvements to support student success in completing their UT education. New scholarships established this year have been particularly important due to family financial stresses. Now, more than ever, UT needs help in establishing scholarships for students.

Academics

UT now has more than 120 program areas of study and offers great academic depth and breadth while maintaining a focus on quality, our rich educational experience and individualized attention. We introduced new academic majors, including an enhanced Saturday MBA for Business Leaders, a new MBA concentration, Entrepreneurship and Innovation, a new Asian studies minor and a new partnership to offer a Doctor of Nursing Practice (*see story on page 2*).

With diminished higher education hiring activity throughout the U.S. this year, we've been fortunate to hire excellent faculty and staff. We successfully completed 28 national searches for full-time faculty, bringing to campus experts in child psychology, entrepreneurship, East Asian politics and more.

We intensified our focus on experiential learning for students, particularly in student internships and student research with faculty. Efforts will continue this year to expand the number of students taking advantage of these "learning by doing" opportunities. Our expanded Office of Career Services will lead the effort in providing students rich internship and career preparation programs.



MESSAGE FROM
THE PRESIDENT
2008-09

Our international efforts continue to reap rewards. International partnerships were established with three Chinese universities: Sias International University; Shandong Financial University; and the University of International Business and Economics. Plus, UT students studying internationally is at an all-time high.

Despite increasing enrollments, UT maintains a 1:15 faculty-to-student ratio.

Student Affairs

We continue to focus on providing a balanced living and learning environment. We offered thousands of campus and community programs to enrich learning. Resident Assistants alone completed more than 5,400 social and educational programs in residence halls this past year. Forty-nine leadership development programs were also offered and Student Productions coordinated 50 events, including a spring concert featuring the popular band Gym Class Heroes.

Twenty-eight new student organizations were registered this past year, including various student organizations, fraternities/sororities, NCAA athletic teams and club sports teams. Today, UT has about 140 student organizations of all kinds.

An outside consultant was hired to assess the Greek organizations and Greek community on our campus. We are now focused on making improvements in the areas of academics, accountability, member education, recruitment intake, campus involvement and alumni advisors.

With the Sykes Chapel and Center for Faith and Values expected to be completed in 2010, we launched the planning of new programs in support of character, values and spiritual development.

For those of you who remember UT as having only two dining options — the Caf and the Rathskeller — you'd now be surprised that UT now has 22 food options. New venues for 2009-2010 will include Cuban and sushi venues, as well as an improved specialty salad option.



SPARTANS ABROAD

- ▲ UT international study opportunities included:
- ▲ "Tropical Biology and Conservation" (Costa Rica)
- ▲ "Ancient Greek and Roman Theatre" (Greece)
- ▲ "African Literature and Popular Cultures" (Ghana)
- ▲ "Culture and Ethnicity in New Zealand" (New Zealand)
- ▲ "South American Seminar in Business" (Chile and Argentina)
- ▲ "Space and Time" (France and Spain) 



CONTINUED ON PAGE 38

MESSAGE FROM THE PRESIDENT 2008-09

Right: The UT volleyball team has won the past five Sunshine State Conference titles, and received a 2008-2009 Team Academic Award from the American Volleyball Coaches Association.

Far right: More than 500 students participated in the 10th annual Into the Streets orientation service project in late August.



GOOD SPORTS

For the second year, UT will host the NCAA Division II men's and women's soccer national championships tournament, and hopes are high for UT's teams to be represented there. [UT](#)



Athletics

Athletics had another good year with several conference championships (volleyball, women's basketball, men's soccer and women's cross country). Ten of our 14 teams made it to postseason play, and UT swimmers took home national titles in three events.

However, in addition to success on the field, UT athletes continue to be leaders in the community and in the classroom. Our athletes' overall GPA was 3.14 and our graduation rate for all athletes has been

94 and 95 percent for the past two years. Eighteen athletes were recognized as Academic All-Americans or members of the Scholar All-America Team. Our women's cross country team had the highest team GPA in the nation for its sport in Division II.

Student athletes participated in more than 2,000 hours of community service, including the Great American Teach-In, Make a Wish Foundation, Habitat for Humanity, Dig For A Cure Cancer event, Boys and Girls Clubs and reading or working with students in elementary schools.

UT's Increased Reputation



1

- Charity Navigator awarded UT its highest, 4-star rating for sound fiscal management.
- UT was for the second year in a row named to the President's Higher Education Community Service Honor Roll for distinguished community service. Once again UT provided service totaling almost 100,000 hours to more than 200 community organizations and companies.



