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# Iveline Box oral history interview by Danielle E. Riley, March 16, 2004

Iveline Box (Interviewee)

Danielle E. Riley (Interviewer)

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USF Florida Studies Center  
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Narrator: Iveline Box

Current Position: Marketing Director, Campus  
Activities Board

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TOPICS OF DISCUSSION

*Arrival at USF*

Ms. Box was a member of the College Reach-Out Program, a high school program that prepared students for college. For three consecutive summers students came to USF and stayed for a week for different programs. She “just fell in love with the university” over the course of these visits. She lived in Bradenton and decided that USF “wasn’t too far, and wasn’t too close, so it was perfect.”

Her family had always expected her to go to college and she had always loved school, so Ms. Box knew that this was a step that she wanted to take.

The first time she came to the campus was “before Holly was built.” She was a sophomore in high school. The first thing that she saw was the Sun Dome, which was impressive. They stayed in the Zeta Dorm. It was the first time she went away with other kids her age and stayed on a college setting, so the entire experience left a wonderful impression on Ms. Box and she felt very “grown” while on campus. The exercise was designed so high school students could learn what it was like to be in college. There were also students that came from other schools in the area. The Reach Out Program and Upward Bound separated people into different consortiums and Ms. Box was a part of the Manatee County Consortium. Each group would come for a week in the summer. This program still goes on every summer.

In high school Ms. Box was always involved in the Pep Club and Spirit Club because she loved sports. She joined student government and was involved in the yearbook. She became especially involved the last two years of high school because she had just moved from another town and wanted to get to know people in the area.

The only other school that Ms. Box considered going to was Florida A&M University. After a visit, USF seemed to have more campus diversity and the students she spoke to were “just great.”

### *Freshman Year*

Freshman year was “the best year” of her time in college. The Student Support Services (SSS) Program takes college freshman the summer prior to their freshman year and allows them to attend the school for free. They took eight credit hours and had a good mix of people staying on the campus in the dorms. They were taught everything they needed to know about college before they started. They learned about advisors, financial aid, and the different departments. There were a lot of lost freshmen when the semester started. The people that did the summer program had spent seven weeks together getting to know the school.

### *Organizations*

The first organization that Ms. Box got involved in was the Black Student Union. Eventually she became involved in many different organizations, such as the NAACP and various homecoming committees. Her freshman year she had a work-study job that didn't require too much work. Since she had taken eight credit hours over the summer and with the SSS program she only took twelve hours of classes. This left her with a lot of free time to join different groups and meet different people. She lived in Beta Hall and loved it. She didn't like sharing a bathroom, but there were a lot of freshmen and sophomores there, many of whom knew one another. This made everything a lot of fun.

The Freshmen Experience Program was exciting. They had barbecues on the lawn and spent a lot of time together. Also, because the dorm was going to be taken down they were allowed to paint the walls. Everyone socialized together.

Academic life was “great” because she started with a GPA. Students were taught how to manage their time and how to stay on top of their academics. She had the best grades that she ever had when she came to college. This might be because she loved it so much that she wanted to keep her grades up in order to make sure she could stay here.

### *Involvement with the Campus Activities Board*

Ms. Box heard about CAB through the homecoming planning process. The student body vice president at the time encouraged Ms. Box and a friend of hers to apply for CAB. They didn't know that it was a paid position. They just knew that they got money to put together events. They really wanted to be involved, and then they found out that they would get paid and get a budget to work with. Ms. Box was made the comedy director for CAB. They went to a retreat at Chinsegut and learned to program and market. They really “fell in love with CAB” and became dedicated to helping the program grow. They wanted it to be more diverse and to bring the best quality programs to the students. She had a lot fun and tried very hard to break records.

At first Ms. Box didn't reapply because she thought that it would be too much work with both CAB and school to keep up with, but she missed it a great deal and spent a lot of time going back to the office. The director of marketing stepped down and she became interested in the position. Ms. Box had begun her college career as a biology major, but her involvement in CAB made her want to change to something that incorporated programming, marketing, business, and communications. She did some research and

decided to change her major to marketing, which Ms. Box saw as a healthy mix of business, public relations, and communications. When the position of director of marketing opened up, she decided to take it for the experience. Her job is to figure out strategies for how to market CAB better.

