

Three T's matter

Giving matters! And you have really outdone yourselves this past year. It has been an impressive year of fundraising for our College.

You gave your time, talent and treasure and for that, we are

very grateful. Your tremendous support has opened many new doors of opportunities that will allow us to strengthen our programs, provide additional scholarships, and increase partnerships within our community and beyond.

We sent out our first direct mail annual appeal last month and the response has been impressive. Our students benefit greatly from your annual fund contributions. Your gift allows them to present their research nationally, hone their leadership



Mafé Brooks

skills, and prepare them for their future through internships and service learning opportunities. Soon, they will be calling you for additional support during our annual phonathon. Please pick up the phone or go online to <https://foundation.fsu.edu/community/SSLPage.aspx?pid=809> to make an annual fund gift. Your generosity will continue to shape students' lives and make a significant impact on their careers.

We would also like to encourage you to support the following endowed scholarships: the John Mayo Endowed Scholarship, the Carole Jo Hardiman Endowed Scholarship, the Allan & Lori Stamm Endowed Scholarship and the Ron & Genny Blazek Endowed Scholarship. Please visit our Web site at for details about each of these opportunities to support students, our programs and professors.

Time, talent and treasure – these are the three T's that you, our alumni and friends have given us and continue to give us especially during these challenging times. We

are inspired by your passion for service and philanthropy and we are looking forward to another tremendous year!

–*Development director Mafé Brooks*

All about our alumni

There is a wealth of information available for alumni through the left-side navigation of the CCI Web site (<http://cci.fsu.edu>). Hover over "Alumni and Friends" and click on topics to learn more about:

- Ways of keeping in touch,
- How to help the College in its continued success,
- Our distinguished alumni,
- Our leadership board,
- Ways to give, and
- How to give.

Donor Lists of your current contributions, can be found online at http://cci.fsu.edu/Alumni_Friends/DonorList

Three new funds support CCI students, honor faculty



Sterling Garcia

Three new funds have been created to provide opportunities for our students and to honor retired faculty.

The John K. Mayo Fund for Excellence was announced at the retirement reception for the dean of COMM.

Initiated by CCI Leadership Board member Helena Sims and her husband, John Sims, the fund has been supported by board members Victoria Zepp, Scott Edinger, Arthur Guilford, and Todd and Annie Trimmer.

More than \$30,000 has been pledged. Initially the fund will be used to attract visiting lecturers and guest professors and to award fellowships to outstanding graduate students in the school. Once fully funded, it will be for the John K. Mayo Professorship.

The Carole Jo Hardiman Clinical Scholarship will be awarded for the first time this academic year to a student in Communication Science & Disorders who shows outstanding clinical aptitude. It was created to honor the contributions of Hardiman, a retired professor and director of the L.L. Schendel Speech and Hearing Clinic, who was recognized at CCI

Convocation as the SCSD distinguished alumna.

The scholarship has been funded over the next five years by Dr. William Haas, and the College is seeking contributions to permanently endow it.

The Thomas R. King Graduate Fellowship in Communication was initially created by a generous gift from Lawrence and Connie Rifkind, as well as a contribution from Carl Cates, to honor King for his contributions to The Florida State University. The award gives fellowships to outstanding graduate students with an interest in speech, debate or rhetoric.

–*Development director Sterling Garcia*

'NOLES AT THE MUSEUM. Alumni and friends gathered at the Lightner Museum, St. Augustine, to share "wine and memories." At left, Mary Jane Little, Joseph Joyner, Nila Watson; center, Mollie Pellicer, Ruth Shugart; and right, Herbie & Annette Wiles, David & Marilyn Wiles, Nila Watson.



Help CCI go green



Receive the CCI Connection newsletter via e-mail!

Go to the "Alumni & Friends" section of the College

Web site (<http://cci.fsu.edu>) and click on "Keep in Touch." Be sure the box entitled "Receive Alumni Emails" is checked.

