



# THE CCI CONNECTION

College of Communication & Information at The Florida State University

Spring 2013

## Experiences to launch a career

As we help our students lay the foundations for successful careers, we must also prepare our students for their first job experiences.



Dean Larry Dennis

Our overall strategy is to make sure each student gets real-world, professional experiences. Some of these—such as company visits, career days or research—take place outside the classroom. Others—such as clinical experiences, the production of sports broadcasts or supervised internships—are integrated into coursework. Over the past year, we provided our students with more than 500 internship, service learning and clinical experiences.

This professional focus is impacting our students, who are getting rave reviews from employers. As examples: ESPN signed a contract with FSU so our students now produce ESPN broadcasts. And General Motors, who has been searching the country for 10,000 IT staff, told us that they were tremendously impressed by FSU students and that they have identified FSU as one of the two best universities in the country for hiring IT employees.

Our students are also developing their entrepreneurial skills through activities such as Three-Day Startup competitions, the Practical Apprenticeship Center, Arrowhead Advertising and Seminole Night Live.

In the following pages, you'll see stories about career experiences that our students are receiving. We will continue to seek opportunities to expand relationships with companies, to integrate career experiences into every student's program and to increase the support that we give our students in developing entrepreneurship.

## PAC helping students to land jobs

Basically, I got my job at GM because of my experience at PAC," said alumnus Diego Corzo (Information Technology, 2012) referring to his work at the Practical Apprenticeship Center (PAC). "The recruiters told me that my experience there was unique; that they rarely met a graduating student who had that kind of outside-of-the-classroom experience."

Corzo was hired for his current position as a software developer at General Motors in Austin, Texas, a month before his graduation last December.

"Through PAC, students are engaged in every aspect of our work at The Children's Campaign—communications, public policy, social media, technology, website development and database management," said Linda Alexionok, executive director of the organization, who also serves on the CCI Leadership Advisory Board and is leading PAC's service learning efforts in partnership with CCI.

Alexionok, a former bank president,



**JOB PREP.** Linda Alexionok watches over Practical Apprenticeship Center interns Justin Lee and Gerard Massey as they prepare final edits for their PORTAL presentation in Washington, DC.

has years of data showing that the PAC approach to career preparation is working. Students apply what they are learning in classes as they receive on-the-job training from seasoned volunteers and retirees, all the while servicing the needs of non-profits. They also learn the value of leadership and community service.

Like many students in PAC, Corzo spent one semester in a junior internship position followed by one in a senior role. Students are usually unpaid for the first semester and receive pay or a stipend for the second.

Corzo was later hired by PAC to work with a student development team for the highly successful PORTAL ("Power of Relationships to Achieve Leverage") website linking more than 60 member organizations of Voices for America's Children, the nation's largest network of child advocacy organizations.

"That's where I got the experience that I needed to work for a Fortune 500 company," said Corzo. "Really good real-world experience, not just hard skills but soft skills—managing people, preparing agendas and leading meetings. I learned how to manage an undertaking from an idea to a finished project."

## Get ready for The Great Give

Last year, FSU held its first Great Give—a 36 hour virtual fundraiser open to alumni, students, faculty, staff, parents and friends of Florida State. Donors were able to make online gifts of any size to any specific fund and CCI tied for second with the College of Business for the number of gifts.

This year our goal is to raise \$5,000 with gifts from at least 125 donors. These funds will go to our students to attend conferences to receive awards or give presentations, to participate in competitions and to find opportunities for employment. Join us in breaking last year's record on April 18–19 by linking to [give.cci.fsu.edu/great-give](http://give.cci.fsu.edu/great-give).

## Beloved Comm staff move forward

**B**arbara Robinson, who served both Comm and CCI overseeing undergraduate advisors as associate dean for student affairs for ten years, moved to a position as assistant dean for undergraduate studies at the Florida State Panama City campus. In much the same way that she loved working with our upper division students, she is enjoying her work helping Panama City's first ever freshman class of students entering in fall, 2013.