2

- UT continued to be ranked in the top tier of *U.S. News and World Report's Best Colleges*.

- The Sykes College of Business was also named as one of the 296 best business programs in the world by *The Princeton Review*. Plus, students in the MBA-Marketing program rated it as one of the top 15 programs in the country.

- The Minaret*, UT's student newspaper, was best college newspaper in the Florida College Press Association's (FCPA) 2008 Better Newspaper Contest for the second year in a row.

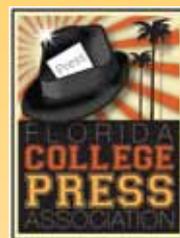
- UT received very favorable publicity in the media and the community when Liberian President Ellen Johnson Sirleaf gave the commencement address to approximately 1,000 graduates in May. Another 400 students graduated in December — putting the total number of 2008-2009 almost equal to UT's total enrollment 15 years ago.

- President Ronald Vaughn was selected as the 2008 Business Executive of the Year, and UT was selected 2008 Business of the Year in the education category, by the *Tampa Bay Business Journal*.

- During the past year, UT hosted the Earth Charter Climate Change Summit, NBC's "Today Show," CNN and ESPN Sports during the Super Bowl. Plus, former presidential candidate John McCain made a campaign stop on campus, and was interviewed by television host Larry King. [UT](#)



4



5



3



8

Twenty-six students were named as All-American athletes, and we had several coaches named as coaches of the year.

Operations

We once again ended the year in the black at a time when such fiscal responsibility was not as common for higher education or business. Our operating budget for this year will be about \$145 million (quite a change from \$28 million 15 years ago).

In an effort to support the hiring of the best faculty and staff, our benefits package was strengthened. This year we added a domestic partner benefit to further make our benefits package attractive and competitive.

In June UT acquired an important piece of property adjacent to our campus (*see story on page 1*) which will provide for future learning and living spaces.

We completed and opened the new communication wing of the Cass Building which features state-of-the-art digital classrooms and labs to support both the communication and art programs.

The University was very active with energy and water conservation (*see story on page 11*) and sustainability efforts. We replaced light fixtures in various buildings and garages to reduce electrical consumption, expanded our paper recycling program and added water saving fixtures.

The Chiselers celebrated their 50th anniversary. They have contributed immensely to the restoration and preservation of Plant Hall and have completed — or are in the middle of — almost \$4 million in improvement projects.

Community Impact

UT's overall community impact was strengthened this past year and continued growth and development will further expand our impact. There are at least eight dimensions of UT's positive impact on the community.

With more than 6,000 students enrolled, each graduating class provides a vital supply of talent to the region, including nurses, teachers and professionals. This is crucial as 43 percent of the working population will be eligible to retire over the next decade.

Our excellent reputation contributes to our role as a major intellectual talent importer for Tampa Bay. We draw students from all around Florida plus 50 states and 100 countries, yet most of our students remain in Tampa Bay after graduation. These are the young, creative people who are sought after by many communities nationwide.



MESSAGE FROM THE PRESIDENT 2008-09

Left: The graphic design lab is one of six computer labs in the newly-renovated communication wing of the Cass Building.

Current students — many of who supplement financial aid with part- and full-time jobs — provide much of the inexpensive labor needed by urban businesses. Plus, we provide the housing.

UT has completed \$230 million in building projects during the past dozen years, helping stimulate and support further downtown and neighborhood development. The UT campus now consists of 100 acres with 48 buildings.

UT's annual economic impact — in terms of purchasing power and economic multiplier — is about \$500 million.

Business consulting is provided through the Naimoli Institute for Business Strategy to 110 companies each year.

UT provides workforce development through education and retraining activities. The TECO Leadership Development Program and Nonprofit Management Certificate Program are two recent examples.

Quality of life is enhanced through UT's diverse programming which enriches both the campus and community. Thousands of programs are offered annually, including athletic competitions, guest speakers, dance and musical programs, art exhibitions, theater productions and lectures by international dignitaries.

Our Bright Future

We are pleased with the progress we have made and excited about what the future holds for The University of Tampa. We remain committed to pursuing quality and excellence in our total educational experience. We thank all of you for your interest and support as we continue making improvements to benefit future students and community.

The best days for UT are still ahead! **UT**



HOME AWAY FROM HOME

A study of more than 300 residentially-based institutions found that UT averaged approximately 5 percent higher in various measures of residential program effectiveness. **UT**

“We remain committed to pursuing quality and excellence in our total educational experience.”

— President Ronald L. Vaughn