



**STUDENT GOVERNMENT  
UNIVERSITY OF SOUTH FLORIDA.**

**STORCK & MENDOZA ADMINISTRATION**

**TAMPA CAMPUS EXECUTIVE BRANCH**

# **4TH CONSOLIDATED TERM REPORT**

**2023-2024**



AUTHORED BY YOUR TAMPA EXECUTIVE BRANCH OFFICERS  
IN ACCOUNTABILITY FOR OUR YEAR OF SERVICE TO  
THE UNIVERSITY OF SOUTH FLORIDA STUDENT BODY.



SAFETEAM

U.S. VISAS IN MORE

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# LETTER FROM THE GOVERNOR & LT. GOVERNOR

To the University of South Florida Student Body,


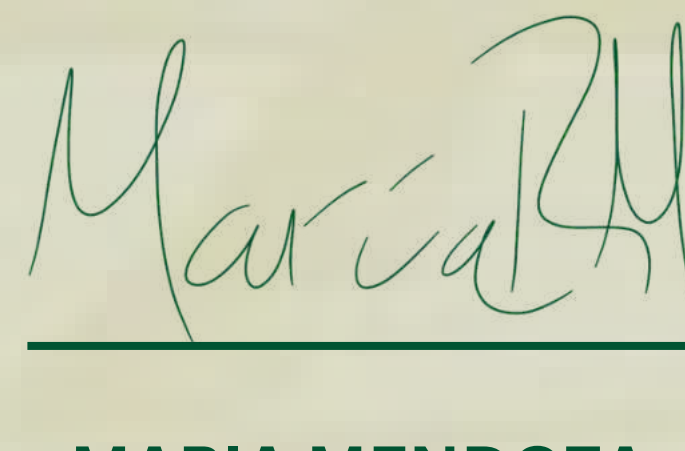
This 4th Consolidated Term, our Tampa Administration made a commitment to leading with honesty, transparency, and respect while building a government that operates under no assumptions and truly understands the needs of our students. We envisioned a government that is actionable and results-oriented while improving the effectiveness and value proposition of the programs and services offered at our University and leaving a tangible legacy on the Tampa Campus.

Student Government's Tampa Executive Branch is an organization comprised of over 90 student workers distributed across the Governor's Cabinet and our four agencies: Bulls Media, Bulls Student Advisors, Computer Services, and SAFE Team. Together, we act as a single interdisciplinary organism that aims to improve the Tampa Campus community and be a catalyst for the OneUSF mission.

We began the year by surveying our students to identify what should be prioritized by our officers. As a result, we tailored our entire institution to respond to your voice. A Campus Development Team was founded to deploy improvement projects aimed at student success, professional development, health, wellness, and the overall campus experience. Our cabinet executed multiple initiatives to bring both internal and external stakeholders closer to Student Government, which includes our student organizations, departments, faculty, community partners, local and state government, and the USF Administration. Extensive collaboration with these stakeholders, other branches of Student Government, our advisors, and the leadership in our sister campuses - St. Petersburg and Sarasota-Manatee - was critical in achieving the substantial enhancements to process and environment outlined in this executive review.

This report was authored by your Tampa Executive Branch officers in accountability for our year of service to the University of South Florida Student Body. This compilation of initiatives and results celebrates the achievements of a year dedicated to improving life on the Tampa campus and symbolizes our final commitment to transparency and due process.

The Offices of the Governor and Lieutenant Governor could not be prouder of each and every officer in our organization for their outstanding work during this 4th Consolidated Term. We thank all of you for your dedication and trust while embodying the true mission of Student Government. It has been the honor of a lifetime to serve you as your Governor and Lieutenant Governor.

**GUSTAVO STORCK**  
TAMPA CAMPUS  
GOVERNOR

**MARIA MENDOZA**  
LIEUTENANT  
GOVERNOR



# OFFICE OF THE CHIEF OF STAFF

The Chief of Staff oversees & supports the Tampa Executive Branch operations, under the Tampa Governor and Lieutenant Governor's guidance. Responsibilities include talent acquisition, employee relations, learning & development, accountability, engagement, and effective integration of over 90 student workers across Student Government and its four agencies. Actively participating in decisions and projects across the board, the Chief of Staff ensures a functioning and inclusive organization for all.

## HIRING & TALENT ACQUISITION

**Overview:** Talent acquisition and development are critical for the effective operation of the Tampa Executive Branch. The hiring process is designed to identify students who not only share the organization's values and vision but also possess the necessary skills to serve as Student Government officers.

**Results:** Tampa Executive received a total of **3,350+ job applications** across the scope of the government and its four agencies during the 4th Consolidated Term:

- **Tampa Executive Cabinet:** 1,010 applicants, 15 hired positions.
- **Student Government Computer Services:** 815 applicants, 15 hired positions.
- **Bulls Media:** 738 applicants, 19 hired positions.
- **SAFE Team:** 556 applicants, 42 hired positions.
- **Bulls Student Advisors:** 248 applicants, 4 hired positions.

A total of **65 interviews** were conducted to select the 15 Tampa Executive cabinet members.

## TAMPA EXECUTIVE COMMUNITY

**Overview:** The initiation of the Tampa Executive Community signifies an effort to unify and integrate student workers across the different entities in the branch. The goal of this project was to reinforce the Administration's commitment to transparency and collaborative responsibility in the execution of the Student Government mission.

**Results:** A community chat was created on Microsoft Teams to include every staff member from the Tampa Executive Cabinet and USFSG agencies. This initiative has significantly enhanced visibility, engagement, and volunteerism within the organization. By facilitating the dissemination of information and promoting various initiatives, the project has cultivated a strong sense of community and collective purpose among all stakeholders.

## TRANSITION PLANNING

**Overview:** It is a Student Government priority to ensure an effective transition between different Administrations to maximize the organization's effectiveness in maintaining and improving current processes and initiatives.

**Results:** In anticipation of the transition from the 4th to the 5th Consolidated Term, **10 transition binders** have been prepared to outline the processes of the Tampa Executive Cabinet. These binders encompass crucial information such as the contact details of previous partnerships, insights into event organization, general recommendations, and documentation, as well as reflections on past projects and areas for improvement. Additionally, a Transition Team comprising **6 staff members** has been appointed to provide support to the new Administration during the Summer term. Student Government also collaborated with multiple stakeholders to further refine documentation surrounding Tampa Committees, such as the Campus Allocation Fund Committee proviso, Capital Improvement Trust Fund charter, and Student Green Energy Fund procedures.

# OFFICE OF THE DEPUTY FINANCIAL OFFICER

The primary responsibility of the Deputy Financial Officer (DFO) position is to uphold fiscal responsibility and optimize the efficiency of all expenditures within the Tampa Executive Branch and its affiliated entities. This role includes oversight of four Student Government budgets and accounts (Tampa Executive, Special Projects, General Fund, and Auxiliary), as well as those of Student Government's four agencies. Responsibilities encompass reviewing and approving purchase requests for each budget, alongside active involvement in four funding committees aimed at enhancing fiscal processes.

## FINANCIAL MANAGEMENT

**Overview:** Within the Tampa Executive Branch, the oversight of finances encompasses various types of funds, each with distinct attributes. Activity & Service (A&S) funds are collected from student-paid fees and are dedicated to specific areas of programming and payroll while auxiliary accounts are originated from revenue-generating services.

**Results:** In total Tampa Executive Branch oversees and operates with **\$1,679,491.00** in A&S funds. A breakdown of the amounts follows:

- **Tampa Executive Cabinet:** \$352,768.00
- **Special Projects:** \$507,823.00
- **General Fund:** \$66,552.00

Tampa Executive Agencies

- **Bulls Media:** \$197,224.00
- **Student Government Computer Services:** \$148,404.00
- **SAFE Team:** \$361,450.00
- **Bulls Student Advisors:** \$45,270.00

The beginning balance of USFSG's auxiliary reserves was \$433,017.91 and the ending balance as of March 7th, 2024, was **\$480,701.07**, resulting in an overall **administrative surplus of 11.01%** during the 4th Consolidated Term.

## PURCHASING & PROCUREMENT

**Overview:** Purchasing responsibilities involve ensuring that all purchases are compliant with University and State regulations and that transactions are made on time and with proper forethought to fulfill USFSG's service levels.

**Results:** The process developed to ensure that all responsibilities were met included setting the expectations in the beginning so informed planning could be made. All purchases were made through the Deputy Financial Officer who was trained on regulations and kept consistent communication with the Student Business Services bureau in case of any questions or purchasing issues. Tampa Executive Branch was able to facilitate **200+ purchases** directed towards initiatives planned to help the student body.

## FISCAL RESPONSIBILITY

**Overview:** It is crucial for the Tampa Executive Branch to manage and utilize budgets responsibly. As funding primarily comes from student-paid fees, it is imperative that all funds are directed toward supporting their needs and interests. To ensure fiscal responsibility, tools and processes were developed with the goal of streamlining budget management, optimizing resource allocation, and measuring financial performance.

**Results:** A budget tracker and dashboard tool was created by the Deputy Financial Officer on Microsoft Excel to enhance financial visibility and optimize decision-making when assigning budgets to cabinet initiatives. In total, the Tampa Executive Branch was able to efficiently utilize **85%** of the allocated programming budget for services and initiatives that enhance student life and experience, a difference of **20%** from previous terms. Revised fiscal responsibility standards allowed for **10+ new initiatives** to be successfully funded in addition to the continuation of existing ones, resulting in more being accomplished with the same budget level.

# OFFICE OF THE STUDENT LEGAL ADVOCATE

The Student Legal Advocate is responsible for enforcing and clarifying all laws and regulations applicable to Student Government entities, representing the interests of members of the Student Body in all matters that come before the Student Government Supreme Court, and serving as legal counsel for Tampa Executive Student Government, as well as serve as a Legal Advisor for the Tampa Governor and Lieutenant Governor.

## POLICY PROJECTS

**Overview:** Throughout the year, the Student Legal Advocate represented the interests of the Tampa Students while drafting policies to improve Student Government statutes and procedures. Historically, student organizations were hindered by delays in the review and approval process of travel grants and interim funding applications during the Summer term. The mission was to create language and procedures to resolve this reality.

**Results:** A policy was established to enable both the Campus Council Chair and Vice Chair to authorize travel grants and interim funding applications during the Summer term, while Campus Council is out of session. The implemented policy streamlined the processing time for student organizations, ensuring they were swiftly and efficiently approved.

## LEGAL AID SERVICES

**Overview:** The main purpose of Legal Aid is to provide free legal advice to students attending the University of South Florida. The Legal Aid program offers free consultations to students from Tampa Bay area attorneys. This initiative has been made possible thanks to Student Government's partnership with attorney John Mulvihill.

**Results:** The Student Legal Advocate enabled **200+ students** in need of legal aid to access free 15-minute consultations through an off-campus attorney, thus fostering a culture of support and empowerment within the university community. This initiative not only provided crucial assistance but also emphasized the university's commitment to student well-being and equitable access to resources.

## STUDENT PARKING TICKET APPEALS

**Overview:** The Student Legal Advocate supports students in exercising their rights to appeal perceived unjust or unfair parking tickets on campus. They guide students through the appeals process, assisting in crafting stronger appeals with the aim of achieving a favorable outcome.

**Results:** The Student Legal Advocate has assisted **100+ students** in navigating their appeals process, offering informative breakdowns of the procedures involved. They prioritize personalized, one-on-one consultations with students to provide direct and tailored assistance.



## IMMIGRATION LEGAL AID SUPPORT

**Overview:** The Student Legal Advocate develops initiatives to ensure that the USF Student Body is legally supported in all areas of life, which includes their immigration rights. In order to honor this commitment, a project was deployed to assist international students on their journey of immigrating to the United States.

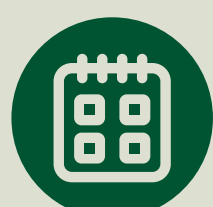
**Results:** A speaker event featuring three representatives from USF International Services, Career Services, and *Malik* Immigration Law Firm, was organized to support international students. All three speakers shared expertise regarding the Visa/Sponsorship process through presentations followed by 1:1 interactions with students. **100+ students** attended the event.

# TAMPA EXECUTIVE SPECIAL PROJECTS

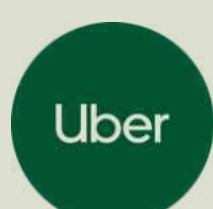
Student Government runs a group of special projects with the aim benefitting the entirety of the Student Body. These services have been historical traditions and are highly diffused on the daily life of the USF community.



**USF Student Printing:** Student Government offers enrolled students a \$3 daily credit to print posters and documents on multiple locations around campus.



**SG Student Planners:** USFSG's planners are an annual USF tradition and a comprehensive resource collection for students. With information spanning from on-campus services to University policies, **10,750 planners** have been distributed by Student Government during the 4th Consolidated Term on the Tampa campus.



**UBER Discount Rides:** The Uber for USF Program supports safe rides for students. Registration is completed with a USF email, and discounts automatically apply to the Uber app. Each student gets \$3.50 off per ride limited to 2 rides per month. During this year, **2,204 students** utilized the discount totaling **12,117 rides**.



**Student Organization Printing:** Student Government subsidizes \$300 per student organization per semester for the Fall and Spring terms, and \$125 for the Summer term, in any printing items from the USF Print Center catalog



**Student Organization Oracle Advertising Credit:** Student organizations are granted up to \$200 for each of the Fall and Spring terms and up to \$100 for the Summer term from the Oracle newspaper's Advertising Fund subsidized by SG.



**Voting Software:** Student Government contracts an electronic ballot provider - *Votenet* - to ensure a safe and efficient software solution for USFSG's General and Midterm Elections. This contract has been renewed for the upcoming year.

## Special Projects Budget Utilization for FY23-24 as of April 25th, 2024

Initiative	Allocation	Expenditure	Utilization %
USF Student Printing	\$285,000.00	\$141,896.87	49.79%
SG Student Planners	\$28,500.00	\$28,500.00	100.00%
UBER Discount Ride	\$58,900.00	\$58,900.00	100.00%
USF Student Organization Printing	\$85,500.00	\$85,000.00	99.42%
Oracle Advertising	\$9,500.00	\$7,375.00	77.63%
Voting Software	\$9,310.00	\$9,310.00	100.00%



# CAMPUS DEVELOPMENT

At the core of its mission, Tampa Executive's Team Development fosters growth and enrichment among all students, while also ensuring that Student Government and the University Departments are best and continuously developed to serve them. The team is dedicated to creating innovative programs and initiatives that touch every aspect of student life at our University. Together, Team Development strives to ensure that students not only succeed during their time on campus but that the campus itself provides all the resources they need on this journey.