In thanking Robinson for her work at CCI, Dean Larry Dennis noted, "Barbara helped the College develop what is widely recognized as the best undergraduate



Barbara Robinson



Gary Heald

advising center on campus."

CCI Associate Dean Gary Heald will be retiring in June 2013. Known as one of the most inspiring and supportive teachers at Comm during his 35 year tenure, Heald

managed finance, budgeting, academic affairs and served as interim dean of the College of Communication in his administrative capacity while teaching core courses in computers and statistical methods.

Dean Dennis credits Heald with much of the success of CCI noting, "Gary personifies excellence and integrity in everything he does."

## Comm alumna Kates joins staff

**I**n January, two-time Comm alumna Natalie Kates (B.A. '08, M.A., '10) joined the CCI staff as assistant director of communications.

Kates joins us after serving for two years as the promotions and publications coordinator for the FSU Career Center. Prior to that, she worked as a digital media coordinator at the Zimmerman Agency. She is now working with the college communications team to help create strategies to expand reach and increase positive brand awareness.

Kates is recognized at the school for her seven years as a highly motivated assistant for the Center for Hispanic Marketing Communication. As an undergraduate she graduated Magna Cum Laude and received the school's 2008 Outstanding Mass Media Studies Student Achievement Award. She also has experience working with the City of Miami Office of Communications, TBWA\Chiat\Day in Los Angeles and Zubi Advertising Services, Coral Gables, Fla.



Natalie Kates

## Alum Goldberg inspires Ad Club

**M**ichael Goldberg, chief marketing officer of NYC ad agency Deutsch and Comm Advertising alum (B.S., '88), visited FSU and spoke to the Ad Club on Feb.

20. The event was organized by the Ad Club Executive Board and Professor Barry Solomon. Goldberg was a student in the first advertising class that Solomon taught at FSU.

Goldberg's presentation related how his FSU education helped him to clarify his professional calling. He provided career advice, encouraging students to "find what you're really good at and make it a craft."

"Mr. Goldberg's presentation was very dynamic and inspiring," Ad Club President Sarah Jean Ferraris said. "He shared information about his background at FSU and what he has done to get to where he is today. Our members were able to learn great life lessons that can be used down the road. He encouraged us to try our best to get to where we want to be."



Michael Goldberg

## FSU-Comm News & Notes

- A report by master's student **Alejandra Guacaneme**, "Branding Opportunities in the Baby Care Industry with Hispanic Moms," ran at HispanicCMO.com, January 16.
- **The Seminole Speech and Debate Team** won its seventh consecutive state championship by a significant margin in February 2013.
- **The Arrowhead Advertising team** won two 2013 Student Addy Awards, including Gold for their Nissan 2012 Plans Book and Silver for their Nissan In-Language Newspaper Ad.
- **Andy Opel** won a "Best Social Awareness Documentary" award at Chagrin Documentary Film Festival, Chagrin Falls, Ohio, October 2012.
- Media production student **Tyler Lee** won an Award of Excellence in the Social Issues, Long Form Video and an honorable mention in the documentary category from the Broadcast Education Association for his film "Peace, Love, & Sneakers: Art for Haiti."
- **Jonathan Adams** returned to Ubon Ratchathani University in Thailand, where he is assisting in their efforts to plan a new ICT major. He also spoke at Princess Chulabhorn College.
- We note with sadness the passing of two-time Comm alumna **Rosmary Vettika** (B.A., '08, M.A., '10), who served the school as a part-time administrative assistant from 2008-2009. Friends of Vettika are encouraged to send photos, messages or memories to letters2rosie@gmail.com.



Alejandra Guacaneme

## Alumna wins ASHFoundation grant

Alumna Laura Gingrich (2011) received a Clinical Research Grant from the American Speech-Language and Hearing Foundation at the 2012 ASHA Convention in November for “Lingual Training in Parkinson’s Disease: Implications for Dysphagia Rehabilitation.”



