



THE CCI CONNECTION

College of Communication & Information at Florida State University

Fall 2013

This past year, Florida State President Dr. Eric Barron accomplished something that politicians and educational leaders have been working on for decades.



Dean Larry Dennis

President Barron convinced the State of Florida to establish a tiered university system. The new arrangement enables any Florida public university that meets at least 13 of the 14 established state university goals to receive additional funding to improve their programs even further.

As a result, Florida State received an additional \$15 million from the State of Florida after meeting 13 of the 14 preeminence goals last year. The University will continue to meet those goals this year.

Preeminence status is vitally important to the University because it enables us to work on a broad range of initiatives related to Florida State's Big Ideas. These efforts will do a great deal to help Florida State simultaneously improve our students' job placement and career readiness, achieve a Top 25 national ranking and realize the University's Big Ideas.

In this newsletter, you can learn more about how the College will specifically implement some of these initiatives on campus and within the community.

With professionally oriented programs, hands-on learning experiences and a focus on student success, CCI is already on track in achieving these goals. But there is always more to accomplish and your support will enable us to turn these Big Ideas into ongoing programs that benefit FSU students for years to come.

- Dean Larry Dennis



CCI CAREER FAIR. Student Aurélie Mathieu speaks with a recruiter. More than 200 students and 45 employers attend this event held every fall and spring.

Big ideas mean big plans for CCI

The College of Communication & Information (CCI) is currently focused on three initiatives that will help shape the University's destiny: *Becoming an Entrepreneurial University*, *Driving Technological Innovation* and *Increasing Successful Longevity*. In addition, over time, CCI faculty and students will be a part of the Creative Crucible and the Public Policy initiatives.

Becoming an Entrepreneurial University

In order to expand our capacity in entrepreneurship the College is searching for an experienced business professional, who is willing to aid in the education of the next generation of young entrepreneurs.

This individual will help build CCI's relationships with other business leaders, engage those professionals in assisting and educating our students so that they learn the skills needed to make themselves, their employers and their communities more successful. Students will benefit from basic entrepreneurial instruction, regardless of their course of study.

Driving Technological Innovation

Many CCI faculty members are engaged in creating a FSU Collaboratory that provides the infrastructure to facilitate the creation of innovative new technology. The Collaboratory will bring together faculty and students with expertise in information technology, information management, communication, and entrepreneurship. Additionally, it will serve as a resource for both FSU and business communities.

Increasing Successful Longevity

The Veteran's Specialty Clinic, with the L.L. Schendel Speech & Hearing Clinic, has been a significant part of FSU's effort to promote successful aging. Contributions include: research projects on information for older adults, electronic medical records, and our education and research programs in communication science and disorders, health information technology and health communication.

Raney ranked as a top author

Dr. Arthur Raney, James E. Kirk Professor of Communication and Director of Doctoral Studies in the School of Communication, ranks among the top contributing authors to the leading journal in his area, according to *The Oxford Handbook of Media Psychology*.



Dr. Arthur Raney

In the chapter, "Inside Media Psychology: The Story of an Emerging Discipline as told by a Leading Journal," Ellen Baker Derwin and Janet de Merode examined the way that the groundbreaking journal, *Media Psychology*, has influenced the disciplines of communication and psychology. Their analysis placed Dr. Raney as the 11th-ranked top contributing author internationally and 9th-ranked in the U.S. between 1999 and 2010.

Hispanic Marketing Comm. hosts annual advisory board events

The Center for Hispanic Marketing Communication held a series of events with its Advisory Board on Oct. 10-11.

Attending board members shared career advice and answered questions from students during an open house and panel discussion, followed by a dinner and networking. At the dinner, Dr. Betty Ann Korzenny, former Center Associate Director and Co-founder, was awarded a

plaque by CCI Dean Dr. Larry Dennis for her years of service and contributions.

On Oct. 11, the board members learned about research being conducted by Center students and new initiatives were presented by Assistant Professor, Dr. Sindy Chapa.

The annual events concluded with a mentorship luncheon that also honored recent scholarship recipients and thanked board members for their commitment.