Team Development is structured to cover all bases of student and campus development:

- The **Director of Development** steers the team with a vision that every student should have access to opportunities that nurture their academic, personal, and professional growth.
- The **Student Success Manager** focuses on initiatives that enhance academic achievement and personal fulfillment for students, ensuring students have the resources and support to succeed in their studies and campus life.
- The **Professional Development Manager** prepares students for their professional success and future careers. Projects completed provide students with career guidance, networking opportunities, and the skills needed to thrive in the professional world—always with equitable treatment to represent the special needs of specific groups.
- The **Health and Wellness Manager** champions programs aimed at improving the well-being of our student body. From physical and mental health to campus safety, efforts to make health and wellness accessible for all are a priority.
- The **Business Development Manager** develops strategies to ensure the sustainability and growth of Student Government and University Departments. As the owner of Tampa SG's auxiliary businesses, this role focuses on partnerships and sponsorships that support the backbone of Tampa Executive projects, enabling the organization to offer more to the students with less operational costs.



# ENGAGEMENT & SPIRIT

## BULLS BLITZ



**Overview:** Bulls Blitz stands as one of Tampa Executive's most traditional services. The program facilitates student transportation from the Tampa Campus to Raymond James Stadium and back during home football games, fostering a strong sense of community spirit and school pride. It aims to provide a convenient and safe option for students at no additional cost, ensuring they can participate in sports events and strengthen their bonds with fellow peers while maximizing their college experience.

**Results:** During the Fall term, **2,000+ student rides** were offered to Raymond James Stadium and back during **5 home football games** through a total of **23 buses** completing multiple loops. Tampa Executive also partnered with the Office of the President to ensure maximum participation and game coverage:

- **USF vs. FAMU:** September 9th, 2023, 7 buses, **967 student rides**
- **USF vs. Alabama:** September 16th, 2023, 5 buses, **546 student rides**
- **USF vs. Rice:** September 23rd, 2023, 5 buses, **157 student rides**
- **USF vs. FAU:** October 14th, 2023, 3 buses, **395 student rides**
- **USF vs. Temple:** November 11th, 2023, 3 buses, **103 student rides**

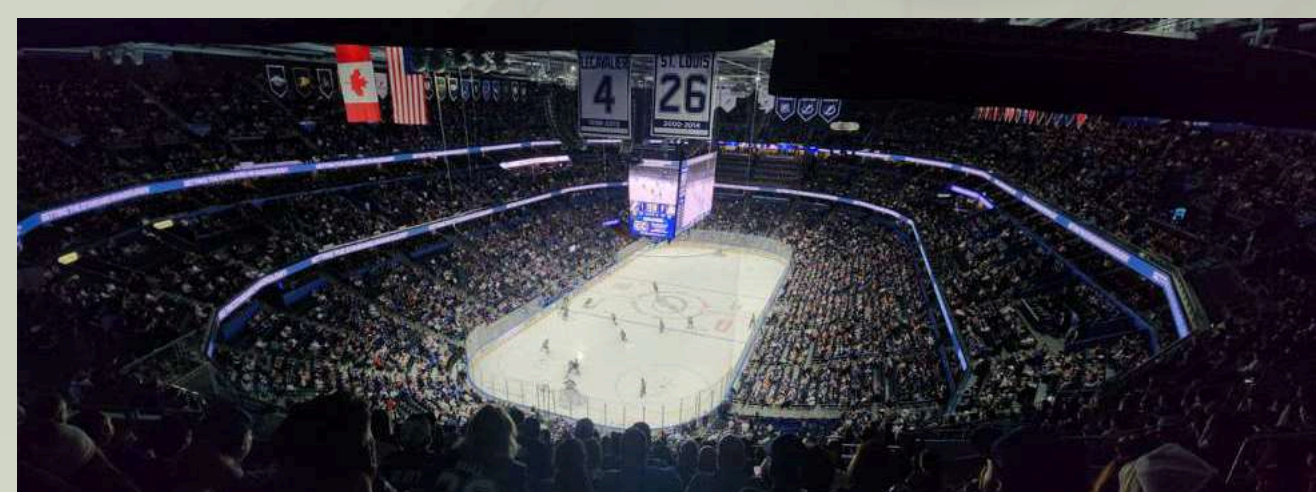


## OUR SHIRT

**Overview:** The USF OUR Shirt is a USF Tradition made by students for students, embodying a message of unity and strength. Coordinated by Student Government, this campaign aims to offer affordable green wear to all the USF community.

The OUR Shirt is annually designed and selected through a democratic process involving students, staff, or faculty members during the spring Student Body General Elections time.

**Results:** During the 4th Consolidated Term, **15,000** units of the OUR Shirt were purchased to be resold for the affordable price of \$6 in a partnership with the USF Bookstore across the 3 USF Campuses.



## DAY WITH THE LIGHTNING

**Overview:** Day with The Tampa Bay Lightning is a Tampa Executive traditional initiative in which Student Government subsidizes the cost of tickets for students to watch a special Tampa Bay Lightning hockey game. The aim is to foster student engagement and diffuse them in the City of Tampa culture while celebrating key components of their University experience. This year the chosen match was Tampa Bay Lightning vs. Arizona Coyotes on the 25th of January 2024.

**Results:** Student Government subsidized **300 tickets** to enrolled USF students for only \$10, - originally priced at \$35 each. Additionally, multiple activities were parallelly completed for further engagement. 4 students were selected to participate in an exclusive Zamboni ride, and 40+ attendees stayed after the game for an official group picture on Amelie Arena's ice rink.



# STUDENT SUCCESS

## THE ACADEMIC TOOLBOX

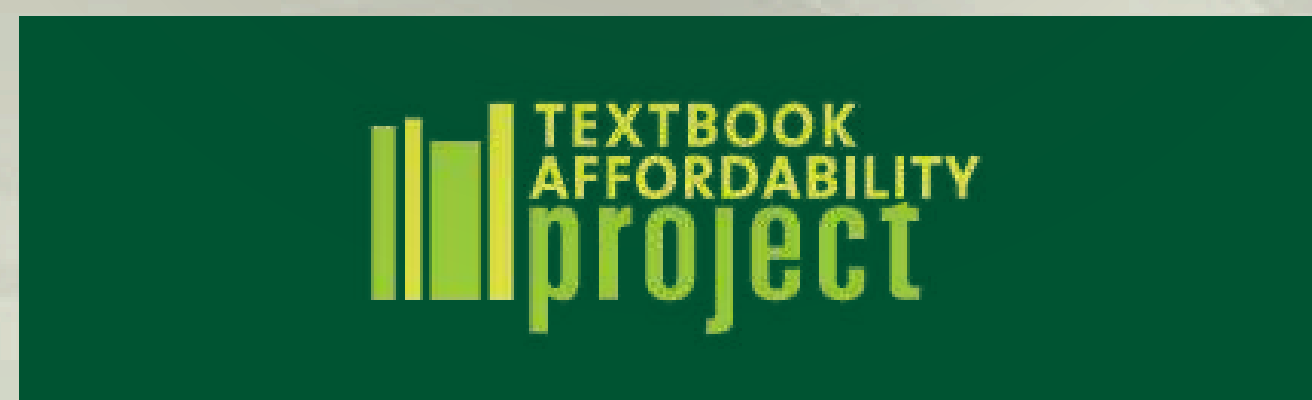


**Overview:** The Academic Toolbox is a vast array of resources created to help students succeed academically. This initiative provides quick access to necessary tools like tutoring services, career readiness programs, and course planning resources. The toolbox, which is available digitally at the [usf.edu/sg](http://usf.edu/sg) official website, guarantees inclusivity and uplifts students to fully understand degree paths and be the main decision-makers in charge of their academic journey.

**Results:** The Academic Toolbox has been successfully launched with **13 tools** compiled:

### *Academic Planning:*

- **Course Catalog:** a detailed overview of all available degrees, minors, and concentrations offered at USF. It shows program descriptions, prerequisites, credit hours, and any particular requirements.
- **Course Inventory:** offers an overview of the courses and classes available at USF.
- **Staff Schedule Search:** a more detailed and powerful version of the Student Schedule Search available through Oasis - allowing students to have a full picture of all the sections of each course available each semester.
- **Syllabus Archive:** allows students to log into Canvas and search and view the Canvas Syllabus page for USF courses from current and previous semesters.
- **Textbook Affordability Project (TAP):** a program that provides solutions to ensure all students have access to course materials that are affordable, up-to-date, and satisfy academic needs.
- **College Level Examination Program (CLEP):** an alternative offered at USF, which allows students to earn college credits for knowledge they have acquired through independent study, prior course work, or other learning experiences.



### *Software & Applications*

- **Application Gateway:** a portal funded by the Student Technology Fee that offers an array of software and applications accessible with an active USF Net ID at no additional cost.
- **Software Catalog:** USF Information Technology's collection of software available to enrolled students.

### *Tutoring & Complementary Learning*

- **Tutoring Hub:** the Academic Success Center offers USF students tutoring assistance in a wide variety of subjects.
- **Writing Studio:** the Academic Success Center provides 1-on-1 sessions with writing consultants to support students at any stage of the writing process, helping them to improve their writing techniques, and refine written assignments across various disciplines.
- **SMART Lab:** an innovative learning environment dedicated to supporting students in introductory math courses through tutoring assistance and technology.
- **Knack:** a peer-to-peer tutoring platform that supplements existing academic support services on campus, creating a personalized experience.
- **LinkedIn Learning:** a learning platform that helps anyone learn business, software, technology, and creative skills to achieve personal and professional goals.



# STUDENT SUCCESS

## STUDENT GOVERNMENT INTERNSHIP

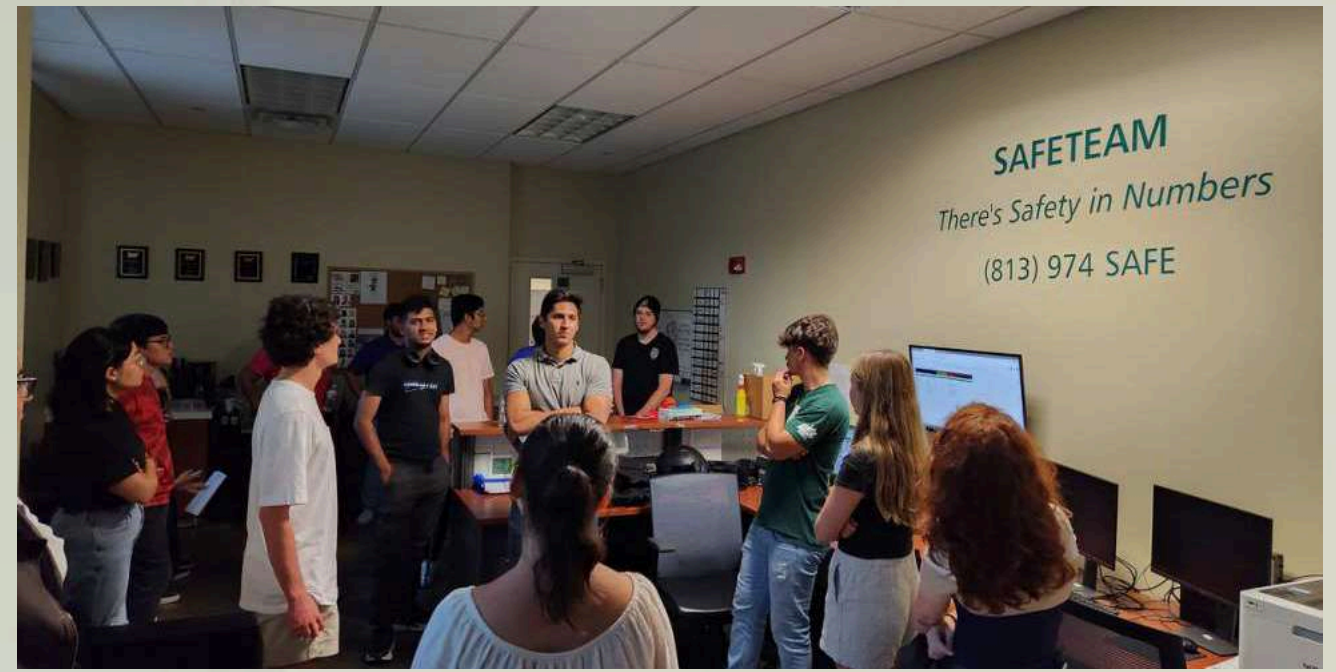


**Overview:** The USF Student Government Internship Program was a dynamic seven-week rotational initiative aimed at nurturing student leaders that took place for its last time in Fall 2023. Students rotated through the Executive, Judicial, and Legislative branches of Student Government after a selection process based on resumes and cover letters.

**Results: 20 students** were selected to be part of the **7-week program**. The internship was structured around key components, fostering a holistic development of participants:

**Internship Workshops & Events:** All 7 weeks were planned to equip interns with essential skills and maximize their experience:

- **Week 1** (Sep 25-29): Internship Program opening and Executive Branch presentation.
- **Week 2** (Oct 1-6): Agency tours and presentation with Bulls Media.
- **Week 3** (Oct 9-13): Judicial Branch presentation and trivia, internship project proposal presentation, USF football game, Bulls Blitz volunteering, and group meetings.
- **Week 4** (Oct 16-20): ERC presentation, professional headshots and group meetings.
- **Week 5** (Oct 30 – Nov 3): Legislative Branch presentation and professional development workshop.
- **Week 6** (Nov 6-10): Shadowing and mentorship programs wrap-up and group meetings.
- **Week 7** (Nov 13-17): Closing reception: final remarks, intern feedback, final presentation.



**Internship Projects:** Interns were divided into two groups to act as Executive Branch officers. The project involved identifying a Student Body need and proposing an initiative with the respective budget to address it. The creative proposals developed by the teams were:

1. A self-defense Krav Maga class to uplift students and foster a safety culture on campus by sharing multiple resources available.
2. A pop-culture-themed event showcasing a collection of USF resources to guide students along the challenges of their multifaceted college life.

**Shadowing Program:** The shadowing initiative aimed to provide interns with practical insight into the workings of various positions within Student Government. Interns were required to shadow for at least **3 hours per week**. These sessions covered essential tasks such as creating purchase requests, collaborating with different departments, designing graphics, and organizing events. Each intern organized their shadowing schedule to shadow.