Laura Gingrich

The project will explore the application of lingual exercise to improve swallowing function in people with Parkinson’s Disease and dysphagia. Dr. Gingrich is a postdoctoral fellow at the Rehabilitation Institute of Chicago and the Feinberg School of Medicine at Northwestern University. The grant provides \$50,000 to \$75,000 for research that will advance knowledge of the efficacy of assessment and treatment practices in the field of communication science and disorders.

## Delta Zeta plans \$50K endowment

The FSU Alpha Sigma chapter of Delta Zeta sorority has pledged \$10,000 per year for the next five years toward the SCSD’s planned Integrated Pre-School Program. The news comes following the chapter’s early completion of a five-year, \$25,000 endowment for the L.L. Schendel Clinic through their Hamburgers for Hearing program.

“When we reached our funding goal by earning almost \$10,000 during 2012, Phyllis asked us if we thought we could challenge ourselves to raise \$50,000 in five years,” said Haylie Collins, Alpha Sigma president and former philanthropy chairman for Hamburgers for Hearing.

“Each year we got better and better at fundraising,” Delta Zeta faculty advisor Phyllis Underwood said. “We learned to

network, to reach out to the community and to use creative ways of marketing to get more people to attend.”

Collins and Underwood also credited the assistance of more than 20 highly engaged local Delta Zeta alumnae who worked helping in the kitchen and who donated bottled water and baked cookies that generated funds for the endowment.

Delta Zeta’s national philanthropic partnerships focus on speech- and hearing-related causes. The school’s Integrated Pre-School program will bring together typically developing children and those with communication impairments. In addition to building out space on the first floor of the Warren Building, it will require increased security equipment, a playground and handicap accessibility.

## Music major worked in concert with SCSD researchers

There wasn’t anything in the literature for musicians about VPI,” FSU senior music performance major Kinsley Behel said. Behel knows more about VPI, velopharyngeal insufficiency, than the average musician; enough to have presented at the American Speech-Language-Hearing Association (ASHA) Annual Convention in Atlanta last November.

She developed the condition, in which the soft palate fails to seal off air from escaping through the nose, while practicing the clarinet at the university level for increased periods of time and intensity.

Corrective surgery provided relief from air pressure loss and the unpleasant



TRIO. L to r, music performance major Kinsley Behel, Dr. Julie Stierwalt and Dr. Toby Macrae.

gurgling noise in her nose as she performed but had an unusual side effect—it caused

## What’s next for Veterans Clinic?

Construction on the fourth floor of the Warren Building for SCSD’s new state-of-the-art Veterans Specialty Clinic is finished. Once it is completely funded, the clinic will remove the barrier for local veterans who have to travel hours for treatment of communication and swallowing impairment, often the result of combat-related injuries.

“The next step is for us to seek funding and collaboration to equip and staff the Veterans Specialty Clinic,” said Dr. Julie Stierwalt, interim director of SCSD. To learn more about how the clinic will support our local veterans, visit [veteransclinic.cci.fsu.edu](http://veteransclinic.cci.fsu.edu).

## Woods funded

Dr. Juliann Woods received recent funding for two programs:

1. Autism Spectrum Specialized Education and Training was awarded funding a fourth time. SCSD alumnus and research faculty in the Communication and Early Childhood Research and Practice Center, Dr. Emily Lakey (Ph.D., ’12), will coordinate the 2013 project.
2. Training in Research, Autism and Interdisciplinary Leadership is a collaboration with the Autism Institute at the College of Medicine to recruit Ph.D.s.

the Alabama native’s accent to sound British.

Behel worked with Drs. Julie Stierwalt (treatment), Toby Macrae (acoustic analysis) and their students using new theories of motor learning for corrective treatment. The research generated by their work was presented at the ASHA conference, where Behel’s participation gave speech-language pathologists from around the country a rare opportunity to question a research subject.

