

February 2025



Update From the Vice President



USF World is thrilled to announce that your generosity has allowed us to endow the [Education Abroad Scholarship Fund](#). Endowment means that your donations will generate funds annually that can be used to aid students seeking experiences around the world. From research to internships to academic study, this is the time of year when students confirm their plans for study abroad programs during the summer months. More than 200 students have already taken advantage of the Bulls Abroad scholarship opportunity with more scholarship announcements on the way. President Law has been a vocal advocate for study abroad as a means for students to enhance their academic careers at USF and hone the skills necessary to succeed in our global economy. Traveling and studying in a country and culture different from one's own contributes to improvement in communication skills, confidence building, self-awareness and problem-solving.

Just as we encourage students to seek learning opportunities abroad, we are committed to hosting a series of globally focused events across our campuses - events that bring together students and faculty with community, policy, and business leaders. January brought us an amazing opportunity to hear from distinguished U.S. diplomat Barbara Stephenson, a former ambassador and now Vice Provost for Global Affairs and Chief Global Officer at the University of North Carolina at Chapel Hill. Ambassador Stephenson spent a day meeting with our students and answering their questions about careers in the diplomatic arena. In an evening conversation open to the public and hosted by USF World and the Global and National Security Institute [former Ambassador Barbara Stephenson](#) and U.S. Marine [General \(Ret\) Frank McKenzie, Jr.](#) discussed current global security and diplomatic challenges and opportunities, from the military and economic threats posed by China, the Russian invasion of Ukraine, the conflict between Israel and Hamas, and the importance of alliances to successful global strategy. If you missed the event, you can listen to [the podcast!](#)

The British America Business Council (BABC) of Central Florida now has a presence in Tampa Bay! USF World and USF Network UK were proud to host Mr. Rufus Drabble, His Majesty's Consul General in Miami, Ms. Justine Assal, the Honorary British Consul of Central Florida, Jane Castor, Mayor of Tampa, and USF President Rhea Law for the official launch of the BABC in Tampa. Scores of business leaders, BABC board members, students, faculty and community partners turned out to forge powerful connections with one of Florida's leading trade partners and investors. You can read more about the importance of the BABC and US-UK relations below.

On February 11th, we will host another international business event at USF St. Petersburg with the Kate Tiedemann School of Business and Finance. Dean Gary Patterson moderates a conversation with the CEO and Founder of Government Analytica John Pournoor and Florida Commerce Deputy Secretary of Economic Development Jason Mahon on how global "megatrends" are affecting international business activities. The conversation will focus on the impact of artificial intelligence, logistics and supply chains, and access to workforce talent on global business operations in Florida and across the Tampa Bay region. We hope you'll join us for a gathering that's sure to be informative and enlightening. The event is free, but space is limited: [RSVP here.](#)

Update From the Vice President, Con't.

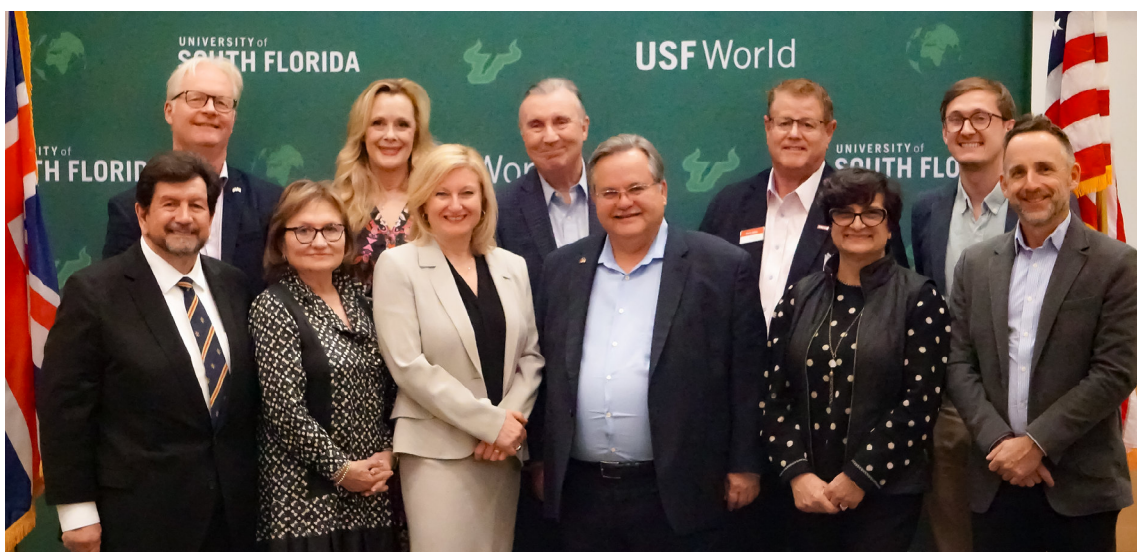
On March 13th, the 2nd Annual USF International Business Forum returns with a focus on AI and the future of global business. We're proud to co-host this event with the Muma College of Business, and the Office of University Community Partnerships. I'm pleased to share that our event's keynote speaker will be [Gayle Sheppard](#), a USF alumna and member of the [President's Global Leadership Council](#). Sheppard earned an accounting degree at USF and is a global digital transformation leader. Her impressive career includes serving as corporate vice president and chief technology officer for Microsoft in Asia, serving as CEO of the robotics and software company Bright Machines, and serving as a director for Tokyo-based satellite service company Astroscale Holdings. You can learn more about the Forum and register to attend [here](#).