**Mentorship Program:** This initiative paired **12 staff members** with all 20 interns. Each staff member volunteered their time to provide personalized guidance through biweekly one-on-one meetings. Mentors discussed various aspects of their mentees' career paths, offering insights on resume refinement, certification recommendations, and class scheduling. Drawing from their own experiences, mentors assisted interns in navigating academic, professional, and personal growth.

**Intern Evaluation:** Interns were evaluated weekly on their attendance, communication, and proactivity. Mentors and employees conducted these evaluations, scoring each category on a scale of 1 to 5.

# STUDENT SUCCESS

## TRANSFER STUDENT SUPPORT

**Overview:** Student Government participated in the Transfer Student Week by providing a support initiative that focused on welcoming and assisting students transferring from other colleges. The aim was to ease their transition process by providing comprehensive and relevant information on USF life by hosting an event that would bring key departments to share useful resources and their respective support services.

**Results:** A Transfer Student Resource Fair was hosted on Oct 19, 2023, attracting **100+ students** with vital information on career advice, success tips, financial aid, and health services. By addressing their specific needs and concerns, the initiative aimed to ensure a welcoming and supportive environment for transfer students, enhancing their overall experience at USF.



## ALUMNI RELATIONS

**Overview:** Engaging with alumni is paramount to building a robust Student Government community. This initiative focuses on maintaining connections with USFSG alumni, facilitating their involvement in University events, and providing opportunities for mentorship and networking.

**Results:** This year, Student Government re-established its Alumni Network on LinkedIn. Additionally, an alumni database was created to store the information from future alumni via a form created to be sent out at the end of every academic year to all Student Government staff across the 3 USF campuses. Finally, the Tampa Administration supported the renewal of the OneUSF Student Government contract with the Alumni Association for the continuous development of the Alumni Mentorship Program.



## GRADUATE STUDENT ENGAGEMENT

**Overview:** The Graduate Student Engagement initiatives were a joint venture between the Graduate Student and Professional Council (GPSC), Student Government, and the Office of Graduate Studies. The mission of this program is to encourage students to consider graduate school and be fully prepared and proactive to pursue that path. These endeavors also aimed to bring the graduate student community at USF closer to Student Government, improving the institution's representation of the entirety of the Student Body.

**Results:** Two events were part of this comprehensive program, which were tailored in a lunch-n-learn panel format.

- **"Applying to Grad School: Understanding the Process":** a panel of 7 graduate students and advisors to help deconstruct the complexities of the application process. (March 28th, **36 attendees**)
- **"The Benefits of Continuing Education: Exploring Grad School Opportunities":** a panel of 5 graduate students to highlight the many benefits of continuing to pursue education and specialize. (April 17th, **49 attendees**)



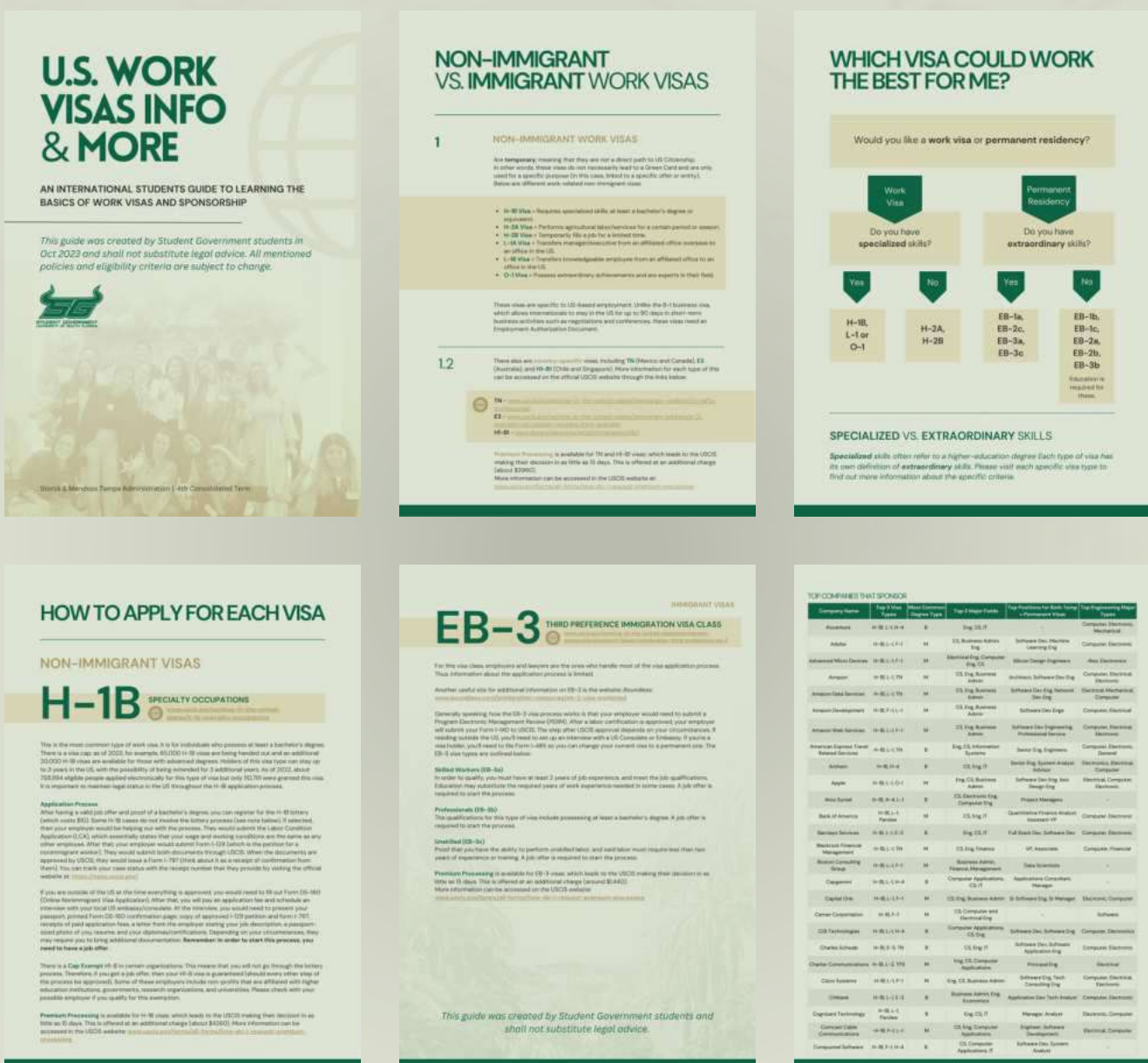
# PROFESSIONAL DEVELOPMENT

## INTERNATIONAL STUDENT VISA SUPPORT



**Overview:** An international student guide to learning the basics of work visas and sponsorship was created by Tampa's Professional Development Manager in October 2023 in collaboration with multiple stakeholders and licensed immigration attorneys. The information provided outlines temporary and immigrant work visa paths that may or may not require employer sponsorship and are options beyond Optional Practical Training (OPT).

**Results:** The **18-page booklet** describes **6 non-immigrant and 9 immigrant visas**. Additionally, the resource lists **+100 companies** that sponsor visas while specifying top positions and visa types for each instance. Student Government printed **1,000 copies** to be distributed to students at **3 on-campus locations** and during tabling events. The booklet was launched at a Visa Sponsorship Workshop hosted in collaboration with the Office of International Services on November 1st, 2023, and is also **available online at the official SG Website**.



## UNDERCLASSMEN CAREER FAIR

**Overview:** In an effort to close a professional development support gap and provide equitable assistance to freshmen and sophomores on the mission of starting their careers, Tampa Executive organized its first Underclassmen Career Fair.

**Results:** **12 companies** from diverse industries with opportunities for underclassmen were present at the event which attracted **80+ students**. Students discovered potential internship and volunteering openings, giving them exclusive platforms to further develop and apply their academic knowledge in real-world scenarios.

### Participating Organizations:

- Raymond James
- Moffitt Cancer Center
- Hillsborough County Public Schools
- The Florida Aquarium
- CRI CPA
- Pinellas Congressional Office
- Humane Society
- Pasco County Clerk
- Hillsborough County Government
- United Way Suncoast, Sarasota County Government
- BayCare Health System

## TALENT ACQUISITION PANEL

**Overview:** The Talent Acquisition Panel was a first-time Student Government initiative that aimed to help students navigate the complexities of employment through a panel and networking event with HR professionals.

**Results:** Representatives from **8 companies**, such as PwC, Accenture, and Tampa General Hospital attended the event, attracting **80+ students**. Topics approached included best practices when communicating with recruiters, negotiating salary, or inquiring about visa and immigration procedures in the case of international students.



# HEALTH & WELLNESS

## THE PERIOD PROJECT



**Overview:** The Period Project is a traditional USFSG program that involves the distribution of menstrual hygiene products to students. The overall goal for the 4th Consolidated term was to optimize the initiative already in place. The previous process involved purchasing standard products from the Amazon marketplace at end-consumer prices and distributing them in unprotected wicker baskets placed in restrooms across campus. As an efficiency and results-oriented administration, improving the cost-effectiveness and value proposition of this program was a priority.

### Results:

- A balanced scorecard that put both quality and financial aspects in perspective was developed, leading to the selection of the optimal partner: **Femly™**.
- As of Spring 2024, a pilot program has been implemented, installing **7 EcoLite dispensers** around **5 major buildings** on campus, and ordering **10,000+** organic menstrual products from the new partner company.
- The project costs that once were associated with a \$14,360 line item in the Tampa Executive budget have now been reduced by **46%**. We also anticipate additional savings of **20%** in future years, since part of this year's expenses translates into a one-time investment made to purchase the dispensers, which will further help enhance the student experience and reduce the rate of lost product.

- The new Period Project was officially announced during SG's Student Health Fair, on March 4th, 2024, which included a special presentation from Femly CEO - Arion Long, who gave the program a warm welcome to the USF Tampa campus.
- Dispensers were installed on March 15th.
- After initial installations, SG was able to expand the project and invest in the 2024-2025 academic year with:
  - 11 additional EcoLite dispensers.
  - 4 new Femly EcoBox dispensers.
  - 14 additional cases of pads and tampons.

**Femly™** is a minority woman-led period care company from Baltimore that provides solutions made with 100% organic U.S. cotton and designed with eco-friendly paper.

Femly's mission and innovative approach will take the Period Project to another level by enhancing its educational component and bringing the sustainability aspect to campus.



## STUDENT HEALTH FAIR

**Overview:** The goal of USFSG's first-ever Student Health Fair was to raise awareness of the health and wellness services available on campus and allow students to interact with faculty and staff to show that there are real people behind their concerns, comments, and questions.

**Results:** The event had **150+ attendees**. Student organizations and departments including the Center for Student Well-Being, USF Pre-Dents, Global Health Student Association, Lifestyle Medicine Interest Group, Medical Response Unit, Center for Victim Advocacy & Violence Prevention, and Student Accessibility Services attended and shared their resources with students. The Health and Wellness Manager and Femly presented to launch the new Period Project.



# HEALTH & WELLNESS

## HEALTH INSURANCE COMPLIANCE PROCESS IMPROVEMENTS

**Overview:** There have been hundreds of international students with complications while navigating the health insurance process this year after recent changes in Florida's Board of Governors (BOG) regulations and USF Student Health Services (SHS) processes. The goal in addressing this issue involved developing different methods to break down these regulations and procedures to empower students to be able to make educated decisions about their coverage while at USF.

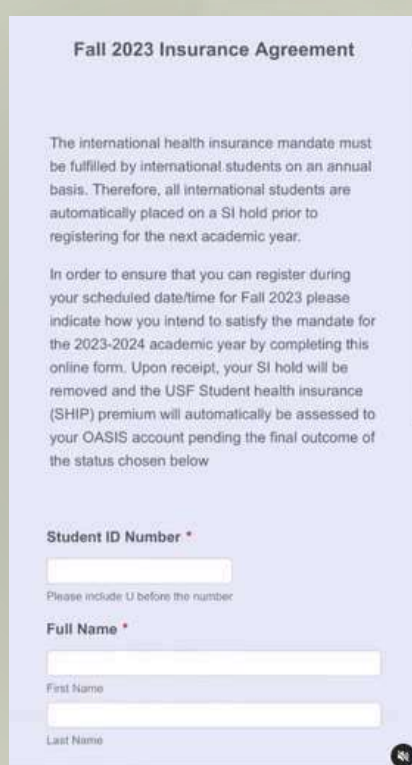
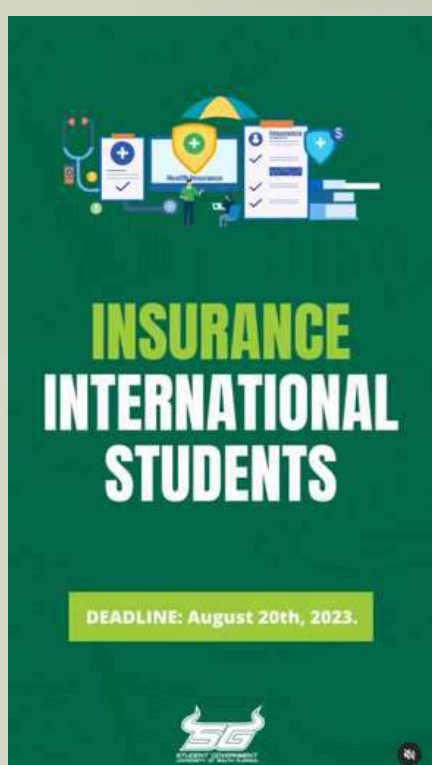
**Results:** Student Government conducted an awareness campaign to assist students in navigating the new SHS compliance platform and purchasing alternative insurance plans. The campaign counted with 6,000+ views. The Office of the Governor also attended informational town halls hosted by SHS and the official USF insurance broker to better understand these changes and advocate for student concerns. Student Government compiled a list of important information, such as breaking down the regulation that prohibits the existence of gaps in the coverage start and end dates of alternative plans, to be included in the official SHS website. Finally, USFSG developed a comprehensive module-based course outline tailored for the intended purposes described above, which was presented to SHS Director of Business Operations Marisol Amarante, Compliance Office Manager Samantha VanDyke, and Assistant Dean of New Student and Family Engagement who oversees the offices of Orientation, New Student Connections and Parent & Family Engagement – Ms. Marnie Hauser.