In addition, Behel wrote her honors thesis on her recovery from VPI and her work to get back to performance level as a musician and as a communicator.

## SLIS receives ALA reaccreditation

In January, interim director of the School of Library & Information Studies (SLIS) Dr. Kathleen Burnett received word that the Committee on Accreditation of the American Library Association (ALA) had voted for continued accreditation status to the school's master's degrees in library and information studies. The FSU master's degrees have the distinction of being among the longest continually accredited by the ALA, having first received that honor in 1951.

"We are proud of our long history as an ALA-accredited institution," said Burnett. "Faculty, staff, students and alumni

worked very hard over the past two years to ensure that the planning and assessment processes we have put into place continue to not only meet the ALA's high standards, but to ensure that Florida's iSchool remains a leader in the field of library and information studies education."

Master's degree programs in library and information studies, such as those leading to the Master of Science and Master of Arts at SLIS, are re-evaluated every seven years by the ALA. Accreditation by the organization does not extend to the school's Master of Science in Information Technology program.

### A LIBRARY FOR THE HOLIDAYS.

Alumna and associate professor Nancy Everhart (front, at right) announced SLIS's plans to furnish new Habitat for Humanity homeowner Bridgette Joseph and her children with a \$1,000 home library in partnership with Follett Library Resources at a celebration ceremony with alumnus Warrick Dunn and others on Feb. 12. This is the fourth home library for a Habitat single-parent family that has been provided in partnership with Dunn's Homes for the Holidays organization since Everhart initiated the program in 2011. SLIS master's students will work with the family to create an appropriate collection of books.



**WINNING TEAMS.** Below at left, the team of doctoral students Laura Spears, Jisue Lee and Nathaniel Ramos, Jr., won the opportunity to compete in the inaugural Social Media Expo at iConference 2013, Fort Worth, Texas, Feb. 12-15. Below at right, a team of undergraduate students from the information technology security class of Dr. Shuyuan Mary Ho (at center, with arms around students) took third place against experienced top southeastern university teams in CCI's first time competing in the 2013 Southeast Collegiate Cyber Defense Competition, Atlanta, March 5-7.



## SLIS News & Notes

- Doctoral student **Joung Hwa "Joy" Koo** received the Elfreda Chatman Research Award at the 75<sup>th</sup> American Society for Information Science and Technology Annual Meeting, Baltimore, Oct. 2012.
- FSU leadership was highlighted in two of four featured presentations at the Association for Library and Information Science Education (ALISE) 2013 Annual Conference in Seattle—one with doctoral alumnae **Laurie Bonnici** and **Stephanie Maatta** and another with professor **Gary Burnett** and doctoral student **Julia Skinner**. SLIS alumnus and associate professor **Don Latham** was co-chair of the conference. Professor **Melissa Gross** is current president of ALISE.
- Alumna and SLIS faculty member **Dr. Christie Koontz** received a National Leadership Grant from the U.S. Institute of Museum and Library Services for "iMap Libraries: Helping Provide Equity of Public Library Services," to help public libraries better target and serve their diverse populations.



Joung Hwa "Joy" Koo

## “Go Green” with CCI this spring

The “Going Green” concept is one that has been around for a few years, but one that is now more important than ever.

At CCI, “Going Green” fits with our efforts to reconnect with our many alumni around the country.

Reconnecting online keeps our costs down and allows us to share our exciting news with you, but more importantly, it will allow you to share what is happening in your life. And nothing helps to support our college programs as well as sharing the success of our alumni.

How can you “Go Green” with CCI? First, join the growing number of your fellow

alumni who are **signing up to receive this newsletter electronically**. The money we save goes to support students in important career-making activities, like the CCI Career Days or travel for the Ad Club.