While you're there, you can update your contact information and tell us what you've been up to. We'll add it to Alumni Updates, one of the features of the expanded online edition of CCI Connections.

Keeping in touch

You can find alumni, faculty, students and friends of our College at most annual meetings of professional organizations within the disciplines of our schools. We seek to maintain connections with you as professional colleagues in these fields in order to get your input and ideas in making sure our programs serve the needs of our society. We plan receptions and events so that we can connect with you.

10 WAYS TO KEEP CONNECTED

1. Check the CCI Calendar of Events (<http://cci.fsu.edu/Calendar>)
2. Visit the CCI homepage regularly (<http://cci.fsu.edu>) and check CCI news
3. Subscribe to RSS feeds from the CCI Web site
4. Become involved with the CCI Leadership Board
5. Visit the "Keep in Touch" form and update your information
6. Receive alumni e-mails
7. Mentor current CCI students
8. Create internship opportunities
9. Be a guest speaker
10. Visit with us at conferences

For more information, contact Ebe Randeree (Ebe@cci.fsu.edu)



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Merged leadership board in motion

It is with great pleasure that I greet you as the chair of our newly merged Leadership Board. The primary purpose of the board is to serve as a network of engaged alumni and friends who will promote and assist the College's efforts to raise private funds and receive foundation and corporate support, thereby helping to fulfill the mission of the College.



Mary Jane Little

So far, we have met twice since the merger and I think the synergy we possess will reap many rewards. My term as chair runs through June 30, 2010; at that time, our vice chair, Ahli Moore, will assume this role. Our appointed board secretary is Dr. John Tetnowski.

In our meetings we have focused on learning more about each school within our College. Toward this effort, we have had awesome tours and introductions to Communication Science & Disorders, the Strozier Library, Seminole Productions, the Louis Shores Building, and the Advertising Team. Each meeting is providing education and training to assist us in our leadership efforts.

On Nov. 5, we sponsored a 'Noles at the Museum' event at the Lightner Museum in St. Augustine. We entertained FSU alumni and friends and helped open doors for our development team of Mafé Brooks and Sterling Garcia to work with us in the process of making donor connections. We were proud to have deans Larry Dennis & Julia Zimmerman (University Libraries) in

attendance. Our next event will be in New Orleans at Emeril Lagasse's Nola Restaurant on Nov. 20. For info, contact John Tetnowski (jxt1435@louisiana.edu) or Sterling Garcia (Sterling.Garcia@cci.fsu.edu). We hope to see you there.

We would also love to have you consider being a part of our leadership team or lending assistance in opening FSU connections in your area. For more details or information, please contact any one of our team members.

Our board members include Linda Alexionok, Mark Claiborne, Elaine Crepeau, Scott Edinger, Arthur Guilford, TaRhonda Harvey, Mary Alice Hunt, Willie Jackson II, Faye E. Jones, Peter Krause, William Mills III, Jackie Montgomery, Charlie Parker, Shayla Perry, Jeffrey Rosenberg, Helena Sims, Joe Snowden, Allan Stamm, Lorraine Summers, Marilyn Wiles, and Victoria Vangelis-Zepp. We also welcome our newest board member, Janet Kahn.

Join our social networks

Keep in touch with our alumni and friends, faculty and students!

- **LinkedIn groups:** FSU College of Communication & Information; FSU School of Library & Information Studies Alumni
- **Facebook groups:** FSU College of Communication & Information; Florida State Department of Communication Science and Disorders Alumni; FSU College of Information Alumni



CCI Connection

The College of Communication & Information at The Florida State University

Fall 2009

Humor, honors highlight the first CCI convocation event

There were tricks and treats on hand at the first Convocation & Award Ceremony of the merged College of SCOMunication & Information held on Halloween, Saturday, Oct. 31. Alumni and faculty caught up with one another over a buffet breakfast in the Goldstein Library at the Louis Shores Building. The ceremonies were kept lively by the humor of Emcee Paul Marty and by Wayne Wiegand, as the spirit of decimal system creator Melvil Dewey.