## MEDICAL RESPONSE UNIT SUPPORT

**Overview:** Four years ago, the USF Student Health & Wellness Center, the University Emergency Medicine Student Association (UEMSA), and Student Government collaborated to develop a Medical Response Unit (MRU) Program at the University of South Florida's Tampa campus. The MRU Service provides on-scene Basic Life Support (BLS) medical interventions for students, staff, faculty, and guests of the USF Tampa campus by calling 813.974.4MRU (813.974.4678). Student Government continues to support the development and mission of the MRU through different avenues,

**Results:** During the 4th Consolidated term, USFSG held meetings with the MRU leadership to discuss operational improvements and alternative sources of funding to increase their scope of impact. Additionally, Tampa Executive's Marketing Team carried out multiple social media campaigns, to raise awareness of the MRU's services, achieving 25,000+ views in a single video commercial. USFSG also invited the Medical Response Unit to participate in multiple Health and Wellness Manager events, notably, the Student Health Fair, where there were high levels of student interaction and awareness.





# HEALTH & WELLNESS

## COUNSELING CENTER SUPPORT



**Overview:** Student Government fosters a direct relationship with the USF Counseling Center to act as a supportive body amidst the concerns surrounding mental health affairs on campus raised by the students.

**Results:** The Health and Wellness Manager hosted meetings to discuss how USFSG can support the center in promoting its services to students on campus, working with Director Dr. Scott Strader and Mental Health Outreach Clinician Heather Walders. The Counseling Center participated in events hosted by the Health and Wellness Manager. Marketing collateral advertising the Center's resources and events was also shared and produced. Additionally, the Office of the Tampa Governor also hosted meetings with the administration to discuss the breakdown of the Health Fee and the funding directed to campus counseling services.



## LATE NIGHT BREAKFAST

**Overview:** Late Night Breakfast is a Student Government traditional event designed as an outlet for students to have fun and unwind before finals week while being exposed to multiple mental health and wellness resources available at the Tampa Campus. Historically, this initiative has been a collaboration with the Marshall Student Center's Study Center.

### Results:

- **Fall 2023** Theme: Barbie Movie. Activities included a fake snowball fight, tote bag painting, and therapy animals. Breakfast food from Aramark was provided, and wellness-based departments attended to share resources at the event. **200+ attendees.**
- **Spring 2024** Theme: Avatar: The Last Airbender. Activities included bracelet making, giant Jenga, and Cornhole. Breakfast food from Aramark was provided, and wellness-based departments and student organizations attended to share resources at the event. Additionally, **13 members of the USF Administration and Athletics** participated to support the initiative and connect with students on a personal level. **250+ attendees.**



## ACCESSIBILITY TASKFORCE

**Overview:** Tampa Student Government co-founded the Accessibility Taskforce during the 3rd Consolidated Term. The mission of this cross-functional student group is to promote an inclusive culture, improve accessibility, and celebrate diversity across the University of South Florida. This year's administration aimed to promote the initiative to the student body and enhance the task force's scope of impact.

**Results:** Student Government participated in 8 Accessibility Task Force meetings to generate actionable plans regarding increased funding and initiatives. Tampa Executive served as the liaison between the group and USF entities – coordinating the creation of a subsection in the Office of Multicultural Affairs website for accessibility-related resources and student organizations and igniting conversations about practical training on how to host accessible events. Additionally, 50 units of promotional items were purchased and dedicated to special events around the cause. Student Government also guided the task force on the process of registering as a student organization to grant access to more funding.

# HEALTH & WELLNESS



## VICTIM ADVOCACY & VIOLENCE PREVENTION



**Overview:** The Center for Victim Advocacy and Violence Prevention provides free and confidential services to all USF students, faculty, and staff. Student Government aims to support the initiatives of the department and uplift the students through multiple avenues.

**Results:** USFSG tabled at different events to support CVAVP. Additionally, promotional items and handouts were purchased to provide to attendees, such as 400 sexual assault awareness ribbon pens, 150 crystal hearts, 120 tea bags, and flower bouquets. To complete these initiatives, a professional relationship was cultivated between SG's Health and Wellness Manager and CVAVP Director Jacqueline Simmons and Graduate Volunteers Isabelle Smith and Carter Ferguson.

### Supported CVAVP Events:

- **Clothesline Project** – 10/17/2023: The Clothesline Project displays shirts made by survivors or allies of survivors of sexual and gender-based violence.
- **Sexual Assault Awareness Month** – 4/3/2024: Events during the month of April to learn how to raise awareness on how to prevent sexual violence and support survivors.
- **Denim Day** - 4/10/2024: an international initiative to create more survivor-supportive communities and dispel victim-blaming myths.
- **Take Back the Night** – 4/17/2024: Take Back the Night is a USF tradition that includes a candlelight vigil, silent march, and survivor speak-out against sexual violence. Survivors and allies will have the opportunity to share their experiences with the audience.

# USFPD'S SAFE APP IMPROVEMENTS

**Overview:** Maintained by the University Police Department (USFPD), USF Safe is the official safety app for USF. USFSG's Health and Wellness Manager helped foster the partnership between SG and USFPD to improve the application – making it more useful and comprehensive.

**Results:** USFSG completed an extensive review of the Safe App and compiled a list of suggested improvements while prioritizing the development of the optimal interface for student safety on campus. Suggestions included but were not limited to bug fixes and software improvements for location sharing. Student Government provided USFPD with metrics to best gauge how the new solutions would be implemented and how effective they would be. USFSG also began a marketing campaign to promote the app and other USFPD educational services and maintains a monthly check-in to ensure the app is running smoothly.



# BUSINESS DEVELOPMENT



## APARTMENT BUSINESS EXPO

**Overview:** The objective of the Apartment Business Expo (ABX) is to provide students with a convenient platform to explore various housing options by bringing together local apartment complexes and businesses in one location. The event aims to offer attendees free food, t-shirts, giveaways, and more, enhancing their experience while connecting with potential housing providers.

**Results:** ABX was highly successful. **600+ students** attended, representing an increase of **92%** in comparison to the previous year. Moreover, **20 off-campus properties** participated - **33%** more than the last edition showcasing significant growth in the variety of housing options available to students and their intention of engaging with university life. The event featured engaging activities such as inflatables, carnival-themed food, and abundant giveaways, contributing to its success. Additionally, the event's revenue surged by an impressive **137%**, reflecting its increasing popularity and effectiveness in serving both students and participating businesses while ensuring the growth of Student Government.

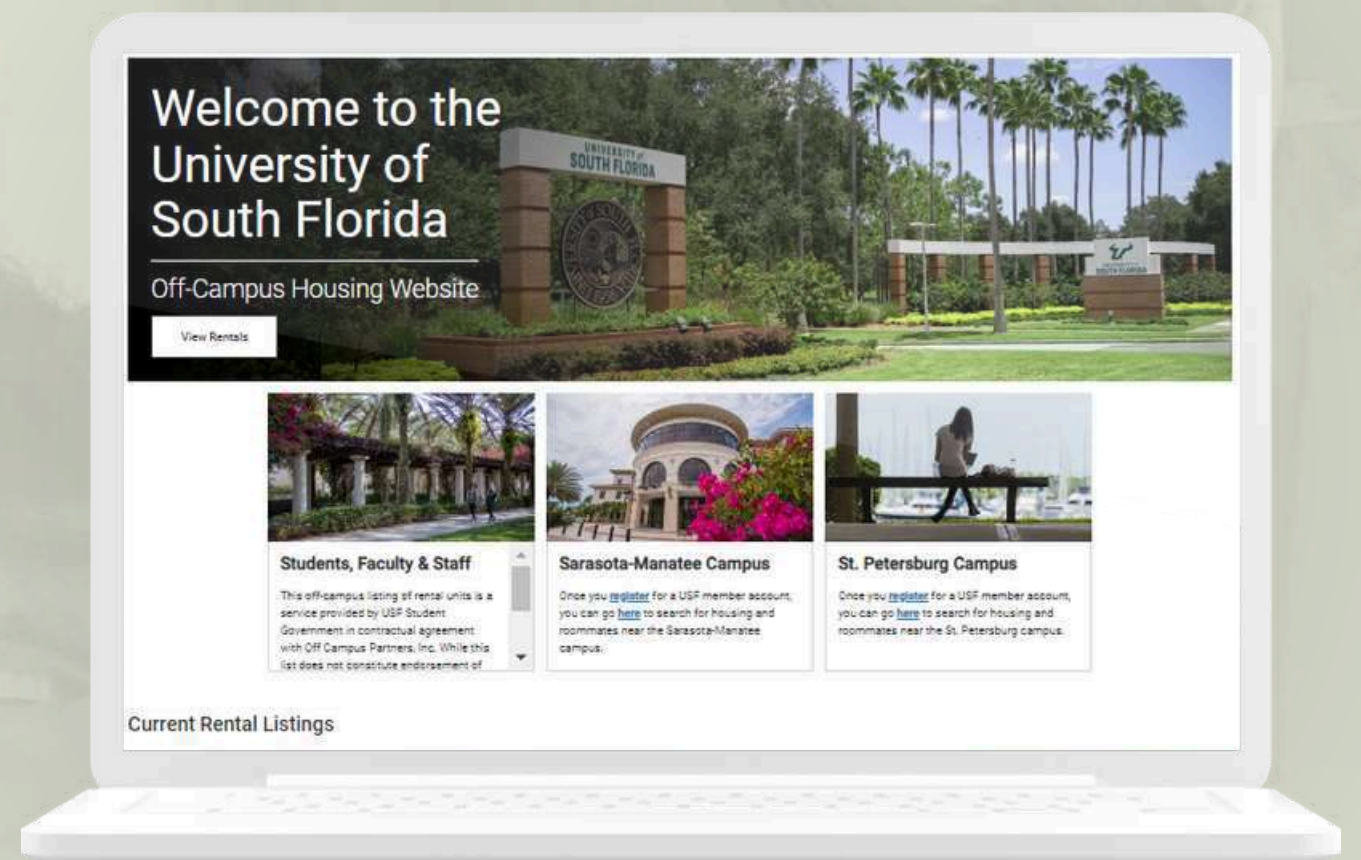
ABX Gold Sponsors:

- **The Metropolitan**
- **Station 42**
- **Campus Life & Style**
- **The Livingston**



## OFF-CAMPUS HOUSING WEBSITE

**Overview:** The Off-Campus Housing website is a Student Government partnership to aid students in finding rental units through a contractual agreement with Off-Campus Partners (OCP). This platform offers a comprehensive listing of rental properties to support students, faculty, and staff in securing safe and affordable living while at USF. platform.



The primary objective of the Tampa Executive Administration was to elevate awareness of the existing website among the USF community while implementing necessary adjustments and improvements to enhance its effectiveness.

**Results:** Following concerted efforts, the Off-Campus Partners website underwent significant enhancements supported by USFSG's Business Development Manager. These improvements included a revamped organizational layout, facilitating easier navigation and access to pertinent information. Additionally, the website incorporated a broader array of documents aimed at guiding students and raising awareness about all resources provided by Student Government and Off-Campus Partners. These adjustments collectively contributed to a more effective and user-friendly platform, aligning with the overarching goal of better assisting USF students in their housing search endeavors.

During the 4th Consolidated Term, the OCP services had over **1,000 new property listings** available to the students and a **4% increase in USF users** visiting the website. Another remarkable achievement was that the platform surpassed **46,000 active users** in the platform.

# BUSINESS DEVELOPMENT

## SUSTAINABILITY INITIATIVES

**Overview:** USF Student Government, in collaboration with Coca-Cola and Atlas Recycling, participated in an initiative to transform traditional tailgating into a model of sustainability at the USF football game on November 11, 2023, at Raymond James Stadium. This initiative is a reflection of the commitment of USF Student Government to incorporate sustainable practices into campus events, fostering a greener, more responsible community culture. The initiative aimed to demonstrate that with proper planning and community involvement, significant reductions in waste and improvements in recycling rates could be achieved at large-scale events.

### Results:

- **Volunteer Engagement: 20+ volunteers** participated, facilitating the operation of recycling stations and educating attendees on proper recycling practices.
- **Recycling Stations Effectiveness:** The initiative strategically placed multiple recycling stations around the tailgating area, which were well-utilized by the attendees. These stations were equipped with clear signage to aid in the correct disposal of recyclables and by the end of the event **675 bottles & cans** had been recycled.
- **Community Involvement:** The presence of volunteers, who were easily identifiable in their event-specific t-shirts, helped increase awareness about the importance of sustainability and encouraged active participation in the recycling efforts.
- **Educational Impact:** Through direct engagement, volunteers educated tailgaters on the environmental impacts of their actions and the benefits of recycling.



## STRATEGIC PARTNERSHIPS

**Overview:** Throughout the 4th Consolidated Term, Student Government engaged in a series of strategic partnerships to mitigate operational costs while offering an enhanced experience to student life. A venture was initiated with USF Dining Services via USF Auxiliary Services to leverage resources to provide refreshments at USFSG events, particularly those supporting USF Athletics. This collaboration was intended not only to enhance student experience but also to allow Student Government to reallocate budget resources more effectively toward other student-focused initiatives.

**Results:** Through this venture, USF Dining Services contributed **1000+ refreshments**, such as water and soda, to Student Government events. This substantial provision played a crucial role in supporting a wide range of activities, with an emphasis on exclusive promotional activations during the Bulls Blitz program. The department was able to draft valuable marketing opportunities for their Coca-Cola brands during these events, by setting up merchandising interactive stands on the Student Government bus loading areas before home football games. By the end of the semester, over **12 events** were supported, allowing the budget initially allocated for refreshments to be directed to other USFSG projects. The additional resources allowed to enhance the overall event experience for attendees.



# UNIVERSITY AFFAIRS

The mission of Student Government's University Affairs team is to further develop the internal and external relationships between the institution, the students, the community, and the state. The team is led by the Director of University Affairs, who reports directly to the Offices of the Governor and Lieutenant Governor.

The **External & Government Affairs Manager** is responsible for developing initiatives to connect Student Government with the Florida State Government, the local Tampa and Temple Terrace Governments, as well as other external entities to USF.

The **Internal & Community Affairs Manager** is responsible for deploying projects to engage and connect Student Government with USF student organizations, departments, and other stakeholders in the University's internal community.