Rodin recognized as pioneer

Sports Video Group (SVG) selected Mark Rodin, Executive Director of Seminole Productions and School of Communication Professor, for the 2013 SVG College Sports Summit Pioneer Award



Mark Rodin

in May. The award recognizes significant industry and academic media production contributions. According to an SVG article about the selection, "In his 20+ years at FSU, Rodin has developed a reputation throughout the industry for being a forward thinking risk-taker that is always on the cutting edge of broadcast technology and video production."

Ad Team wins "Best Presentation"

Arowhead Advertising, the FSU student advertising team, won the category for "Best Presentation" at the district National Student Advertising Competition of the American Advertising Federation (AAF) in Jacksonville, Fla., held in April.

The Ad Team garnered three out of the four available scholarships and placed third overall among eight teams at the competition. Arrowhead Advertising

has captured first place in the district championship in seven of the last 10 years.

The 2013 Arrowhead Advertising team members are Courtney Andrews, Aaron Davis, Katie Dyer, Samara Gerard, Laura Golly, Emily Hall, Rachel Johnson, Peter Krause, Laura Linthicum, Erica Lovelace, Stephanie Mack, Josh Mesnik, Tifani Mullen, Hannah Nowalk, Natalie Pardo, Jackie Schultz, Lindsay Strauss, Andrea Todd, Nicole Regan and Montana Zion.

COMM

News & Notes

- Associate Professor **Dr. Ulla Sypher** began serving as the Interim Director for the School of Communication starting in July after former Director, **Dr. Stephen McDowell**, was promoted to CCI Associate Dean of Academic Affairs and Student & Faculty Development.
- Associate Professor **Dr. Jennifer Proffitt** was elected as president of the United Faculty of Florida, FSU Chapter, in March.
- **Dr. Juliann Cortese**, now an Associate Professor, and Professor **Dr. Andrew Opel** were recently promoted.
- The Capital Chapter of Florida Public Relations Association (FPRA) has named its student scholarship in honor of Associate Professor, **Dr. Jay Rayburn**.
- Research Associate & Instructor, **Mark Zeigler**, presented at a FSU College of Medicine faculty symposium on Aug. 19 about teaching as a performance art and he was the keynote speaker at a FPRA Capital Chapter luncheon on Oct. 17 about the key elements of public speaking.
- **Dr. Donald Ungurait**, the founding dean of the FSU Film School and a retired Comm. professor, died Aug. 3 at the age of 76 after a battle with cancer. He joined the FSU College of Comm. faculty as a professor in 1968, where he worked for most of his tenure.
- After taking a prep course given by the School of Comm., **19 of 20 PR students passed a beta exam** for what will eventually become an entry-level certificate in PR principles for graduating seniors. The exam is administered under the direction of the Universal Accreditation Board.
- Comm. alumni & entrepreneurs, **Alex Beltrami, Brian McKenna, and Matt Thompson**, started a new restaurant, Madison Social, in Tallahassee's Collegetown.

SCSD students earn scholarships for Laryngectomee Conference

Ten SCSD graduate students were awarded scholarships from the Dr. Avery Vaughn Fund for Excellence in Communication Science and Disorders, which funded their attendance at the Florida Laryngectomee Association Annual Meeting in Orlando, Fla., in September.

The scholarships honoring Dr. Vaughn were thanks to the generous donations of Dr. William and Kandace Penner Williams.

The Florida Laryngectomee Association brings together laryngectomees as well as speech and language professionals to encourage and maintain the exchange of learning and teaching of alternative methods of communication. Recipients of the Dr. Avery Vaughn Fund for Excellence in Communication Science and Disorders



CONFERENCE ATTENDEES. Front row: Sarah Getman, Sam Lupu, Danielle Slomins. Back row: Jenna Shearer, Lauren Sherry, Kelsey Schutz, Katelyn Kotlarek, Shawna Gaffney

Scholarships in 2013 were: Shawna Gaffney, Valerie Grafe, Jennifer Jewell, Anna Louchheim, Samantha Lupu, Mireille Magee, Kelsey Schutz, Jenna Shearer, Lauren Sherry and Danielle Slomins.