Plenty of pomp was served up with the circumstance as the three schools recognized distinguished alumni—Jim E. Kirk (SCOM), Carole Jo Hardiman (SCSD), and Tom W. Sloan (SLIS). Professor and Dean Emeritus John K. Mayo received special recognition from Dean Larry Dennis. Awards were presented to outstanding faculty and staff as well—Mark T. Ziegler and Natasha Hinson-Turner (SCOM), Julie Stierwalt and Dana Hamilton (SCSD), Ebrahim Randeree and Susanne Houff (SLIS), and Barbara Richter (Dean's Office).

The event was simulcast on the Internet and is available for viewing at <http://cci.fsu.edu/homecoming2009>.

Newsletter redux

Greetings. The Colleges of Communication and Information officially merged July 1, 2009. The merger created three new schools: Communication; Communication Science & Disorders; and



Dean Larry Dennis

Library & Information Studies. While there have been some changes, the old colleges had many things in common, including newsletters with very similar names. These newsletters were the inspiration for the CCI Connection newsletter. We will use the print version, the expanded Web version (<http://cci.fsu.edu/newsletter>) and the College Web site (<http://cci.fsu.edu>) to keep you up to date on activities at FSU. -Dean Larry Dennis



ONSTAGE ANTICS. Paul Marty and Wayne Wiegand (as Melvil Dewey) bring laughter to, seated left to right, Jim E. Kirk, John K. Mayo, Carole Jo Hardiman, and Sol Hirsch.

CCI Career Day draws 297 students

Held on Oct. 15 in the FSU Alumni Center, the first CCI Career Day was a notable success. Employers are recognizing that the College is moving in the right direction, and they welcome Career Day as a chance to spot bright students as potential employees. A total of 297 students attended.

Dean Dennis addressed representatives of 27 organizations at a luncheon prior to the main event. Of the positions that these companies were looking to fill, one-third were in communication and media, one-third were in the area of information technology, and one-third required a mix of communication and technology skills.

"That last group confirms the direction in which we've been heading. This is very exciting to us at the College," said Ebe Randeree, Assistant Dean. Recognizing the need for a multiskilled workforce, the College is in the process of creating a new program—an undergraduate major in Information, Communication & Technology.

The Schools of Communication and Library & Information Studies have



CAREER CONNECTIONS. Dean Dennis, center right, observes the high attendance at CCI Career Day at the FSU Alumni Center on Oct. 15. CCI students met with employers seeking skills in communication, technology, and a mixture of both.

both witnessed a convergence of media, technology, and communication in recent years. Communication graduates are required to possess more technology skills, web design skills, and the ability to take marketing, PR, and advertising messages to new social networks and online forums. The IT field has seen an expanding emphasis on communication and technical writing. IT graduates who understand communication styles and techniques are in high demand.

Zeigler named as FSU's top teacher



Mark T. Zeigler

Associate in Communication and adjunct instructor in the Center for Leadership and Civic Education Mark T. Zeigler was named the recipient of the 2008-2009 Distinguished Teacher Award during

the Florida State Faculty Awards Program, held April 9. He is receiving a \$7,500 stipend along with the award.

"I am honored and humbled by this recognition," Zeigler said. "When I look at those honored previously, I find that they are my teaching heroes... James Smith, David Kirby, Ken Goldsby, Jim Jones... It's hard to believe I'm in their company."

Nominations for the Distinguished Teacher Award are submitted by students to honor faculty members who have made a great impact on them. Those nominations are reviewed by a faculty committee, which makes the final selection.

"I owe this award to the students of Florida State University who have given so much of themselves in the classroom," Zeigler said. "There are no finer students than those at Florida State. I am also extremely grateful to my colleagues in the Department of Communication. I can't imagine a more supportive group of colleagues with whom to work."