## EXTERNAL & GOVERNMENT AFFAIRS

### DAY AT THE CAPITOL



**Overview:** Day at The Capitol is the main initiative led by the External & Government Affairs Manager. It entails a student and USF Administration trip to the Florida Capital – Tallahassee - to celebrate the institution, advocate for causes of urge, and foster University visibility on the State level.

Additionally, the event allows the students to expand their knowledge of government, explore different aspects of the field, gain experience that can offer jobs for their futures, and network with state leaders while showcasing the USF pride.

**Results:** On January 31st, 2024, **120+** USF students and staff from the Tampa, St. Petersburg, and Sarasota-Manatee campuses participated in Day at the Capitol. The event required 4 months of preparation and regular meetings of a special committee comprised of Student Government, USF Government Relations, and Corcoran Partners stakeholders.

The program included tours of the Florida Senate Chamber, House of Representatives, and Supreme Court, which counted with the participation of multiple public officials, including Florida Supreme Court Chief Justice - Carlos G. Muñoz.

Additionally, an Advocacy and Leadership Panel focused on policy and bill changes in Florida and the State vision for USF was conducted with **4 interdisciplinary panelists**, from USF alumni to lobbyists and legislators.

Participants were also greeted with lunch and an exclusive reception filled with distinguished guests, State representatives, and USF Alumni for an opportunity to have conversations that fostered advocacy and professional development.

This University Tradition was a success, and Student Government received appreciative feedback from participants and stakeholders, which included the Chancellor of the Florida State University System – Raymond Rodrigues.

# EXTERNAL & GOVERNMENT AFFAIRS

## DAY AT THE CITY HALL



**Overview:** Day at The City Hall is an annual initiative through which Student Government representatives visit the Tampa City Hall. The program aims to enhance student and USF involvement in the Tampa community and its government by engaging with local officers, participating in insightful meetings, and embarking on informative department tours.

**Results:** On November 16th, 2023, Student Government took **15 students** to connect with city leaders and understand the local government system.

The event started at the Tampa City Hall, where students participated in a City Council session. Student Government representatives from the Office of the Governor and Lieutenant Governor conducted a proclamation outlining USFSG's projects and mission to uplift the USF and Tampa communities. The session was followed by an informative meeting with **8 representatives** of the Tampa Mayor's cabinet who shared their vision for the city and University area.

Participants also completed educational tours at the Hillsborough County Circuit Court House and Tampa Police Department, where a second informative meeting was hosted with Tampa Chief of Police - Lee Bercaw – to discuss their operations and efforts towards city safety. The tour also counted with a visit to the Police Museum and Forensic Department.



## CONSTITUTION DAY

**Overview:** As part of Democratic Engagement Week, Constitution Day is an opportunity to recognize and discuss the United States' written charter of government. Sponsored by the Center for Leadership & Civic Engagement and Student Government Advising, Training and Operations, the event was supported by Student Government volunteers.

**Results:** On September, 28th, 2023, Constitution Day's theme was "Rights of Citizens in the U.S. Around the World." Departments and student organizations participated at the Marshall Student Center Amphitheater. **40+ students** were in attendance.

## FACULTY APPRECIATION DAY

**Overview:** Student Government's first-ever Faculty Appreciation Day aimed to honor and foster meaningful connections between students and faculty, while providing students with the opportunity to express gratitude for their professors' impactful guidance and mentorship.

**Results:** On April 11th, 2024, Student Government provided the Student Body with **200 lunch boxes** for this multi-component event. Students were tasked with inviting their favorite professor for lunch and registering with a special quote describing and appreciating them. During Faculty Appreciation Day, students were able to pick up 2 lunch boxes and have a one-on-one meal with the faculty they attended with. The quotes about professors were presented in a slide show playing at the pick-up location. Additionally, an appreciation message was emailed to all registered participants. Extensively positive feedback was received from both professors and students.



# INTERNAL & COMMUNITY AFFAIRS

## DEPARTMENTS LUNCHEON



**Overview:** The Departments Luncheon was an event that brought together student leaders and USF department heads to foster collaboration and growth opportunities. It aimed to appreciate the officers who work for the development of our communities, while also opening new avenues and strengthening the bonds that contribute to making USF a vibrant and supportive environment.

**Results:** **52 attendees** from various departments were present on Oct 25, 2023. Among them, **16 cabinet members** participated by sharing Student Government projects and services with collaborating departments. The event paved the path for the development of multiple initiatives along the 4th Consolidated Term, such as Faculty Appreciation Day and the U.S. Work Visas Informational Booklet.

### Departments in attendance:

- President's Cabinet
- Student Success Cabinet
- Dean of Students
- USF Health
- USF Libraries
- Office of Undergraduate Studies
- University Communications and Marketing
- Housing and Residential Education
- USF World
- Office of International Services
- Admissions
- Enrollment Planning
- New Student and Family Engagement
- Administrative Services
- Auxiliary Services
- Recreation and Wellness
- Marshall Student Center
- Center for Leadership and Civic Engagement
- Academic Success Center
- Office of Veteran Success
- Center for Career and Professional Development
- Student Accessibility Services
- Student Health Services
- Counseling Center
- Facilities Management
- Campus Planning, Construction, and Development
- Environmental Health & Safety
- Resource Management & Development



## STUDENT ENGAGEMENT LUNCHEON

**Overview:** The Student Engagement Luncheon is designed to strengthen connections between student organizations and Student Government. The event serves as a platform to facilitate collaboration and highlight the extensive resources available through USFSG.

**Results:** **100+ student organizations** participated in the luncheon with **8 interactive games**, an engagement bingo activity, and a raffle with prizes. USFSG also organized a "How Can SG Help Your Organization" form that received **10+ submissions**. Additionally, organizations were invited to share marketing material from upcoming events to be advertised by Student Government.

## STUDENT ORGANIZATION OLYMPICS

**Overview:** The Student Organization Olympics was a competitive initiative launched to foster student engagement and participation in campus life.

**Results:** This asynchronous competition was founded by the Internal Affairs Manager in Feb 2024 in collaboration with other departments. **29 organizations** participated and competed in **3 categories** representing unique facets of student life: *special interest, academic, and multicultural*. A survey system was established with organization presidents to measure their points via engagement on campus. Data collected showed the total number of students in each organization, their active participation in events, the cumulative service hours contributed by members, and their engagement in fitness classes and intramurals. The organizations with the highest points in each category were honored and awarded at the Student Government End-Of-Term Banquet.

### Category Winners:

- **GenConnect**
- **Latin American Student Association**
- **Collegiate Entrepreneur's Organization**



# MARKETING & COMMUNICATIONS

The Marketing Team at Student Government is a versatile group consisting of two **Graphic Designers**, one **Multimedia Specialist**, and one **Director of Marketing & Communications**. Together, the team convened in over 35 weekly meetings to plan and deploy innovative strategies for advertising various initiatives from Tampa Campus Student Government entities, departments, students, and business partners beyond the University of South Florida. The collective responsibilities of this group encompass ideating and executing creative approaches to promote initiatives, fostering partnerships with external entities, and establishing effective and transparent communication channels with the Student Body while adding value to every Student Government project. Throughout the 4th Consolidated Term, 30+ unique marketing campaigns were produced to showcase the Tampa Executive programs and initiatives outlined in this report. In order to achieve such goals and engage the USF Student Body, various mediums were utilized, including social media platforms, digital designs, physical flyers, video content, newsletters, email marketing, official USF LCD screens, yard signs, stickers, logos, promotional items, and more.

## SOCIAL MEDIA PLAN & EXECUTION

**Overview:** Tampa Executive's social media plan and presence are concentrated on Instagram & LinkedIn, serving as platforms to directly communicate with the USF Student Body. Through strategic content creation and curation, the aim is to foster engagement, expand Student Government's reach, and cultivate a vibrant online community while maintaining the organization's commitment to transparency and accountability.

**Results:** Tampa Student Government's Instagram account went from 7,760 to **8,912 followers**, with engagement metrics demonstrating substantial growth over the past 10 months. Over the term, **30 engaging videos** were produced. Notably, the first video on the platform has garnered **49,000+ views**, contributing significantly to the total view count of over **200,000+ views** across all posts. The Instagram account engagement has increased substantially, with views soaring from an average of 600-1,4K to an impressive 6K-11K, indicating a significant increase in audience interest and interaction. The team also completed partnerships with student organizations, broadening content outreach and ensuring relevance to diverse student groups. Impressions have reached **350K** with a **60% increase in profile activity** and a **183%** surge in Instagram Stories interactions.

## TAMPA EXECUTIVE NEWSLETTER



**Overview:** Tampa Student Government **BullsConnect** boasts **791 members** and a reach of **6,990 contacts**. Through collaborative efforts with various Tampa Student Government entities, a Tampa Executive Newsletter was created to further market initiatives and events through BullsConnect while amplifying Student Government's collective impact on campus. This initiative fosters mutual relationships and cultivates a culture of support and inclusivity.

**Results:** Over the past 10 months, **7 newsletters** were sent out, maintaining clear communication to keep our audience informed and engaged with Student Government. These newsletters reached over **800 recipients**, resonating with a wide audience spanning diverse demographics and interests, and had an impressive **37% open rate**, indicating that the content is not only relevant but also effectively captures the attention of the recipients.

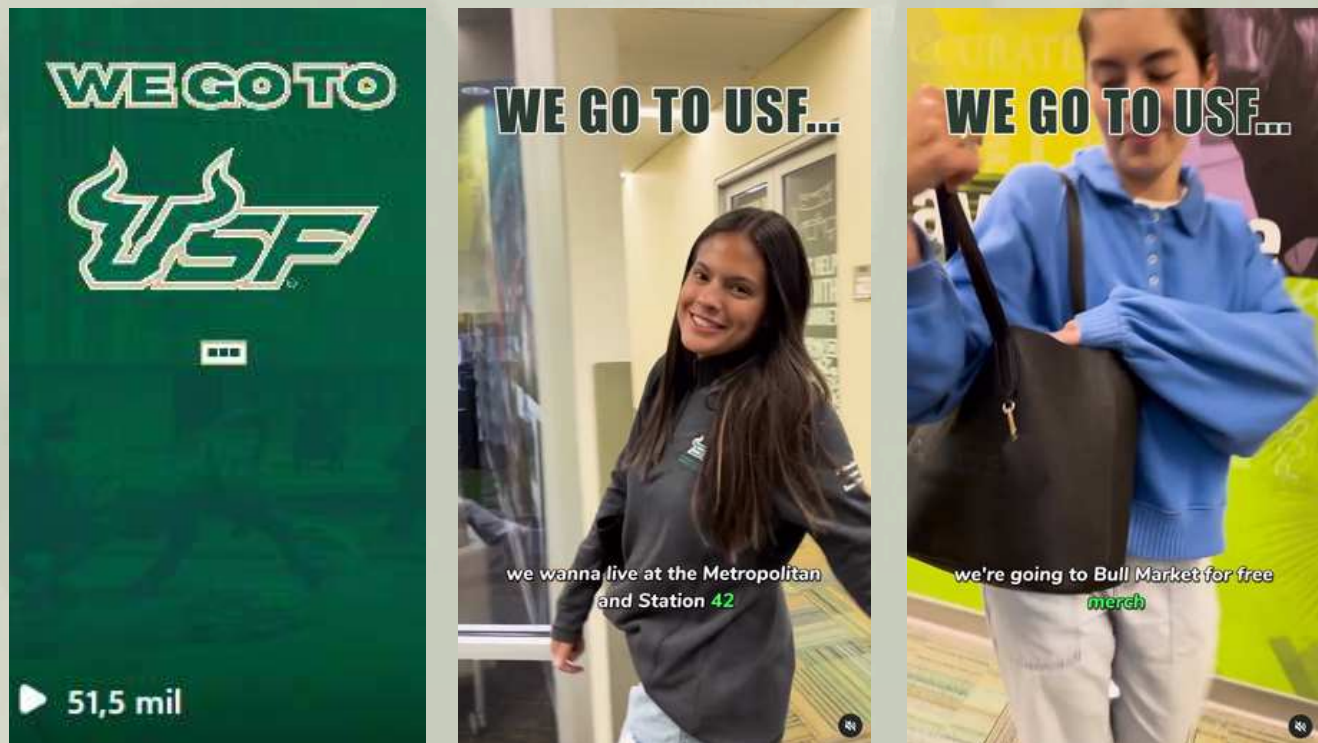


# MARKETING & COMMUNICATIONS

## SPECIAL CAMPAIGNS



**Getting to Know Student Organizations:** A series of posts that aimed to uplift student organizations while allowing them to utilize Student Government's reach to showcase their work and amplify their collective impact on campus. **13 student organizations** submitted their applications through an online form to be featured on this content series. The campaign had a total of **7,730 impressions**, engaging **6,000+ accounts**.



**We go to USF:** The "We go to USF" video campaign leveraged a popular online trend to resonate deeply with USF students, seamlessly integrating promotional elements for off-campus apartments and the Our Shirt merchandise to increase event attendance and sales. Balancing entertainment with strategic product placements, the video captured the essence of campus life while subtly promoting key initiatives. The campaign's success was evident in its metrics, with over **51K views**, **1,250 likes**, **200 shares**, and an outreach to **31K+ accounts**.