In honor of Karen Holbrook's retirement from USF, the Sarasota-Manatee campus launched the [Dr. Karen A. Holbrook Legacy of Leadership](#) fundraising campaign. Funds raised will go towards naming the USF World office suite, located in the new Atala Hall, in her honor. "Throughout her highly decorated career in higher education, Dr. Holbrook has been a champion for student success, innovative research, global engagement and impactful community partnerships," remarked President Law. Dr. Holbrook served as the inaugural leader of USF World when it was first created in 2010 and she has remained a steadfast supporter of global engagement.

This month's newsletter is full of stories about the global achievements of students, faculty, and alumni, as well as news of new partnerships that open the world to our community.

Sincerely,
Dr. Kiki Caruson

World Class



USF Network UK presents the launch of the British American Business Council in Tampa Bay

Over the past decade, the trade relationship between the United Kingdom and Florida has more than doubled. Now, a renewed emphasis on strengthening the business, cultural, and intellectual ties of this longstanding partnership is opening the door for even greater collaboration, with the University of South Florida playing a central role in fostering these connections.

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Destination USF



Amid geopolitical uncertainty, military and diplomatic leaders remain cautiously optimistic of the year ahead

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USF and Sungkyunkwan University build partnership to prepare students for careers in fintech

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USF Italian program collaborates with consular authorities and the Italian Cultural Institute for culinary event

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Destination USF Cont.



Speaker of the UK House of Commons meets with Judy Genshaft Honors College students for Q&A session

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International talent lends strength to USF Women's Tennis as the 2025 season begins

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USF Engineering professor from China earns TRB Best Paper Award on transportation innovations

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International alumnus has found himself and a home during college experience

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A College of Public Health alumna's path to global public health leadership

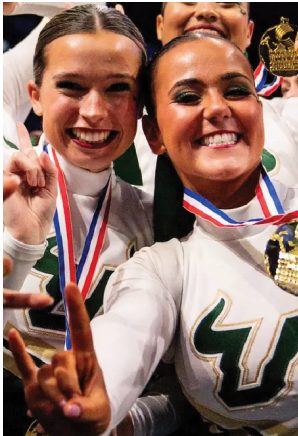
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New COPH dean embraces local and global challenges facing public health

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Destination World



USF All Girl Cheer wins World Cup, USA Grand Championship; coed team wins National Championship

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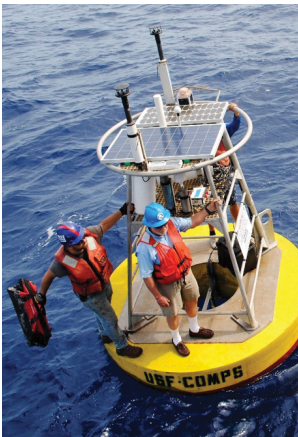
USF Gilman Scholar selected to embark on international relations study tour in Brussels

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USF professor shines light on men's misunderstood roles in maternal support in Senegal

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USF scientists deploy tsunami-sensing buoy off Florida coast with global collaborators, assisting future warning system

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Patel College of Global Sustainability instructor travels to Morocco promoting sustainable practices, technologies

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Three College of Arts and Sciences professors partner with communities to make a local, national, and global impact

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Events



Live event at USF



Live event abroad



Virtual event



2025 St. Petersburg Conference on World Affairs

February 11-13

USF St. Petersburg Student Center Building

[Conference schedule](#) | [Register here](#)



Unlocking the Future: How Global Megatrends are Defining AI, Supply Chains, and Talent Acquisition

February 11

USF St. Petersburg Student Center Building

[Register here](#)

8:00 a.m.



International Business Forum

March 13

USF Marshall Student Center (MSC) Ballroom

[Register here](#)

8:00 a.m. - 1:00 p.m.

For more information regarding events, contact us at USFWorldEvents@usf.edu.



USF World