John Mayo, who recently retired as dean of the College of Communication, noted that "throughout his career at Florida State, Mark's teaching has received exemplary ratings from students and faculty colleagues alike. He is an innovative instructor who challenges and inspires students, both in and outside the classroom. No matter the size of his classes, be they large lectures or small discussion sections, he somehow manages to establish rapport with virtually every student."

Anne Rowe, the university's dean of the Faculties, described Zeigler as "beloved by students across Florida State's campus, many of whom he instructed in his public speaking course. He is also a popular speaker for student events and has been active in the London Study Center program."

Korzenny reviews Census campaign

Dr. Felipe Korzenny was one of five distinguished scholars who served on an independent academic panel that reviewed the paid media/advertising portion of the upcoming 2010 Census Integrated Communications



Felipe Korzenny

Campaign. It was the first time the U.S. Census Bureau commissioned an objective panel to review its proposed communication campaign before it was launched.

"Clearly, we were privileged to be part of the review of a most important marketing communication effort of the U.S. government for the Census," Dr. Korzenny said.

The data collected by the Census serves to guide the distribution of more than \$400 billion in federal funds to local, state and tribal governments each year, to determine Congressional apportionment, and to help guide planning decisions. The panel's findings were generally positive, concluding that the Census Bureau followed "best practices" of both the communications industry and academia in preparing the campaign.

CCI McKay winner



Ania Rynarzewska

Grad student and former FSU tennis player Ania Rynarzewska has been awarded an inaugural Jim McKay Scholarship, which goes to one male and to one female NCAA student-athlete who has excelled academically and plans

to pursue graduate studies in communication. Each McKay Scholar receives \$10,000.

Rynarzewska graduated magna cum laude in public relations and is pursuing a doctorate in mass communication and marketing. Central Michigan's Brian Brunner was the other recipient.

The scholarship honors the legacy of newsman and sportscaster McKay, who hosted ABC's Wide World of Sports for 40 years and led coverage of the Munich massacre at the 1972 Summer Olympics.



HONOREES. Professor and Dean Emeritus John K. Mayo (right) honors alumnus Jim E. Kirk (center) before presenting him with COMM's Distinguished Alumni Award at Convocation. Dr. Mayo was also honored with a special recognition by Dean Dennis (left).

Raney keynotes conference in Spain

Dr. Arthur Raney, associate professor of communication, was invited to be one of five keynote speakers at an international conference on entertainment theory and effects in Benasque, Spain, Nov. 15-21.



Arthur Raney

It was the first in a series of communication congresses being organized under the auspices of the Centro de Ciencias de Benasque Pedro Pascual, with a goal of gathering both top

scholars as well as promising junior scholars within the field for an open and wide-ranging discussion of issues.

A different topic was featured each day of the conference. Raney lectured on "Entertainment and Morality" and a junior scholar from the Free University of Amsterdam served as a respondent, offering an alternate explanation or theory. The exchange led to a daylong discussion of the topic, followed by proposals for continuing research. Raney's presentation will be published in the European-based "Journal of Media Psychology."

Delta Zeta pledges Schendel \$25K

The Delta Zeta sorority at The Florida State University has announced the creation of a \$25,000 endowment to benefit the School of Communication Science & Disorders L.L. Schendel Speech and Hearing Clinic. Delta Zeta will donate the money over a five-year period, contributing \$5,000 each year.

“This endowment represents a significant contribution to the Schendel Clinic and will help support our clinical training and community outreach efforts,” said Dr. Juliann

Woods, School director. “We serve clients of all ages and backgrounds with various types of communication delays and disorders, so a gift of this size will have a tremendous impact on the clinic’s ability to better serve the community.”