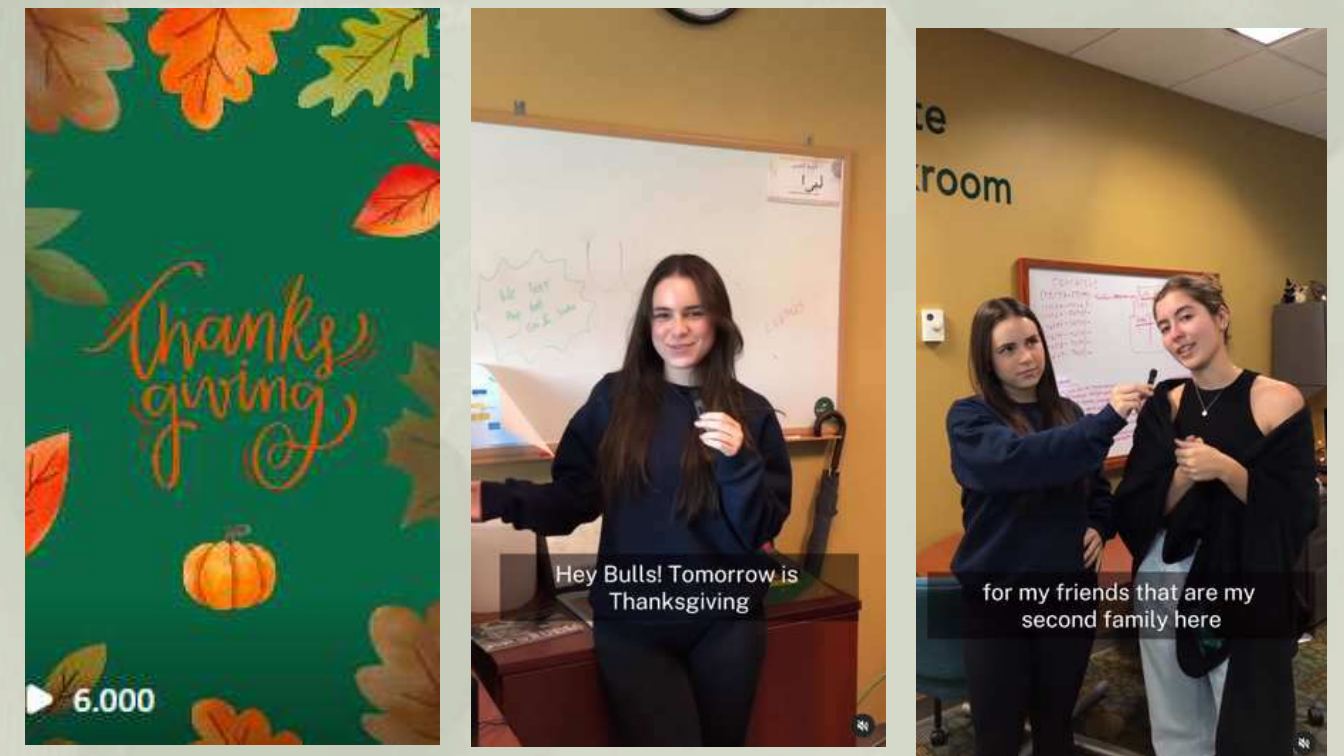
### Hispanic Heritage Month:

During Hispanic Heritage Month, a collaboration with the Latin American Student Association, showcased the vibrant Hispanic culture at USF. The video in Spanish got **13.2K views**, **70 shares**, and a reach of **6.1K accounting**, notably attracting **46.8% non-followers**.



### What are you Grateful For? Thanksgiving Special:

This video fostered a sense of community, gathering heartfelt responses from SG members and garnering **6K views**, reaching **3K individuals**.



### Football Season & Bulls Blitz Campaign:

This campaign effectively promoted Bulls Blitz, SG's free transportation to USF football games, through a multifaceted social media strategy. This comprehensive approach, including graphics, stories, and video content, resulted in over **1450 likes**, **7K views**, and a remarkable outreach to **20K+ accounts**, underscoring the success of SG's engagement initiatives throughout the Fall semester.





# TAMPA EXECUTIVE AGENCIES



Bulls Student Advisors (BSA), established in 2021, is an agency of the Tampa campus Executive Branch dedicated to advising students through the student conduct process at the University of South Florida. In the student conduct and academic integrity processes, students are awarded the right of an advisor to guide them through such processes and act as a form of representation for the student. Our advisors can break down the intricacies of the code, their due process rights, and student responsibilities. Additionally, advisors help students after the process has been completed, including anything from understanding sanctions to reflecting on the process. These advisors will maintain fair and equal treatment for all students by providing them with support, knowledge of the student conduct process, and information about the rights they are afforded as members of the USF community.

## GROWTH & PROJECTIONS

Since BSA's inception, the agency's caseload has grown consistently each semester. In the Summer of 2022, BSA took on 5 cases, whereas in the Summer of 2023, BSA took on approximately **30 cases** - six times more than our previous year. In total, this academic year, BSA has served approximately **65+ students** in either Student Conduct or Academic Integrity cases. BSA increased its staff from 3 to 4 advisors in the Spring of 2023. This additional advisor was brought on due to the increase in caseload and has been necessary ever since. If BSA's caseload continues to steadily grow as it has been, BSA will likely need to continue to expand its staff to meet demand.



## ADVOCACY EFFORTS

### STUDENT CONDUCT AND ETHICAL DEVELOPMENT

With the Student Conduct Process, BSA's primary advocacy effort currently focuses on remaining up to date on any changes occurring in the process. BSA is fortunate to share a cooperative relationship with the Office of Student Conduct and Ethical Development, which fosters many opportunities for both entities to stay aware of what is happening with the Conduct Process and therefore advocate for changes as necessary.

### ACADEMIC INTEGRITY

BSA began taking Academic Integrity cases in Fall 2022. Since then, BSA has noted significant problem areas within the Academic Integrity policy and process. Efforts continue to be made to advocate for effective revisions to the policy that would make it fairer to students and better protect their rights throughout the process. BSA remains dedicated to improving this aspect of a student's academic career at USF.



At **Student Government Computer Services (SGCS)**, our mission is to empower the student community at the University of South Florida Tampa Campus by providing accessible, reliable, and innovative technology-related services. With a focus on convenience and excellence, we strive to enhance the academic and personal endeavors of students through a range of free and convenient offerings. We are committed to facilitating seamless access to essential resources, including printing, copying, scanning, faxing, and poster printing, while also catering to specialized needs such as binding and laminating. Our dedicated team ensures that students have access to cutting-edge technology and support, including wireless printing, large-format printing, and IT assistance.



## COMPUTER LAB RENOVATION

SGCS hosted a Lab Reinauguration Party on September 26th, 2023 to celebrate and promote the newly renovated computer lab facility. This was made possible through collaboration between Tampa and Federal Executive, and funded by an allocation of **over \$60,000.00** from the **USF Tech Fee**. The lab's technical infrastructure was enhanced with new computer hardware and updated software, new Ricoh copiers, and accessibility features to accommodate diverse student needs.

## STUDENT ENGAGEMENT

Regular assessments are conducted to identify areas for improvement in existing computer lab facilities. This includes gathering feedback from students, monitoring usage patterns, and staying informed about advancements in technology and implementing those for students to use. This has helped increase our footfall by 20% over the last two semesters.

## TECHNOLOGY INTEGRATION

Successful efforts were made to integrate emerging technologies into the computer labs to enhance the student experience. This involved the installation of specialized software for commonly used programs by students and collaboration tools. The agency also started advertising services and hours of operation to students through a wall-mounted screen to get student attention.

## MAINTENANCE AND SUPPORT

Regular maintenance checks were placed into effect and proactive troubleshooting efforts were carried out to address any issues that might arise in computer lab facilities. This includes hardware repairs, software updates, and ensuring that all equipment is functioning optimally to minimize disruptions for students. With the help of these efforts, student engagement was boosted and an increase in student time spent in the lab was observed. Ensuring no service downtime is a priority, especially after the lab was renovated.



## MARKETING EFFORTS

SGCS consistently produced engaging and visually appealing content for Instagram and other social media platforms to raise service awareness and foster an inviting environment among students. This included showcasing before-and-after photos of the renovated computer lab, highlighting new features and technology upgrades, and basic instruction videos on how to print, copy, or use the agency's different services in general. An increase in the total number of followers was observed, and services were successfully promoted throughout the 4th Consolidated Term.



# **BULLS MEDIA**

**Bulls Media** is the Student Government agency dedicated to providing impactful media-related resources to USF students. Comprising four distinct departments: **Business & Tech**, **Programming**, **Marketing**, and **Thread Magazine**. Bulls Media offers a wide range of services including event DJing, DJ lessons, speaker rentals, professional headshots, graphic design assistance, mixing & mastering, as well as access to podcast, production, live room, and DJ studio facilities, all provided free of charge for enrolled students and A&S funded organizations.

Our mission is rooted in the belief that every USF student deserves access to high-quality media resources and opportunities for creative self-expression. The agency aims to empower students by providing a comprehensive suite of media-related services. Through dedication to excellence and inclusivity, it strives to foster a vibrant media ecosystem that celebrates diversity, creativity, and innovation. By amplifying student voices and facilitating meaningful connections, Bulls Media seeks to enrich the USF experience, inspire collaboration, and cultivate a sense of belonging within the USF community.

# BUSINESS & TECHNOLOGY

## DJ SERVICES



**Overview:** As one of its most popular services, Bulls Media offers both DJ lessons and event DJing for students and organizations. On top of training sessions and taking up event requests, DJs are also responsible for providing music at the weekly Bulls Market, enhancing the ambiance to enhance the overall event experience.

**Results:** Over the 4th Consolidated Term, Bulls Media experienced remarkable growth in the number of DJ requests received and catered. With a high rate of client satisfaction - a total of **30+ event requests** were fulfilled in addition to the weekly Bulls Market commitment. The events for DJing have been diverse in scope, spanning from today's hits at the MSC Lawn to playing various international tracks at the Study Abroad Fair. The most remarkable DJ request yet has been the **2023 Gasparilla Parade**, where DJs delivered an energetic and captivating mix that kept the crowd entertained throughout the entire parade.

## MIXING & MASTERING SERVICES

**Overview:** As Bulls Media's newest program, the Mixing & Mastering service serves as a catalyst for students looking to enhance their music and step into the professional realm of the industry. Designed to refine musical compositions to the highest standard, the agency's sound engineers are dedicated to transforming student tracks into polished final pieces.

**Results:** Over the span of 4 months, Bulls Media's new Mixing & Mastering service has made a noticeable impact, as artists have seen a significant improvement in the quality and appeal of their music. Sound engineers fulfilled **20+ student requests** - with more pouring in. These requests covered a wide range of genres, offering students a chance to explore different styles and techniques as they take steps into the industry.

## PRODUCTION ROOM

**Overview:** Bulls Media's Production Room provides the potential to transform ideas into immersive multimedia experiences. Boasting cutting-edge technology and industry-leading software, this studio is a playground for music producers, video editors, and sound engineers. From crafting compelling compositions to experimental soundscapes, the platform offers the tools and flexibility to bring creative visions to fruition.

**Results:** Bulls Media's production studio has been a hub of excellence for multimedia creation, serving as a source of inspiration for students aspiring to enter the music industry and providing them with the necessary tools and resources to pursue their dreams. Through exposure to industry-standard equipment and hands-on experience, students are empowered to refine their skills and develop a professional portfolio, as witnessed by an increase in the demand for studio bookings by **250%** over the last 5 months.



## PODCAST STUDIO

**Overview:** Bulls Media's Podcast Studio serves as a launchpad for captivating storytelling and engaging discussions. Fitted with state-of-the-art equipment and resources, including four microphones, an iMac, and an audio interface, this studio empowers creators to produce high-quality podcasts that resonate with audiences. Since its inception, our Podcast Studio has been a prudent platform for creativity, fostering a community of storytellers who are making their mark in the digital landscape.

**Results:** Over the past year, the studio has provided the foundation for numerous student podcasts across the University. From niche topics to mainstream pop culture appeal, creators have covered a spectrum of subjects with depth and authenticity. Through strategic marketing, promotion, and collaboration, the podcast studio bookings experienced a significant **increase of 75%** over the last 4 months.

# MARKETING DEPARTMENT

## GRAPHIC DESIGN SERVICES

**Overview:** Bulls Media offers a graphic design service tailored to the needs of student organizations on campus. The team of designers is readily available to assist in creating a diverse range of materials, including flyers, t-shirts, logos, and more, upon submission of a simple request form.

**Results:** Throughout the academic year, graphic designers have successfully completed **25+ requests** from various student organizations on BullsConnect. This translates to the creation of multiple materials for each request, with adjustments made based on received feedback. Additionally, designers have been actively engaging with student organizations through email outreach, and establishing connections with **60+ groups** on campus. We appreciate feedback from our clients on the service review.



## PROFESSIONAL HEADSHOTS

**Overview:** Within Bulls Media, the Marketing Team oversees the professional headshot service, which involves capturing professional headshots of USF students using a DSLR camera, editing the images, and subsequently delivering them to the students. These headshots find utility in various contexts such as LinkedIn profiles, scholarship and award applications, visa and passport requirements, and commemorating graduation.

**Results:** Collectively, during the Fall Semester (August 2023 - December 2023), the service served **64 students**, producing a total of **5,406 headshots** meticulously taken, edited, and distributed. In the ongoing Spring Semester (January 2024 - March 2024), the service has already assisted **54 students**, resulting in **3,896 headshots**. Feedback from participants has been positive.



## MARKETING SERVICES

**Overview:** The primary objective of Bulls Media's Marketing Team for the 4th Consolidated Term was to enhance awareness of the agency's services on campus through social media and out-of-home marketing. The aim was to inform students and departments about the diverse resources available and how to access them.

**Results:** Instagram served as a key platform for engaging with students. Over the period from August 2023 to March 2024, the team experienced significant outreach growth within the USF community. The follower count increased by **800+**, marking a **30% increase**, with more than **60 posts** shared on the feed, including **9 reels**. Additionally, the initial account reach of 3,010 in August 2023 surged to **12,182** by March 2024. A comparison between the trimesters of September 23' - December 23' and December 23' - March 24' revealed substantial improvements. Interactions with content spiked by **26.3%**, followers increased by **10.8%**, Instagram Reels interactions skyrocketed by **267%**, reach expanded by **89.3%**, and engagement increased by **86.7%**. Furthermore, out-of-home marketing tactics were employed, such as flyers, signage, and tabling to target students. Cumulatively, from August 2023 to March 2024, over **400 flyers, 2 posters, 7 yard signs, 50 trifold brochures, 4 A-Frames, and 75 passports** were distributed. These materials were instrumental in promoting services and events.



# PROGRAMMING DEPARTMENT

## HALLOWEEN BASH



**Overview:** The Bulls Media Halloween Bash is an annual Halloween-based event meant to allow students to have fun and engage with Bulls Media. The event took place outside in the MSC Amphitheater and incorporated live music from two local bands, a costume contest, a photo booth, mask painting, and food.

**Results:** The Halloween Bash was primarily promoted through social media and incorporated 4 social media posts. In the end, **150+ people attended** the event and 3 people received prizes for the costume contest.



## SHORT FILM FESTIVALS

**Overview:** The Bulls Media Short Film Festivals are events meant to bring together lovers of film and celebrate films produced by students in the MSC Oval Theater. Not only was this the first film festival organized by Bulls Media but it was also the first large-scale film festival on campus.

**Results:**

- **Fall Festival:** In collaboration with the Student Filmmakers Society, **15 student films** were showcased. Additionally, 2 professionals in the film industry were invited as judges alongside the president of the Filmmakers Society. **100+ students** attended the event and prizes were given to 4 students based on the rubric.