#### *Purpose of CAB*

CAB's main focus is to bring "quality programs to the university." They want to entertain students. She believes that since the students can be so focused on academics, they need some entertainment on campus. The challenge for the group is to try and reach everyone. CAB is A&S funded, so students pay for everything they do. They try to encourage programs for students because they are the ones that pay for everything. They want to be diverse and don't want to target or market to a certain voice on the campus. They just brought in a country act and they try to bring in reggae and hip-hop acts. The turnout has been really good this year, but they don't know if the people who come to the events are mostly residents or commuters. They have tried to do surveys to see if the students are seeing programs they want to see. They want to know what kinds of genres the students are interested in seeing. A&S fees pay for everything and student government allocates them a certain amount of money. Their budget is about \$300,000, which is split into payroll and a budget for every director.

#### *Marketing to commuter students*

It is difficult to market to commuters, and USF is still a commuter school in many aspects. There is a lot of difficulty in reaching students who just come to the campus and then go back home. Ms. Box says this is unfortunate because the A&S money comes out of their tuition as well.

#### *Who CAB has brought to USF*

They brought the comedian Bruce Bruce to campus. They co-sponsor a lot of homecoming events on campus. In the near future the band Vertical Horizon and the Ying Yang Twins will be coming. In the past they brought in groups such as Better Than Ezra, Cowboy Mouth and Nappy Roots, and comedians such as Finesse Mitchell (who is now on Saturday Night Live). They also co-sponsor the Round-Up with Student Government.

#### *What she is most proud of in CAB*

This year, Ms. Box is most proud of how diverse their events have been. The years before the events were diverse, but they weren't marketed well enough. There have been a lot of people who came out and said they wanted to help CAB and the homecoming week events, which is very good for the school.

#### *CAB and the Homecoming Committee*

They share an office with the homecoming committee and CAB participates in a lot of their programs. CAB doesn't program anything during homecoming week because they dedicate that time to helping the committee. Their special events director does a program with them and the CAB staff helps out the homecoming staff.

Homecoming is a lot of fun, and Ms. Box really enjoys it. They bring in a nationally known figure for one event. They had a comedy troupe come one year. Last year Bill Bellamy came. Many alumni come and a lot of them go to the football game. Ms. Box feels that football has improved the school because now USF has better national recognition. She is also a USF ambassador and they always talk about the traditions at USF. They believe that the school has a lot of potential, but suffers from the stigma of youth. This hurts the students. A lot of players come to the school for the football, not just to watch it, but to play it as well. People really enjoy coming to the football games.

When she first came here, Ms. Box did not know how important it is to have people respect the institution from which you graduate. Now she understands this a little better. She feels that the school has grown quite a bit in the years since it has been around. They have moved from Conference USA to the Big East Conference.

#### *Chinsegut*

Ms. Box has been to Chinsegut a few times for retreats that teach about leadership and community service. She went there for an ambassador retreat. The first time they went there was for a CAB retreat and she was very impressed with the cabins they had there. Everything was very nice.

#### *USF Ambassadors*

They are the “liaison between the alumni association and the student body.” They want to make sure that both groups keep in contact. They are student representatives at donor events, but their primary goal is to maintain open lines of communication between the two parties.

She is also involved in the Student Athletic Association because they get to go to the away games for baseball, basketball, and football at a discounted rate. She is also on the Committee of Black Affairs. CAB and Ambassadors are the two that take up the most time and they are also the two organizations that she loves the most.

#### *Ms. Box on USF*

Everything that she has done at USF has been very memorable and Ms. Box loves the school. She isn't sure if this is because she hasn't experienced other schools. She has enjoyed everything she has been involved in. She feels that the students, faculty, and staff were very encouraging. She thinks that USF has the chance to offer a lot. She has a cousin who went to the University of Tampa. The campus is small, and is not diverse. There are a lot of things that USF has that other schools do not have.

Ms. Box lived on campus for her freshman and sophomore years. She moved off campus after that.

She really enjoys visiting downtown Tampa and sightseeing in the Westshore area, because this helps her remember just how big the city of Tampa really is.

*Her last year of school*

For her last year, Ms. Box plans not to hold any official position in CAB, but she will still work around the office in an unofficial capacity. She also plans on working with the Black Student Union and wants to work with the student government a little more. After graduation she wants to become a member of the Alumni Association and she is considering graduate school here at USF. No matter what she wants to come and speak to incoming students and offer them her advice.

*Advice to Incoming Freshmen*

Ms. Box would advise incoming students to “take advantage of everything that you see around you, everything that USF has to offer.” There are a lot of things that the school has that a lot of people don’t know about. It is important to get involved because sometimes you “learn more outside the classroom than you do inside.”

*End of Interview*