To make a contribution or to receive additional information about the Delta Zeta Endowment for the Speech & Hearing Impaired, please contact Sterling Garcia, director of development at (850) 644-1364 or Sterling.Garcia@cci.fsu.edu.



LEARNING AS FUN. Young clients of L.L. Schendel Speech and Hearing Clinic enjoy a chance to continue therapy and improve their skills in a fun, interactive environment at Communication Camp. Directed by Dr. Carla Wood Jackson, the two-week camp has been held for the past three years.

FSU’s excellence visible with ASHA

Recent activities demonstrate that FSU is well-represented professionally within the American Speech-Language-Hearing Association (ASHA).



Julie Stierwalt

Dr. Julie A.G. Stierwalt, associate professor in the School of Communication Science & Disorders, was recently named a fellow by ASHA, one of the highest honors the organization bestows. Stierwalt’s

work focuses on swallowing disorders, motor speech disorders and cognitive linguistic interactions following brain damage. Stierwalt was recently recognized as the SCSD’s Outstanding Faculty Member at the 2009 CCI Convocation & Homecoming Ceremonies.

At the ASHA conference in New Orleans, Nov. 19–21, the SCSD commitment to student-faculty research was evident as about half of the 40 faculty presentations were collaborative efforts: Eight represented the research participation requirement for master’s students; nine included faculty doctoral students; one was a master’s thesis; and one was a study designed and completed by Dr. Leonard LaPointe’s advanced seminar students as a class project.



Juliann Woods

During a pre-conference session Drs. Amy Wetherby and Juliann Woods, along with Dr. Elizabeth Crais (University of North Carolina), presented on advances in research to identify

and treat autism spectrum disorders in young children.

Dr. Joanne Lasker was selected to receive the inaugural *ASHA Leader Outstanding Contribution Award* for her article, “Aphasia and the AAC: Enhancing Communication Across Health Care Settings,” written for the award-winning ASHA newspaper.



Joanne Lasker



CELEBRATED ALUMNA. Carole Jo Hardiman was presented SCSD’s Distinguished Alumni Award by former chair William H. Haas at the 2009 CCI Convocation. Hardiman earned both undergraduate and graduate degrees at FSU. She enjoyed a 35-year career at FSU as a master clinician in the Regional Rehabilitation Center. She retired in 2004 as a professor and director of the L.L. Schendel Speech and Hearing Clinic. She is a Fellow of the American Speech-Language-Hearing Association.



A VISIT FROM JAPAN. A client at Tallahassee Memorial Hospital’s Adult Day Services, front left, is engaged by one of a group of Japanese speech therapists and physicians who specialize in communication disorders. The Japanese visitors came to SCSD for two days in October to attend lectures and to learn the latest in clinical practices.

Join the SCSD Facebook group

Alumni of the graduate program of Communication Science & Disorders at Florida State University are invited to join our new Facebook group. Our goal is to create a network of alumni and colleagues. We want to share what is happening on campus but, more importantly, we want to know what you are doing. You can find us on Facebook as “Florida State Department of Communication Science and Disorders Alumni.”

SLIS to study Mag Lab virtual teams



Kathleen Burnett

A research team headed by Dr. Kathleen Burnett was recently awarded a \$380,226 National Science Foundation grant to study virtual scientific teams at the National High Magnetic Field

Laboratory: how they form, disband and re-form and what factors affect team membership. The goal of the two-year project is to create a model for diverse interdisciplinary virtual teams that will

increase efficiency and innovation, and turn short-term collaborations into long-term partnerships.

An estimated 900 scientists and engineers spend time at the magnet lab every year. The scientists work in different fields, come from different countries and often speak different languages. To make sure their limited time is well-spent, a great deal of preparation and coordination is done to build relationships before they arrive; the research team will be tracking these relationships.

Co-principal investigators are Drs. Gary Burnett, Michelle Kazmer, Paul Marty and Besiki Stvilia.