Delta Zeta student donates \$1,000 towards SCSD Preschool Program

FSU senior, Victoria Underwood, a member of Delta Zeta Sorority, is committed towards supporting the organization's fundraising goal of donating \$10,000



Victoria Underwood

per year for five years that will be invested into SCSD's planned Integrated Preschool Program. She has donated \$1,000 of her own resources to support this initiative.

As a child, Underwood experienced significant hearing loss in one ear and struggled in school as a result.

"Thankfully, I had a teacher who worked with me to not just learn how to read but to excel in reading and everything I do," she said. The difference that teacher made in her educational experiences was immeasurable.

Underwood will complete a bachelor's to master's program in Criminology this summer and is expected to begin a Ph.D. program in the FSU College of Criminology & Criminal Justice in the fall of 2014.

Project BLOOM awarded \$1.25 million grant for language research

A research team led by Dr. Carla Wood Jackson, SCSD Associate Professor, earned a \$1.25 million grant from the Institute of Education Sciences to study language and literacy interventions for bilingual elementary grade children.

The grant project is known as Bridging for Language Outcomes in the Classroom (BLOOM). Their primary aim is to fully develop a language and literacy intervention

for young English language learners that leverage Spanish and technology to provide intensive vocabulary instruction.

They will also refine and test a feasible plan of implementation in authentic classrooms. Gadsden County schools will partner in field-testing the prototype e-book language lessons in combination with the Panhandle Area Educational Consortium on Migrant Education.

Lakey receives mentoring model grant

SCSD alumna Dr. Emily Lakey, CCC-SLP, recently received a \$185,600 grant from the Iowa Department of Education to support a statewide professional development initiative to increase early intervention providers' use of family-centered practices in natural environments using the Distance Mentoring Model.

Dr. Lakey currently works as a Research Associate in the Communication and Early Childhood Research and Practice Center (CEC-RAP) at FSU.

SCSD News & Notes

- Francis Eppes Professor Dr. Leonard L. LaPointe's book, *Paul Broca and the Origins of Language in the Brain*, was featured in the Jul.-Aug. 2013 issue of *Smithsonian Magazine*. Dr. LaPointe spent the summer of 2011 in Paris at the Musée de l'homme with researching 19th century neuroscientist Pierre Paul Broca conducting research for the book.
- Professor Dr. Richard Morris won a FSU Undergraduate Teaching Award for the second time. Morris was also selected for the award in 2000-01. The FSU Teaching Awards program recognizes faculty for excellence in teaching and winners receive \$2,000.
- SCSD served as the host program for the Southeastern University Clinical Educators (SEUCE) Conference in Panama City Beach on Sep. 26-27. SEUCE is an organization of clinic directors and clinical educators in speech pathology and audiology in the southeastern U.S. Faculty members in attendance were Catherine Johnson, Debra Katz, Susan Maddox, Ellen Nimmons, Lisa Scott, Selena Snowden and Linda Walker.

GM hires IT students & grads

General Motors (GM) is shifting from information technology outsourcing to an insourcing model. In its efforts, the company has increasingly been hiring students and recent graduates in high numbers from SLIS.

GM's IT refocusing relies on the establishment of research and development hubs, dubbed "innovation centers," across the country. Since the fall of 2012 when GM increased their IT hiring efforts, 39 total FSU students have been hired, including seven internships this summer. Out of these Seminoles, 12 are graduates from the SLIS IT program. By early spring of 2013, three of CCI's IT students received job



GM HIRES RECENTLY GRADUATED SLIS ALUMNI. Left to right: Zachery Lloyd, Tremaine Grant, and Vincent Osborne

offers and an additional nine more were hired by the end of summer 2013.

Two alumnae enjoying success at the New Jersey State Library

Two SLIS alumnae are working at the New Jersey State Library (NJSL).

Kathleen Moeller-Peiffer currently serves as NJSL's Deputy State Librarian for Lifelong Learning. She was recently selected as vice President/President-elect of the Association of Specialized and Cooperative Library Agencies, which is the destination for ALA members to find information and help populations that are served by libraries.