Second, we invite you to **join the CCI groups on Facebook and LinkedIn**. By joining your fellow alums in the world of social media, you can let everyone know what is happening in your career while learning about your former classmates as well. By the way, many of CCI’s faculty and staff are actively sharing valuable knowledge and information on LinkedIn and Facebook.

Finally, we encourage you to “Go Green” by **supporting CCI with your charitable gift during the upcoming Great Give, April 18–19**. See the front cover for details.

Your participation in the Great Give and support of CCI with online gifts at [give.cci.fsu.edu](http://give.cci.fsu.edu) will enhance the educational experience for today’s CCI students.

Go Green!

~Dave Judy



**Dave Judy**  
Director of Development



**Mafé Brooks**  
Development Officer

## Celebrating a life: John D. Chang

Family and close friends of late Comm alumnus John D. Chang (Media Production, ’85) joined on Jan. 4 to celebrate what would have been his 49<sup>th</sup> birthday and to discuss plans for a public dedication of the school’s media production lab in Chang’s honor on Jan. 4, 2014.

Chang, who is credited by the Dallas Cowboys for the development of their highly successful television presence, passed away in December 2002 from a cerebral hemorrhage at 38 years old. His professors recall him fondly as a talented, hardworking student with a passion for his craft.

Chang’s family and friends continue to honor his legacy through the John D. Chang Endowed Memorial Scholarship, which was established by his family shortly after his death. It provides funding for FSU undergraduate students majoring in media production. To date, 19 students have



**FRIENDS & FAMILY.** Among those who met to plan for a Jan. 4, 2014 celebration and dedication of Comm’s media production lab to John D. Chang were, left to right, former classmate Kelly Starling, CCI Dean Larry Dennis, Chang’s mother Judy and sister Ku-Lang, and Comm professor and dean emeritus John Mayo.

received support in the form of tuition, books and costs paid for conference travel and presentations.

Plans are underway to raise funds for the endowment to increase student scholarships by Jan. 4, 2014, as part of a celebration of Chang’s birthday, in conjunction with the public dedication of the media production lab. To learn more about how you can join in honoring his legacy or to make a gift, contact Mafé Brooks at [mafe.brooks@cci.fsu.edu](mailto:mafe.brooks@cci.fsu.edu) or call (850) 294-8240.



**‘CAUSE’ COMMITTEE.** Karen Ellis (fifth from left), widow of Tallahassee Democrat FSU sports beat writer Steve Ellis and the organizing committee for “Cocktails for a Cause” held at the University Center Club, Feb. 28. The event raised more than \$6,400 for the Steve Ellis Memorial Scholarship Fund, which will support FSU students majoring in broadcast and sports reporting. A 2013 5K Run/Walk will be held to raise additional funding on Saturday, May 18, at the FSU Baseball Stadium.

## CCI News Roundup

- “What Makes Online Health Information Credible for Older Adults?: An Exploratory Study,” a paper by SLIS doctoral student



Wonchan Choi

### Wonchan Choi

was accepted for the juried 2013 Student Research Competition of the Association for Computing Machinery Special Interest Group in Computer-Human Interaction at their annual conference, Paris, April 27–May 2.

- Comm Assistant Professor **Jaejin Lee** has been selected to make two research presentations at the 2013 Biennial World Communication Association conference in Seoul, South Korea, August 8–12: “A Comparative Content Analysis of Brand Communication on Twitter Between the U.S. and South Korea” with alum Taemin Kim (IMC, '12) and grad student Young Sun Lee, and “The Examination of Green Advertising as a cross-cultural comparison in the U.S. and South Korea” with grad student Grace Sungeun Park.

- SCSD doctoral student **Janine**



Janine Bartley

**Bartley** received a \$10,000 New Century Scholars Award from the ASHFoundation at the 2012 Convention of the American Speech-Language-Hearing

Association, Atlanta, November 2012. The award covers the cost of graduate school for doctoral students committed to a career in teaching and research in communication science and disorders.