Trezza was the 'Iron Duke' of LIS

Professor-emeritus Alphonse F. Trezza, who taught at the School of Library and Information Studies from 1982 to 1993, passed away on July 15 in Tallahassee. During his career, he served as director of the Catholic Library Association, associate director of the American Library Association, director of the National Commission for Library and Information Science, and as a staff member of the Library of Congress. He received the American Library Association's highest honor when inducted as an Honorary Member during their 2007 annual conference.

Trezza reflected upon his efforts, challenges, and accomplishments in a two-part *Florida Libraries* interview (Oct. and Nov. 1994) entitled "The Arc of the Iron Duke." The Trezza Conference Room in the Louis Shores Building is named in his honor.

Everhart elected as AASL president

Dr. Nancy Everhart has been elected president-elect of the American Association of School Librarians (AASL), a division of the American Library Association. Established in 1951, AASL is the nation's only association for school library media professionals and has nearly 10,000 members.



Nancy Everhart

Dr. Everhart's term as president-elect began this July. She will assume the AASL presidency in July 2010.

"My objective as AASL president will be to get the nation focused on what 21st century school libraries staffed with certified school library media specialist leaders look like," she said, "and what they can do for students."

As an AASL member since 1981, Dr. Everhart has served the organization as a member of the board of directors, as research editor of the association's journal, *Knowledge Quest*, and as chair of numerous committees.

Everhart obtained her Ph.D. in 1990 from The Florida State University. Her teaching and research have focused on school library leadership.

Study: school libraries' open content

Studies have shown that digital resources—video clips, audio, simulations, and images—improve student learning in science and math, and the emergence of online digital libraries has made more free resources available than ever before. Yet few make it to student classrooms or computers. A new SLIS research study looks to change this.

"Digital Libraries to School Libraries (DL2SL): A Strategy for Lasting K-12 Open Content Implementation" is an investigation into how school libraries can successfully integrate digital library "open content" in science, technology, engineering and mathematics (STEM materials) into their collections and services. The research project, headed by Dr. Marcia Mardis, an assistant professor at SLIS, received a \$309,344 grant in June from the Laura Bush 21st Century Librarian Program of the federal Institute of Museum and Library Services.

"Open content" refers to digital materials that are downloadable, editable, and combinable. For example, a student can download a short PBS science video and add commentary, subtitles, or additional images," Mardis said. "It is in the manipulation of ideas that real learning happens. Editing and creating content requires higher-order thinking and engages children more deeply by appealing to a diversity of learning styles."

The project will provide professional development to school media specialists in building collections of STEM material that teachers can use, thus increasing student use of the digital materials that aid in learning.



Marcia Mardis

More...

- Dr. Nancy Everhart was chosen by the National Board for Professional Teaching Standards to co-chair a committee of select educators and assure the National Board's Library Media Standards reflect best practices and latest research.
- Doctoral student Annette Goldsmith's dissertation, "Found in Translation: A Mixed Methods Study of Decision Making by U.S. Editors Who Acquire Children's Books for Translation," received honorable mention in the ASIS&T Technology/Proquest 2009 Dissertation competition.
- 2009 ASIS&T SIG-USE Best Information Behavior Conference Poster: Doctoral student Joy Joung Hwa Koo & Dr. Melissa Gross, "Adolescents' Information Behavior when Isolated from Peer Groups: Lessons from New Immigrant Adolescents' Everyday Life Information Seeking."
- Florida public library outlets and K-12 public schools reported inadequate connection speeds and insufficient workstations in a needs assessment report issued by the Information Institute (funded by the State Library and Archives of Florida).
- Dr. Marcia Mardis edited the new issue of *Library Trends* (vol. 58, no. 1, summer 2009) entitled "Important to Us All: School Libraries and LIS Research." This issue was *Library Trends'* first to focus on school libraries in over 40 years.

For more content, visit the expanded online addition of the CCI Connection (<http://cci.fsu.edu/Newsletter>).