Kathleen Moeller-Peiffer

Her division includes other U.S. librarians dedicated to working with specialized populations, such as the blind, physically handicapped, and incarcerated youths.



Mimi Lee

Mimi Lee was hired as an Adult, Urban & Diversity Specialist at the New Jersey State Library in June. Previously, Lee worked at the Atlantic City Free Public Library as Head of Technical Services and the Outreach and Events Coordinator.

MSIT student is also CEO of multi-media firm

Stephany C. Jones, Master of Science in Information Technology student, is also the CEO of WBS Multimedia, which develops cutting-edge, multimedia marketing campaigns and specializes in online marketing.

WBS is a bilingual branding boutique as all their services are offered in both English and Spanish - a necessity in Florida.



Stephany C. Jones

SLIS receives NSF-ATE award

The National Science Foundation's Advanced Technological Education program awarded the SLIS Information Institute an \$847,000 award to support the four-year project, "Assessing Information Technology Educational Pathways that Promote Deployment and Use of Rural Broadband." The project is one of several science, technology, engineering and mathematics (STEM) initiatives underway at CCI. Dr. Charles R. McClure, Francis Eppes Professor and Director of the Information Institute, will lead the project as the Principal Investigator.

SLIS

News & Notes

- Alumna and faculty member **Dr. Christie Koontz** published *Marketing Library and Information Services II: A Global Outlook*, which highlights a variety of model LIS marketing practices and efforts from around the globe.
- Associate Professor **Dr. Nancy Everhart** was elected to serve as the Regional Director of the International Association of School Librarianship representing the U.S.
- Associate Professor **Marcia Mardis** is spending the academic year working with the University Corporation of Atmospheric Research as a Distinguished Research Fellow at the National Science Digital Library.
- Assistant Professor **Dr. Shuyuan Ho** was awarded a two-year grant of \$200,000 from the National Science Foundation for collaborative research between FSU and Cornell University to identify language-action features from text-based messages and dynamically infer a social actor's perceived trustworthiness.
- Alumnus **Dr. Sung Jae Park** won the Library Research Round Table's Jesse Shera Award for Distinguished Published Research for the article, *Measuring Public Library Accessibility: A Case Study Using GIS*, published in *Library & Information Research* 34.
- Associate Professor **Dr. Don Latham** was awarded a National Leadership Planning Grant from the Institute of Museum and Library Services for a collaborative research project, which will collect and analyze data on how STEM teachers can most effectively collaborate with librarians.
- Doctoral student **Sylvia Knight Norton** was hired as the Executive Director of the American Association of School Librarians on Sept. 30.

STARS students win awards

Undergraduate students from the FSU chapter of STARS (Students and Technology in Academia, Research, and Service) Alliance garnered first- and second- place awards for their poster presentations at the “STARS Celebration 2013” in Atlanta, Ga., on Aug. 15-17.

STARS is a national community of regional partnerships with a mission to grow a diverse 21st century STEM workforce that addresses the shortage of computer scientists and IT professionals in the U.S. The FSU chapter focuses on K-12 outreach and recruitment and retention projects.

Ashley Schaffer’s first-place project poster award, “Strategic Use of Social Media”, focused on the use of social media to promote STARS projects, engage community participants and share information.

Nancy Moyers’ second-place project poster, “WISE”, described the initiatives on campus and in the Leon County community to build mentorship programs for women through WISE (Women in IT/ICT Sharing Experiences).

Faculty Promotions

- **Dr. Stephen McDowell** is now the College’s Associate Dean of Academic Affairs and Student & Faculty Development.
- **Ebe Randeree** added Associate Dean of Finance & Administration to his list of titles at the College.
- **Dr. Juliann Woods** was named CCI Associate Dean of Research.



STARS POSTER WINNERS. Left to right: Nancy Moyers (2nd) and Ashley Schaffer (1st)

CCI hosts girls’ technology camp



TECH CAMP STUDENT VOLUNTEERS. Left to right: Caroline Goodrich, Kirk Granger, Justin Ferretti, Marissa Monovis, Victoria Rice, Nancy Moyers, Maria Arjona

The College hosted its first Girls’ Technology Camp from June 17-21 as part of its community outreach efforts. The 42 middle school girls from Leon County learned various aspects of technology and program design, including basic coding, HTML, game design, web design, security and privacy.