- 2010 SLIS Master’s in Library and Information Studies (M.S.L.I.S.) graduate **Matthew S. Collins**, Ph.D., was named director of the Ernest Miller White Library and associate professor of bibliography and research at Louisville Presbyterian Theological Seminary. Collins has experience in web development, learning consultation and medical education coordination. He also holds a master’s and Doctorate in New Testament Studies from Vanderbilt University, a Master’s in Divinity from Northern Baptist Theological Seminary and a bachelor’s from Michigan State.

- Comm alumna **Marie-Claude Poulin** (B.A., 1985) was nominated for a 2013 Academy Award in the best Foreign Film category as a producer of “War Witch.”

- Three of the 12 students inducted into the Garnet and Gold Scholar Society in December by FSU President Eric J. Barron were School of Communication graduates **Annie Smith, Jason Vogel and Bianca Salvaggio**. The prestigious academic society recognizes outstanding undergraduate students who excel in leadership, internship, service, international study and research.



Jason Vogel and Annie Smith

- SCSD Assistant Professor **Kaitlin Lansford** received a \$5,000 Speech Science Research Grant last November in Atlanta at the 2012 Convention of the American Speech-Language-Hearing Association. It will fund a project to improve diagnostic practices of dysarthria, a class of speech disorders that arises from neurological damage to the speech-motor control system.

- A partnership that has developed between **SLIS and FSU’s Thagard Health Center** (now University Health Services) is providing internships required for the school’s undergraduate Health Information Technology certificate program. SLIS has placed one full-time employee and four paid interns at the new health center. “It’s a win-win all the way around,” Director Lesley Sacher said. “We are very pleased with the caliber of student we receive—hardworking, eager to learn, helpful to staff and hungry for more information and experience.”

- Students in current **Comm Advertising Creative Strategy courses** are developing advertising campaigns to reduce high-risk drinking and to advocate against sexual violence with FSU Florida Center for Prevention Research Director Richard L. Howell. Best ideas from each section’s best work will be applied to the center’s 2013 campaigns.

- **The SCSD chapter of NSSLHA** (National Student Speech Language and Hearing Association) was awarded a \$1,000 cash prize for being the chapter with the most students attending the 2012 Convention of the American Speech-Language-Hearing Association (ASHA) on November 16 in Atlanta. Members will use the cash to host the NSSLHA

Spring Conference in Tallahassee at FSU’s Turnbull Conference Center, April 13–15 and to support their Communication White Board Drive to benefit patients at Tallahassee Memorial Hospital.

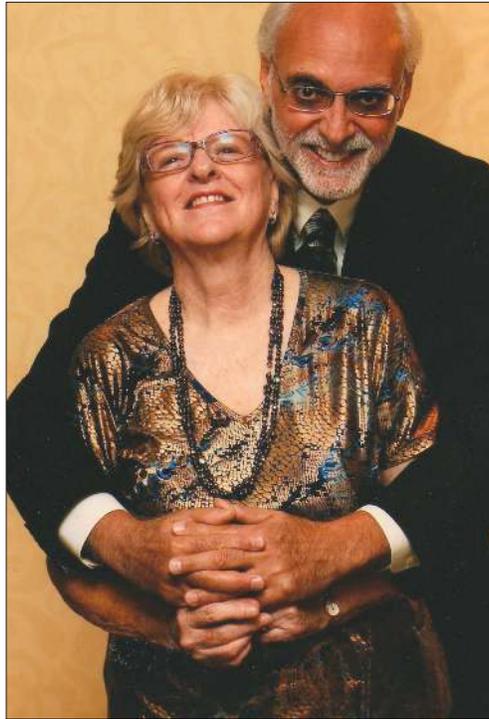
- **A SLIS alumni reception** is scheduled during the Florida Library Association Conference on Wed., May 1, 6:30–8:00 p.m., Lake Nona Room, Hilton Orlando.