- **Spring Festival:** In partnership with the Creative Writing Club, **18 student films** were showcased. Additionally, 2 film professors and one creative writing club member were invited as judges. **80+ students** attended the event, and prizes were given to 4 students based off the rubric and audience favorite form.



## CULTURAL FESTIVAL

**Overview:** The Bulls Media Culture Festival is an event meant to celebrate the variety of cultures within the USF community. It is a chance for multicultural student organizations to share resources, perform, and showcase their culture.

**Results:** The event had a total of **11 organizations** participate, from which 5 organizations performed. Overall, **120+ students** attended.



## AGENCY FAIR

**Overview:** The Agency Fair is an event where the four USFSG agencies come together to engage with the community and showcase their services.

**Results:** Jointly organized by Bulls Student Advisors, Bulls Media, and SG Computer Services, this year's edition of the fair happened on April 12th, 2023, and attracted 200+ participants. Students were granted food truck vouchers and various games and activities were available, such as a mini golf course, inflatables, and a wrecking ball.



# Thread Magazine

Thread Magazine, a Bulls Media department, is a student-run, literary and arts journal, dedicated to showcase the unique and diverse voices of the University of South Florida undergraduate community, bound by the seams of storytelling.

## PUBLICATIONS

### VOLUMES 18, 19 & 20



**Overview:** In this, Thread's 2nd year as a part of Bulls Media, Volume 18 of the publication was officially released to the Student Body with a showcase, and two additional volumes, Volume 19 and 20, were completed.

#### Results:

- The first event this year was the official release of Volume 18 to the Student Body hosted at the Marshall Student Center with **60+ attendees**.
- Thread's V19 received **245 student submissions** of various mediums, and V20 received **325**.
- The majority of growth can be attributed to the connections formed with external stakeholders in university departments like English and Fine Arts and with student organizations like Sparks Magazine, The Judy Genshaft Honors College Student Council, The Rhapsody Club, The Creative Writing Club, and Centre Gallery.
- **225 copies** of V19 arrived at Bulls Media in January. Volume 19's official release was Thread's most ambitious, and successful, event yet. Student art submissions were printed onto foam-core canvases and displayed at the MSC ballroom with a piano performance in the background - all in the name of celebrating absurdity and the creativity of collapse: the theme of V19. A poet representative from Tampa Bay area's Growhouse Collective performed at the event that counted with **200+ attendees**.



## COMMUNITY ENGAGEMENT

### POETRY READINGS

**Overview:** Thread's community is the most important source of success. To maintain focus on Thread, the team organized a poetry reading events aiming to create a platform for poets to read their work out loud and feel encouraged to submit it to the magazine.

**Results:** On October 23rd, 2023, Thread hosted a poetry reading that attracted **45 participants**. A second reading was organized for the Spring term.



### WORKSHOPS

**Overview:** In order to stimulate the writing culture and practice on campus while also screening future editors, Thread hosted and participated in workshops throughout the year.

**Results:** In partnership with the Creative Writing Club, a writing workshop was developed during the Fall semester. **25 students** participated. A second workshop was organized for the Spring term.





The goal of **SAFE Team** is to ensure the well-being and security of students on the University of South Florida's Tampa campus. Our mission is to transport students to their destinations within campus limits by offering a free, secure escort service that runs from 6:30 p.m. to 2:00 a.m. We also provide Uber vouchers to students in addition to this service, which helps to increase the availability of safe late-night transportation options. We have established an excellent partnership with the University Police in order to uphold a high standard of security across the campus. Our goal in close cooperation with law enforcement is to establish a safe space where students may concentrate on their studies without fear for their personal safety.

Our dedication at SAFE Team goes beyond providing physical escort services, it is to promote a culture of safety and accountability among the university community through outreach and instructional efforts. If students have any questions about safety, our committed staff is here to help. SAFE Team's goal is for every student to feel safe and supported when they are on campus, whether that means offering advice on safe routes, helping in times of need, or just listening.

## ESCORTS

SAFE Team offers escort services for USF facilities and students, aiming to enhance safety during late-night campus travel. These escorts foster interaction with students, aiding community engagement and providing insights into service areas for improvement. SAFE Team is currently conducting a survey among all escorts to further enhance the program.

## UBER RIDE VOUCHER SERVICE

While SAFE Team escorts are limited to campus areas, efforts are also made to encourage students to prioritize safety when off campus. To achieve this, a partnership was established with Uber to provide ride vouchers to enrolled students. A SAFE Team Uber voucher offers a \$30 discount on any ride booked with Uber. During the 4th Consolidated Term, **118 vouchers** were emitted to students.

Uber



## PATROLLING

When teams are not providing escorts, the second most important goal is keeping campus safe. This entails regular patrolling of the University to establish a safe environment for the community. Efforts are made by monitoring large parking lots, garages, classrooms, and dormitories, in a process facilitated by SAFE Team's partnership with the University Police Department. This ensures that even when individuals are not utilizing the agency's services, they can still feel safe.

# TAMPA CAMPUS COMMITTEES

# CAMPUS ALLOCATION FUNDING COMMITTEE

The purpose of the Campus Allocation Funding Committee (CAFC) is to, through a fair and viewpoint neutral process, prepare the annual budget bill for 12 Student Success Departments and 250+ Registered Student Organizations (RSOs). These entities are funded through the Activity and Service (A&S) fee. This fee is paid by every Tampa student as a \$7.00 flat fee and \$12.08 per credit hour, per semester.

## PROCESS IMPROVEMENTS

**Overview:** CAFC's annual funding process is one of Student Government's most critical cycles and directly impacts the entire University system. In this context, the committee deployed multiple initiatives during the 4th Consolidated Term to improve the process for all stakeholders.

### Results:

- Student Government consolidated the entire budget application process for Registered Student Organizations (RSOs) into a single Canvas course platform to facilitate the experience. Students are taught best practices on filling up the application and all necessary documents through **13 informative modules** and **3 quizzes**.
- Revisions were made to funding standards to grant RSOs more freedom while requesting and expending funds. Highly specific request categories (such as *publications*) were abolished to now allow RSOs to request up to **\$6 per USF student per event**, instead of \$4, as well as **\$1,500 in a flexible spending item category**, instead of \$500.

## DEPARTMENT TOURS & SUPPORT

**Overview:** It is a CAFC priority to create avenues to fully understand the entities and operations funded by the A&S fee to ensure an optimal allocation process.

**Results:** In order to honor this commitment, CAFC members toured the **12 A&S-funded Student Success departments** during the Fall term. Additionally, a Meet & Greet event with a workshop component took place on Oct 27th, 2023, to address department funding concerns.

## RSO ENGAGEMENT & SUPPORT

**Overview:** CAFC is responsible for ensuring that Registered Student Organizations (RSOs) are fully supported and prepared to undergo the annual funding process. Therefore, community engagement and marketing initiatives were developed to accomplish this goal.

### Results:

- CAFC members hosted **4 Q&A sessions** to support RSO officers between January 17th and February 1st, 2024.
- A marketing campaign was carried out to inform RSOs about the annual funding process. The campaign reached **4,250+ accounts**, engaging **200+** of them.

## ANNUAL BUDGET BILL

**Overview:** Once the process improvements and support initiatives were fulfilled, CAFC reviewed all the budget applications to prepare the Annual Budget Bill portion of the Tampa Campus.

**Results:** CAFC members reviewed **450+ budget applications** and allocated a total of **\$18,214,197** for FY24-25 as represented below:

- **\$13,582,671** for Student Success departments. (12 departments & 14 budgets).
- **\$2,573,339** for Student Government's operations and projects. (12 budgets).
- **\$1,370,510** for Registered Student Organizations & Student Government grants. (350+ budgets). A parcel of this amount was allocated by specialized councils and CAFC subsidiaries: **Sports Clubs Council**, **Engineering Council** and **College of Medicine Allocation Committee**.
- **\$687,677** for reserve accounts.

# CAPITAL IMPROVEMENT TRUST FUND COMMITTEE

The Capital Improvement Trust Fund (CITF) assists the University of South Florida with any infrastructure development and rehabilitation project across the Tampa campus that positively impacts student life. These funds are derived from the Universities' student activity fees and legislatively mandated to be utilized for projects to benefit the student community. The CITF Committee is dedicated to ensuring that the allocation of CITF funds is directed toward projects that contribute to student success, reviewing project proposals, and making recommendations to the University Administration for each year's allocation of funds. This hybrid committee is composed of faculty, staff, and students. It is one of the responsibilities of the Campus Governor to appoint the CITF student members every year.

## CHARTER DEVELOPMENT

**Overview:** During the 4th Consolidated Term, the Offices of the Governor and Lieutenant Governor advocated for an official charter that outlines all the due structure and procedures behind the CITF allocation process and committee operations. Described as one of the major legacies established by the Storck & Mendoza Administration, this charter echoed the University-wide commitment to fiscal responsibility and student participation in the University's master plan.

**Results:** Multiple stakeholders participated in the development of the charter, which was supported and initiated by a collaboration between the Governors of the Tampa, St. Petersburg, and Sarasota-Manatee campuses. The Tampa Governor and Student Legal Advocate referenced Florida Statutes, Board of Governors Regulations, and process documentation from multiple Florida universities while co-authoring the charter's first draft. Under the leadership of AVP of Planning & Development - James Souza - the USF Administration actively co-developed the charter to suit USF's environment. The draft was submitted to CFO Jennifer Condon for review on March 28th, 2023, and was signed by all CITF committee members on April 9th after a unanimous vote to enact it.

## PROJECT MANAGEMENT

**Overview:** The CITF Committee plays a critical role in holding active project managers accountable to maximize each project's impact on student success.

**Results:** Semesterly updates were provided from the USF Library Renovation, Student Health and Wellness Center (SHWC), and USF Smart Parking initiatives. Specifically for the SHWC project, the committee members voted to approve the final rendering of the building's courtyard.



## PROJECT REVIEW & FUND ALLOCATION

**Overview:** The CITF Committee reviews project proposals from USF departments, colleges, student organizations, and Student Government. The committee developed a scorecard to evaluate the proposal and decide on the annual allocation.

**Results:** Student Government signed a commitment to dedicate **\$31M** in CITF funds from all USF campuses to the on-campus stadium project via **5 annual installments** with the possibility of allocating exceeding yearly amounts to other projects.

For FY24-25, the USF Tampa CITF distribution by the State of Florida was **\$5,117,234**. The contribution to the football stadium project was **\$4,510,241**. The exceeding amount was voted by the CITF Committee as follows:

- **\$150,000** to fund the Recreation Center redesign for expansion and renovation.
- **\$150,000** to fund crash-bar replacement at MSC due to security/safety upgrades needed.
- **\$306,933** to support the library renovation project.

# STUDENT GREEN ENERGY FUND COUNCIL

The Student Green Energy Fund is a fee that all USF students pay towards conserving energy, reducing energy costs, lowering greenhouse gas emissions, promoting renewable energy technologies, reducing water usage, or increasing resource sustainability. The Student Green Energy Fund Council is the body that collectively manages this fund. The council consists of 15 individuals: 12 regular (voting) members, two alternates, and one chair. The USF Tampa Governor nominates six student members and one student alternate, while the USF SGEF Council chair nominates six faculty/staff members. The council's purpose is to review project proposals and vote on the allocation of the fund.

## PROCESS IMPROVEMENTS

**Overview:** During the 4th Consolidated Term, with significant funds accumulated from past low activity, the SGEF Council prioritized enhancing multiple processes to encourage more proposals.

### Results:

- The SGEF Council began by reviewing the proposal submission flowchart and established a process for obtaining quarterly updates for ongoing funded projects, ensuring adherence to approved allocations.
- The information on the front page of the SGEF website was also updated to be more convenient for project submitters. Moreover, the council simplified the proposal submission form questions to be more accepting of new ideas. Finally, the council migrated the proposal application submission process from Canvas to the SGEF website, streamlining the process and centralizing all procedures.
- The council also collaborated on the creation of a proposal criteria scorecard to ensure proposals align with the fee's mission and enhance project success assurance.

## MARKETING EFFORTS

**Overview:** To address the challenge of significant accumulation of funds, the SGEF Council implemented several strategies to enhance marketing efforts.

### Results:

- A Marketing OPS position was created to oversee advertising and outreach initiatives.

- Additionally, posters aimed at raising awareness of SGEF processes were designed and displayed across campus and on the website for the student body.
- Collaborative partnerships with various campus events provided platforms for promoting SGEF to students and organizations; notably, the Honors Climate Tech-In garnered considerable interest from attendees.
- A calendar of events was created to ensure SGEF Council's participation in more engagements, expanding our reach and promotional impact.
- Finally, a budget for marketing expenses, including merchandise and online channels, was approved to bolster outreach efforts.

## FUND ALLOCATION

**Overview:** Thanks to the marketing efforts and process improvements, the SGEF Council received and reviewed multiple project applications during the 4th Consolidated Term. The voted annual allocation is presented as follows:

### Results:

#### Approved Projects

- **\$416,196.00:** Additional 10 EV Charging Station Installation.
- **\$332,375.00:** Outdoor LED Field Lights Project.
- **\$68,473.00:** Robotic Floor Scrubber
- **\$5,220.50:** ATLAS Zero Waste Campus Program (Membership Fee and Phase 1 Assessment)

#### Marketing Budget:

- **\$4,385.00:** Merchandise.
- **\$600.00:** Online marketing avenues.

# MARSHALL STUDENT CENTER ADVISORY BOARD & PROJECTS

The Phyllis P. Marshall Student Center is the heart of the Tampa campus. The building contains 50,000 sq. ft. of conference and meeting spaces, a 10,000 sq. ft. ballroom, a 750-seat auditorium, and other features that make it a home for multiple student organizations and Student Government itself. Therefore, it has been one of Tampa Executive's goals to ensure the building is fully supported to serve the Student Body through participation in the MSC Advisory Board and deployment of improvement projects.