Camp sessions were led by: Lynnsey

Weissenberger, SLIS doctoral student and webmaster; Geoffrey Miller, Assistant Director, FSU PIC program; SLIS IT students and alumni Lucas Heacock, Michael Helfrich, Jon Gluesenkamp, Kara James and Thomas Smith. Associate Dean Ebe Randeree and Women in IT/ ICT Sharing Experiences (WISE) President Nancy Moyers oversaw the project.

CCI welcomes new faculty

Dr. Warren Allen

joined the School of Library & Information Studies as an Assistant Professor. He has worked in engineering, consulting, and management capacities for the Federal Deposit Insurance Corporation, the Department of Education and the Federal Aviation Administration.



Dr. Warren Allen



Dr. Hugh Catts

Dr. Hugh Catts

has been named the new Director of the School of Comm. Science & Disorders. He was formerly the Chair for the University

of Kansas Speech-Language-Hearing: Science and Disorders Department. Dr. Catts also served as Co-Director of the Intercampus Programs in Comm. Disorders, as well as a Principal Investigator at the Language and Reading Disorders Laboratory.

Dr. Sindy Chapa

joined the School of Communication as an Assistant Professor and is serving as the Center for Hispanic Marketing Comm. Associate Director.



Dr. Sindy Chapa

She was previously an Assistant Professor at Texas State University.



Dr. Patrick Merle

Dr. Patrick Merle

recently was appointed an Assistant Professor of Public Relations at the School of Communication. He completed

his Ph.D. in Media & Communication at Texas Tech University. Dr. Merle has worked as an international news reporter for many years.

Fall 2013 Event Photos



CCI BBQ on Oct. 4

Dr. Catts, Dean Dennis & Delta Zeta Leaders at Hamburgers for Hearing on Oct. 25



CCI Faculty at FSU Cross-College Research Collaboration on Sept. 17



CCI Scholarship Reception on Oct. 3



Center for Hispanic Marketing Communication on Oct. 10-- Group includes visiting Advisory Board members (Geoff Godwin, Mark López, César M. Melgoza, Jorge A. Ortega), FSU students, as well as CCI faculty members and leaders including Dr. Sindy Chapa, Dean Dr. Larry Dennis, Dr. Gary R. Heald, Dr. Ulla Sypher, and Development Officer Mafé Brooks



Networking at WISE Breakfast on Oct. 30

Here is my gift to help FSU & CCI become a Top 25 University!

F14DM-CIOTNEWS

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- L.L. Schendel Scholarship in Communication Disorders
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Alumni support is critical in FSU's Top 25 quest

Lately, much of the discussion on campus has been about FSU's ranking in the collegiate football polls. There is, however, another poll which is being talked about with increasing interest and importance. And that is FSU's ranking amongst other public colleges and universities in the annual rankings



Dave Judy,
Director of Development

published in *U.S. News & World Report*.

President Eric Barron has successfully articulated his vision of developing FSU into a Top 25 university through a collection of transformative programs that are known as "The Big Ideas."

While these programs enhance the educational experience of our students, each requires a key component: the philanthropic support of FSU and CCI alumni and friends.

One of the categories that is, and will be, used by *U.S. News & World Report* in

its ranking of colleges and universities is the percentage of alumni who give back annually to their alma mater through philanthropic gifts. Alumni support is critical for closing the gap between tuition, decreased state support and the actual cost of providing a nationally ranked college education at FSU.

Please help us continue transforming FSU into a Top 25 university by making your gift today by mailing the donation form above or contributing online at <http://give.cci.fsu.edu/>.

