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## Where in the world is Marshall Goodman?

 May 14, 2009  
 Lakeland, Fla.

In response to recent media inquiries regarding travel by USF Polytechnic's CEO, the office of University Advancement is contemplating a new children's video game, "Where in the World is Marshall Goodman?"

The game hasn't been fully developed yet, but, according to a department spokesman, "It could be a fantastic way to teach young people about geography while also giving them insight into what it's like to build a major university campus from scratch."

Goodman's extensive travel on behalf of USF Poly has been highlighted by trips to France, Las Vegas, New York, Austin, Washington, D.C., Tallahassee, and other destinations within Florida.

Data released by the University of South Florida indicates that Goodman's pace of travel expenditures is well above average within the system. One USF Poly official responded to the data with a deadpan "That's not news."

According to Goodman's travel records, virtually all of his travel relates to campus development, one of the top objectives against which his performance is evaluated annually by USF President Judy Genshaft.

Within that broad "development" category, three distinct agendas are evident: fund-raising, government relations and program development.

Several of Goodman's trips have included travel with or to current or prospective donors to the campus. These trips, including France, Austin, Las Vegas and Naples, Fla., have been connected to over \$30 million in gifts and pledges for the new USF Poly campus, with more funding in the pipeline.

Other trips (to Washington, D.C., and the state capitol in Tallahassee) are clearly focused on nurturing support for the developing campus at the state and federal levels of government. Those travels have yielded over \$40 million in state and federal appropriations in 2009 alone.



Where in the world is Marshall Goodman?



Where will Marshall Goodman land next?

The third sub-category relates to travel focused on researching sectors that may play a key role in future programming at the state's first and only polytechnic. Such trips included conferences on telemedicine, consumer electronics, logistics and supply chain management, and travel focused on cultivating international partners for the new campus.

Though admitting the new "Where in the world...?" game is unlikely to reach the retail market, a spokesman noted that Goodman's itineraries provide excellent exposure to introductory geography: "He has covered Florida extensively, but he has also traveled the United States, virtually from coast to coast, and he's crossed the Atlantic."

According to the same spokesman, "Every time Dr. Goodman makes a trip, our public affairs office fields complaints."

What kind of complaints?

"Well, the folks who travel with him -- whether they are campus boosters, public officials, or USF staff -- always come back worn out. Dr. Goodman is known for his frantic pace. When he travels, he goes to get stuff done, and he doesn't waste a minute. Folks who travel with him usually say they need a vacation after the trip, just to regroup."

"With complaints like that, the future is bright for USF Polytechnic," says the spokesman. "We've benefitted tremendously from the investment that has been made in this very public travel, and we look forward to more."

For more on Goodman's travels, see the following published stories:

Jan. 15, 2009: ['Weird' trip may benefit central Florida](#)

July 17, 2008: [Goodman says USFP can play key role in RFID](#)

July 9, 2008: [USF Polytechnic leader explores partnerships overseas](#)

Jan. 23, 2008: [Technology drives USF Lakeland's polytechnic vision](#)

Oct. 17, 2007: [USF Lakeland leader sees future in telemedicine](#)

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