## 4TH CONSOLIDATED TERM MILESTONES

- The Office of the Governor secured **\$133,420.00** in carry-forward funds to replace and upgrade the entire MSC security camera system in collaboration with VP of Student Success - Dr. Cynthia DeLuca - and AVP of Planning & Development - James Souza.
- Through the Capital Improvement Trust Fund Committee (CITF), Tampa Executive allocated **\$150,000.00** to replace the MSC's crash bars to improve building safety.
- **Two Tampa Executive Officers** were appointed to serve on the MSC Advisory Board. Efforts have included revising MSC's operational procedures and improving feedback mechanisms to better address student needs and engagement.
- Significant updates include ongoing projects such as elevator replacements set to begin in August 2024 and considerations for additional elevators based on a feasibility study. The Oval Theater renovation plans have also been a critical focus, with discussions on cost management and future fundraising strategies.

# RECREATION & WELLNESS ADVISORY BOARD & PROJECTS

From the REC Center to the Riverfront Park, Recreation & Wellness is the largest A&S-funded department and student employer on campus, offering a variety of services accessible to students. As a fundamental piece in the USF Tampa puzzle - supporting the continuous development of Rec & Well has been a priority for the Tampa Executive Branch.

## 4TH CONSOLIDATED TERM MILESTONES

- The Office of the Governor secured **\$66,580.00** in E&G funds to complete the REC Center's bouldering wall project in collaboration with VP of Student Success - Dr. Cynthia DeLuca - and AVP of Planning & Development - James Souza.
- Through the Capital Improvement Trust Fund Committee (CITF), Tampa Executive allocated **\$150,000.00** to fund the REC Center's redesign renderings for expansion and renovation.
- **Four Tampa Executive Officers** were appointed to serve on the Rec & Well Advisory Board, which met semesterly to serve as a consultative body for feedback and updates.
- The Tampa Executive Branch partnered with Rec & Well to create a mural contest that aimed to enrich the campus environment while promoting student engagement and creativity. This competition invited students to submit original drawings that reflected themes related to the University of South Florida, sports, or Tampa. **With 5 submissions**, the winner will be featured on a 13' wide by 11' high wall at the REC Center.

# YOUR TAMPA EXECUTIVE OFFICERS

## EXECUTIVE LEADERSHIP

**Gustavo Storck** | Governor  
**Maria Mendoza** | Lieutenant Governor

**Beatriz Bessa** | Chief of Staff  
**Ethan Walsh** | Deputy Financial Officer  
**Brali Wise** | Student Legal Advocate

## CAMPUS DEVELOPMENT

**Barbara Torres** | Director of Development  
**Valerie Mendoza** | Student Success Manager  
**Lennon Tomaselli** | Health & Wellness Manager  
**Gabriel Mitzakoff** | Business Development Manager

## UNIVERSITY AFFAIRS

**Stella Chianello** | External & Government Affairs Manager  
**Juanita Garzon** | Internal & Community Affairs Manager

## MARKETING & COMMUNICATIONS

**Eduarda Nienow** | Director of Marketing & Communications  
**Gustavo Vazquez-Cortez** | Graphic Design Specialist  
**Ingrid Santiago** | Graphic Design Specialist  
**Gabriela Armani** | Multimedia Specialist

## SAFE TEAM

**Jeremiah Gibbs-Clarke** | Director of SAFE Team  
**Gavrie Grant** | Associate Director  
**Ian Blair-Catala** | Associate Director

**Isabella Abbondanza** | Dispatcher  
**Joseph Amoriello** | Dispatcher  
**Fernanda Silveira** | Dispatcher  
**Darcy Gannelli** | Dispatcher  
**Marilyn Martin** | Dispatcher  
**Yash Mehta** | Dispatcher  
**Chaz-Marie Mitchell** | Dispatcher  
**Abigail Neira** | Dispatcher  
**Felicia Nguyen** | Dispatcher  
**Puneet Punjabi** | Dispatcher  
**Natalia Silva Braga** | Dispatcher  
**Dylan Schuck** | Dispatcher  
**Sofia Veloso** | Dispatcher

**Eljani Abraham** | Field Staff  
**Gianna Gentile** | Field Staff  
**Julia Hamberg** | Field Staff  
**Daniela Khazen Mendez** | Field Staff

## BULLS MEDIA

**Anjali Krishna** | Director of Bulls Media

BUSINESS & TECHNOLOGY DEPARTMENT  
**Rashane Watt** | Sound Engineer  
**Drew Brummer** | Sound Engineer  
**Vitor de Sousa** | DJ  
**Steven Foley** | DJ

MARKETING DEPARTMENT  
**Giovanna Siega** | Assistant Director of Marketing  
**Minh Ha Pham** | Multimedia Coordinator  
**Nathalia Mulinari** | Graphic Designer  
**Naomi Gates** | Graphic Designer

PROGRAMMING DEPARTMENT  
**Jya Johnson** | Assistant Director of Programming  
**Maria Villareal** | Programming Coordinator

THREAD MAGAZINE  
**Audra Nikolajski** | Co-Editor in Chief  
**Jackson Cross** | Co-Editor in Chief  
**Snezana Trendova** | Editor  
**Benjamin Pinkard** | Editor  
**Ariadne Herrera** | Editor  
**Caroline Merriman** | Editor

## COMPUTER SERVICES

**Varenyyam Joshi** | Director of Computer Services  
**Toan Vo** | Associate Director of Technology  
**Gehna Ghai** | Associate Director of Business

**Linda Nguyen** | Computer Assistant  
**Mihir Sejpal** | Computer Assistant  
**Niraj Papsule** | Computer Assistant  
**Enzo Scervino** | Computer Assistant  
**Jocelyn Gonzalez** | Computer Assistant  
**Danique Johnson** | Computer Assistant  
**Haley-Elaine Eubanks** | Computer Assistant  
**Zubaer Milky** | Computer Assistant  
**Kritvi Rai** | Computer Assistant  
**Paola Herrera Figueira** | Computer Assistant  
**Bhuvan Biju** | Computer Assistant

## BULLS STUDENT ADVISORS

**Tucker Griner** | Director of Bull Student Advisors  
**Elizabeth Pena-Fontenot** | Assistant Director  
**Imaan Adeel Agha** | Student Advisor  
**Preston Johnathon Kifer** | Student Advisor



# COLLABORATORS & COMMITTEE MEMBERS

## STUDENT GOVERNMENT ADVISING, TRAINING & OPERATIONS (SGATO)

**Gary Manka** | Director

**Jennifer Bielen** | Assistant Director

**Vanessa Smith** | Office Manager

**Nicole Alfaro** | Programs Coordinator

**Lira Akhmetova** | Graduate Assistant

**Pragnya Kulkarni** | Program Student Assistant

## STUDENT BUSINESS SERVICES (SBS)

**Mapall Tribling** | Associate Director

**Génane Bien-Aimé** | Manager, Fiscal & Business Admin.

**Nathalie Wheat** | Manager, Fiscal & Business Admin.

**Mike Stuben** | Fiscal & Business Analyst

**Elliott Domagola** | Fiscal & Business Analyst

**Claudette Washington** | Fiscal & Business Specialist

**Precious King** | Fiscal & Business Specialist

**Renee Owens** | Fiscal & Business Specialist

## CAPITAL IMPROVEMENT TRUST FUND COMMITTEE (CITF)

**James Souza** | CITF Committee Chair

### STUDENT MEMBERS

**Gustavo Storck**

**Brali Wise**

**Ethan Walsh**

**Gabriel Parola**

### FACULTY & STAFF MEMBERS

**Ray Gonzalez**

**Manuel Lopez**

**Andrew Artis**

**Gary Manka**

## CAMPUS ALLOCATION FUNDING COMMITTEE (CAFC)

**Emma Goodwin** | CAFC Chair

**Katherine Kozlowski** | CAFC Vice-Chair

### STUDENT MEMBERS

**Ava Moreno**

**Gustavo Storck**

**Maria Mendoza**

**Ethan Walsh**

**Valeria Arce Mendoza**

**Brayden Jahn**

**Mia Ehrich**

### SUPPORTING STAFF

**Jennifer Bielen** | SGATO Assistant Director

**Mapall Tribling** | SBS Associate Director

**Nathalie Wheat** | SBS Manager, Fiscal & Business Admin.

**Jennifer Lillquist** | Resource Mgmt. & Dev. Director (RMD)

**Chennetta Kernodle** | RMD Fiscal & Business Analyst

## STUDENT GREEN ENERGY FUND COUNCIL (SGEF)

**James Souza** | CITF Committee Chair

### STUDENT MEMBERS

**Adriana Mayr Mejia**

**Ethan Walsh**

**Mauro Sempere Sanz**

**Guilherme Carvalho**

**Alana Mayott**

**Leno Planincheck**

**Christian Chow Quan**

### FACULTY & STAFF MEMBERS

**Marie Bowen**

**Ray Gonzalez**

**Kebreab Ghebremichael**

**Chris Marks**

**Olivia Brennen**

**George Philippidis**

**Suchi Daniels**

# OPERATIONAL BUDGETS

## TAMPA EXECUTIVE

Initiative	Allocation	Expenditure
Period Project	\$14,630.00	\$14,603.00
Bulls Blitz	\$24,890.00	\$19,109.13
USF Day at the Capitol	\$28,215.00	\$12,569.46
SG Tampa Promotional Items	\$8,670.00	\$8,086.41
Mental Health Awareness Week	\$1,900.00	-
Tampa Homecoming Spirit Week	\$4,750.00	\$62.45
It's On Us	\$950.00	-
Street Team	\$1,425.00	\$590.10
USF Day with the Lightning	\$19,000.00	\$8,655.00
Tampa Governor Student Body Address	\$950.00	-
Green Books	\$1,900.00	-
Pastries With The Tampa Governor and Lt. Gov	\$1,453.00	-
Late Night Breakfast	\$2,850.00	\$4,430.60
Tampa Governor's Town Hall Series	\$1,900.00	-
Executive Branch Retreat	\$950.00	\$1,362.93
Executive Cabinet Meeting	\$950.00	-
Traditions Keeper App	\$2,375.00	-
Marketing Boosted Posts	\$760.00	\$521.96
Diversity Week	\$4,750.00	-
Uniforms	\$2,850.00	\$1,085.75
Halloween Party (for Bulls Media)	\$2,375.00	\$508.83
Student Engagement Lunch	\$2,375.00	\$2,699.24
Event Materials	\$1,900.00	\$443.31
Summer Splash	-	\$810.77
Votenet	-	\$911.20
Graduate Student Lunch-N-Learn	-	\$419.06
SG Olympics	-	\$232.00
Faculty Appreciation Lunch	-	\$2,898.00

**\*Budgets updated as of April 25th, 2024, and are subject to alterations until the end of the fiscal year.**

# OPERATIONAL BUDGETS

## TAMPA EXECUTIVE (CONT'D)

Initiative	Allocation	Expenditure
Community Engagement	-	\$846.87
Professional Development Initiatives	-	\$663.18
Tampa Exec Computer and Chair Replacement	-	\$16,133.00
Department Lunch	-	\$2,314.91
Day at City Hall	-	\$472.88
SG Planners	-	\$4,390.00
<b>TOTAL</b>	<b>\$132,768.00</b>	<b>\$104,820.04</b>

## SAFE TEAM

Initiative	Allocation	Expenditure
Golf Cart Maintenance	\$8,550.00	\$3,924.36
Safe Team Uniforms	\$2,850.00	-
Golf Cart Replacement Program	\$4,750.00	-
Office Administration	\$1,900.00	-
UBER Vouchers	\$22,800.00	\$22,824.00
Radio Upgrade and Maintenance	\$14,225.00	-
Technology Maintenance	\$1,425.00	\$1,568.00
USF Police Contract	\$23,750.00	\$23,000.00
Advertising	\$1,900.00	-
Events	\$950.00	-
Agency Fair	-	\$2,083.71
Prior Year Expenses	-	\$2,742.09
<b>TOTAL</b>	<b>\$83,100.00</b>	<b>\$56,142.16</b>

**\*Programming Budgets updated as of April 25th, 2024, and are subject to alterations until the end of the fiscal year.**

# OPERATIONAL BUDGETS

<b>BULLS MEDIA</b>		
<b>Initiative</b>	<b>Allocation</b>	<b>Expenditure</b>
Event - Promotional Items	\$3,884.00	\$6,560.76
Event - Food	\$2,313.00	\$1,842.01
Event – General Expenses	\$2,850.00	\$786.94
Event - Entertainment	\$4,917.00	\$4,183.41
Production Tools	\$7,600.00	\$828.81
Recording Studio Tools	\$1,900.00	\$3,489.42
DJ Equipment	\$7,600.00	\$3,544.39
Branding Merchandise	\$1,900.00	-
Computers	\$7,750.00	\$6,643.00
Promotional T-Shirts	\$2,850.00	\$591.25
My MP3 Pool	\$428.00	-
Staff's Polo's	\$342.00	-
Utilities, Waste & Fuel	\$190.00	\$184.93
Prior Year Expenses	-	\$54.98
<b>TOTAL</b>	<b>\$44,524.00</b>	<b>\$28,709.90</b>

**\*Programming Budgets updated as of April 25th, 2024, and are subject to alterations until the end of the fiscal year.**

# OPERATIONAL BUDGETS

## STUDENT GOVERNMENT COMPUTER SERVICES

Initiative	Allocation	Expenditure
Office Administration	\$2,185.00	\$602.29
Computer Peripheral & Materials	\$3,087.00	\$1,407.39
Staff Uniforms	\$1,140.00	-
Promotional Items	\$1,425.00	-
Laminate Services	\$475.00	-
SGCS Maintenance	\$4,750.00	-
Agency Fair	\$1,677.00	\$2,083.71
Re-inauguration celebration at SGCS	-	\$438.14
<b>TOTAL</b>	<b>\$14,739.00</b>	<b>\$4,531.53</b>

## BULLS STUDENT ADVISORS

Initiative	Allocation	Expenditure
Marketing	\$8,550.00	-
Promotional Items	\$3,800.00	-
Agency Fair	-	\$3025.08
<b>TOTAL</b>	<b>\$12,350.00</b>	<b>\$3,025.08</b>

**\*Programming Budgets updated as of April 25th, 2024, and are subject to alterations until the end of the fiscal year.**



WE THANK EACH AND ALL OF OUR OFFICERS AND COLLABORATORS FOR AN AMAZING YEAR SERVING THE UNIVERSITY OF SOUTH FLORIDA.



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***STUDENT GOVERNMENT  
UNIVERSITY OF SOUTH FLORIDA™***

TAMPA CAMPUS EXECUTIVE BRANCH  
**4TH CONSOLIDATED TERM REPORT**

2023-2024 BRANCH OF THE YEAR

STORCK & MENDOZA ADMINISTRATION