## Hirsch endowing Holocaust study

As Alachua County's library director, Sol Hirsch earned a reputation for improving library services and community involvement. After his 2011 retirement from the library system, Hirsch turned his attention to establishing a legacy at his alma mater in memory of his parents, who were both Nazi concentration camp survivors and who lost their entire families in the Holocaust.

Hirsch, who completed a Master of Science in Library and Information Studies at SLIS in 1976, and his wife, Beverly, have established the Sol and Beverly Hirsch Endowment at CCI. The endowment will provide scholarships for FSU graduate students pursuing degrees in library and information studies to encourage their research on the Holocaust (Shoah), its aftermath and its impact on Jewish life and culture.

"We view this gift as an opportunity to further our commitment to preserving and enriching libraries' place in our communities and hearts," Hirsch said.



Sol and Beverly Hirsch

Gifts to the Sol and Beverly Hirsch Endowment can be made online at [give.cci.fsu.edu](http://give.cci.fsu.edu); use fund #F07708.

## SLIS #1 in U.S. in specialty area

The School of Library & Information Studies (SLIS) graduate program in library and information studies (LIS) is among the best graduate and professional programs in the nation according to rankings on March 12, in U.S. News & World Report's 2014 edition of "Best Graduate Schools."

The SLIS program was ranked No. 13 of the 51 U.S. American Library Association-accredited master's degree programs in the report. In areas of specialization, SLIS's school library media program ranked No. 1 in the nation; its services for children and youth ranked 5<sup>th</sup>; and its digital librarianship ranked 11<sup>th</sup>.

The program was the highest ranked LIS graduate program in the state of Florida. It also had the distinction of being the highest ranked graduate program of the Florida State University graduate programs rated throughout the report.

## CCI impacting FSU rankings

Greetings from the CCI Leadership Board! These are exciting times for the College and its programs. This newsletter makes the indisputable case that the College is having a huge impact on student learning and success

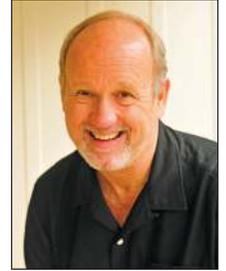
and is making a strong contribution to the university's efforts to position Florida State at the top of national rankings.

We've all seen news stories about Florida's efforts to maximize higher education's impact on student success and economic development and move Florida up in national higher education rankings. FSU President Barron presented a proposal showing how FSU can play a lead role in positioning Florida in higher education nationally and how a modest additional state investment in FSU will advance Florida significantly in the rankings. It's clear that CCI is contributing mightily to that effort and is poised to do even more.

The stories here boldly demonstrate how well Dean Dennis and the CCI team understand what it takes to enable student success and to position them for a smooth transition into high-level jobs in today's fiercely competitive world.

While we all support President Barron's efforts to secure state funding, we also know FSU and CCI can't be successful in moving to the next level without strong support from those of us that benefited first hand from CCI's programs. Indeed many of the success stories featured here relied on our contributions.

I'm proud to report that the current CCI board, under the guidance of Dean Dennis, Dave Judy and Mafé Brooks, has become quite effective in its fundraising role. Please take a look at our giving opportunities by visiting [give.cci.fsu.edu](http://give.cci.fsu.edu) or by contacting Dave or Mafé to discuss how you can support the program that is most meaningful to you.



Charlie Parker  
CCI Leadership Board

## ProfessioNole links students and alumni

The FSU ProfessioNole program connects students with professionals. Using the ProfessioNole database, students can seek out professionals in their future career field to learn more about industry demands, career expectations and current and future employment opportunities. Both alumni and friends of the university can participate in ProfessioNole, making themselves available for student inquiries on a variety of career topics. Learn more at [career.fsu.edu/professionole](http://career.fsu.edu/professionole).