Soapbox Films provides engaging opportunities

While the faculty and administration leads us on the road to the Top 25, our CCI development team is stepping up its efforts in reaching out to our alumni in various parts of the country. Our focus has been to find ways on how we can connect our alumni through our signature giving opportunities and other initiatives that tie in with the University's Big Ideas. It is important that we provide engaging opportunities that would enhance the academic success of our students through



SOAPBOX SEMINOLES. (Left to Right) Kaley Lankenau, Dave Foy, Chris Diaz (kneeling), Michele Kinne, Jessica Brahms, Dave Smith, Marcos Gabriel, Chelsea Devincent, CCI Development Officer Mafé Brooks

building relationships with alumni. Soapbox Films is doing just that

in conjunction with our Los Angeles Television Experience (LATE) program. At the helm is one of our alumni, David Smith, who serves as the company's President. Every year, 10 to 12 FSU media production students spend the summer in Los Angeles, Calif., interning and taking a course on the film and TV industries' structure, processes and careers. Students learn about these industries via lectures, field trips, and by speaking with and getting career advice from a wide range of industry members.

Soapbox has been very supportive of our LATE program and taken many of our interns under their wing. In fact, former interns are now current employees and we are grateful for their support and providing opportunities to our students.

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Click on the **Go Green** button and receive future issues of this newsletter digitally as you help us to conserve resources!



WHO ARE YOUR PEEPS? CCI has created Young Alumni Partnerships in **Educational Engagement, Philanthropy & Social Media (PEEPS)** with the goal of connecting alumni, students and new graduates to help alumni relocate or find professional development opportunities in specific geographic areas by creating regional support groups.

CCI is seeking volunteers in regions with large concentrations of alums to help us create informal networking opportunities for young alumni, mentoring opportunities, guidance for new graduates relocating into the region, inspirational stories of FSU alums and guest speaking opportunities.

Alumnus **Ritesh Gupta** (pictured in middle), Executive Producer for R&D Media in NYC and volunteer for the program, spoke with FSU students on Nov. 1.

Get connected to FSU CCI through social media by visiting <http://cci.fsu.edu/social/>

Leadership Board focuses on “Options for Action”

The Washington D.C.-based Center on Budget and Policy Priorities earlier this year reported, “In the past five years, state cuts to higher education funding have been severe and almost universal.”



Helena G. Simms,
*CCI Leadership
 Board Chair*

At FSU, the academic budget has been cut 25 percent over five years. FSU is doing what it can to keep tuition in check, which is particularly challenging with the economic downturn and resulting state budget cuts. The tuition increase at FSU was 1.7 percent this year, compared to a national average of 2.9. It's not surprising that FSU is recognized as being an excellent value, with FSU students currently paying the seventh lowest in-state tuition in the nation.

As chair of the CCI Leadership Board, I am proud that students in our program can receive a top-notch education at a good value.

My education has helped me in good stead throughout my career. For me, FSU has done what a university should do: It opened doors. As a communications major, I learned how to organize ideas, express my thoughts and speak with clarity and conviction. I want today's students to have the same advantages that a good education provided me. Like other members of the CCI Leadership Board, I participate because I want to give back to the institution that gave me so much. I don't want the quality education that I received to fall victim to budget cuts. I want to position CCI so that we can continue to attract the caliber of faculty that taught me.

Over the years, it has become clear to me that a passion for FSU is not enough. If I want to assure that current and future students will have the benefits I did, I have to do more than take pride in FSU. During my term as chair, I hope to work with my fellow board members in identify specific steps that we can take to support the College. Our board members have a variety of interests and talents. Some of our members have a passion

for reaching out to alumni and encouraging them to become part of a growing CCI network. Others have made and continue to make generous financial contributions. We all contribute to three awards recognizing outstanding faculty. We are working to develop a list of “Options for Action” - things we can do to support students, faculty and CCI programs.

My message to CCI alumni is that we have a variety of opportunities to give back. By the time you read this article, the Leadership Board will have prepared a concise list of “Options for Action.” We can help ensure that CCI graduates will be well-equipped to find jobs in a challenging economy. We can serve as mentors, offer internships, contribute to a student emergency fund, speak to classes or help students settle in new geographic areas.

I urge you to contact me at hgs5536@gmail.com to receive the Leadership Board's “Options for Action.” You can join us in assuring that, despite budget cuts, FSU can continue to open doors for its graduates.