

Combining the Best of Both Worlds College of Communication & College of Information Merge

The College of Communication and the College of Information merged their respective programs on July 1, 2009. This merger is a strong step forward in ensuring that students will be armed with a unique set of skills after graduation. Although it is widely assumed that the primary reason for the merger is the highly publicized cut in educational funding, this is not the case. The driving force behind the merger was the knowledge that both faculty and students will benefit from the integration of technology and communication. The rapid growth of technology brings it ever closer to the field of communication, and the merging of technology and communication is happening on a large scale in the business world.



The merging of the Colleges of Communication and Information reflects this new business environment. Students are no longer truly prepared for the workforce if they possess skills in only one of these co-dependent areas. To further enrich their studies by giving them multiple perspectives of the relationship between communication and technology, students are now able to take electives from other programs in the new College of Communication & Information. The full impact of the merger will not be seen in the short term, but in time, it is hoped that the new College will “develop joint degree programs, certificates, online courses and programs and a unified academic community that helps spread ideas across academic disciplines,” said Larry Denis, Dean of the new College.

In the short term, small advances have been seen in events such as a joint Club Day, held on October 1st, and Career Day, which took place on October 15th. Both events hosted clubs and companies that would be of interest to students of all three schools included in the merger (the School of Communication, the School of Library & Information Studies, and the School of Communication Science & Disorders). Other joint events completed include: a joint Faculty retreat; a combined United Way Campaign; the meeting of the joint Leadership Board; grants written by faculty from the newly created College; the Annual Convocation and Faculty awards; and a holiday luncheon. With more events hosted by the College of Communication & Information, students will be given more opportunities to expand their interests, and to see that communication, information, and technology are interconnected.

WIN \$50

How do you win \$50? We need a name for this newsletter. If you think of a name that represents us, please e-mail your suggestions to Ebe Randeree (eranderee@cci.fsu.edu). The student who submits the winning name will be featured in the next edition of this newsletter.

Deadline is 12/31/09

FSU Forensics Team

The FSU Forensics Speech team competed in the Child of the Sun Individual Events Tournament on October 2 and 3, 2009 in Lakeland, FL. Nine schools attended the event. FSU scored more sweeps points per entry than any other school's team, placing third in team sweepstakes. The FSU team also earned tournament championships in five out of eleven events offered at the tournament.



Photo of the team at the tournament

Individual Results:

- **Nick Thompson**, Senior – 1st in Persuasive Speaking, 2nd in Informative Speaking, and 3rd in Extemporaneous Speaking.
- **Lena Tsaoussis**, Senior – 1st in Prose Interpretation and 4th in Program Oral Interpretation.
- **Julia Truitt**, Junior – 2nd in Program Oral Interpretation and 3rd in Informative Speaking.
- **Virgil Hayes**, Senior – 1st in Informative Speaking, 1st in Poetry Interpretation, and 1st in Program Oral Interpretation.
- **AJ French**, Freshman – 2nd in Duo Interpretation (with Will Newton).
- **Will Newton**, freshman – 2nd in Duo Interpretation (with AJ French).

For more information about participating in the FSU Forensics team or contributing to its continued success, please contact FSU Director of Forensics Danielle Holbrook at dholbrook@fsu.edu.

GET INVOLVED!

FSU Debate:
UCC4407, Tuesdays @ 7 PM

FSU Speech Squad:
UCC4408, Tuesdays @ 8 PM



Success of Arrowhead Advertising

ARROWHEAD
Florida State University

Arrowhead Advertising is Florida State University's student-run advertising team, and competes at the National Student Advertising Competition (NSAC) annually. Arrowhead is primarily composed of students from the College of Communication & Information, and is under the faculty sponsorship of Barry Solomon. Each year, Arrowhead team members develop an integrated marketing campaign, including a 32-page plan book and a 20-minute presentation outlining the various facets of the marketing campaign, from research and media plans to creative and promotional executions. Arrowhead has a long history of success at NSAC. The team has placed first at the 4th District competition for the past three years, and has moved on to the national competition 7 out of the past 11 years.

Grad Student Wins Inaugural McKay Scholarship

Ania Rynarzewska, College of Communication & Information graduate student and former FSU tennis player, and Brian Brunner, a former quarterback at Central Michigan University, are the first ever recipients of the Jim McKay Scholarship. The McKay Scholarship is presented annually to student-athletes (one of each gender) who have excelled academically and who plan to pursue postgraduate studies in the communications industry. The Jim McKay Scholarship program was established in 2008 to pay import to the legacy of pioneer sports journalist Jim McKay, and to assist former student-athletes who plan to work on a postgraduate degree at an NCAA college or university. Rynarzewska will receive a \$10,000 award for her outstanding academic achievements. Rynarzewska is pursuing a Ph.D in Mass Communications and Marketing.



Rynarzewska, who also received an ACC Postgraduate Scholarship, is a native of Inowroclaw, Poland, and was a member of Florida State's SAAC and the National Society of Collegiate Scholars. She interned in the Sports Information Office and accrued experience with events planning, fundraising, and accounts coordination during her undergraduate years at FSU. She was named to the Atlantic Coast Conference Honor Roll and the All-Academic ACC Team between 2006-2008; to the Dean's List three times; and to the President's List twice. She was the Intercollegiate Tennis Association Scholar Athlete of the Year (2006-2008) and the FSU Golden Torch Award winner for achieving the highest GPA on her tennis team. She graduated Magna Cum Laude with a Bachelor's degree in Public Relations. She also participated in food drives and various activities in the city and on campus while competing in tennis and going to school.

"There are no words for me to describe how proud I am and how happy I am for Ania in receiving the Jim McKay Scholarship," said Florida State Head Women's Tennis Coach Jennifer Hyde. "Only one male and one female in the nation are awarded this scholarship each year, and for Ania to be chosen above a group of skilled and successful student-athletes speaks highly of the accomplishments she's had in her collegiate career at Florida State University." Information for this news article courtesy of Seminoles.com and the NCAA.

First in the Nation— Project Management Certificate

Florida State is the first and only university to offer a Graduate Project Management Certificate. This certificate is designed to teach students the Project Management Body of Knowledge that serves as preparation for those wanting to take the Project Management Professional exam. The Graduate Project Management Certificate offers a unique opportunity for students to slip into a niche in the working world. Those who complete the program will learn the skills to successfully plan and execute projects, thus adding to their professional repertoire a valuable set of processes, knowledge, tools, and techniques.

Students are not required to be a graduate student in the School of Communications in order to obtain the Project Management Certificate. A total of 12 course credits from the 4 areas of study in Project Management are required. For more information regarding the program, including how to apply, visit <http://www.comm.cci.fsu.edu/Graduate-Programs/Graduate-Certificates/PMC>.

Club Day

On October 1st of this year, the **College of Communication & Information** hosted a Club Day to showcase ways for students to get involved on campus. Students have invested their time and effort to build these organizations not only on campus, but throughout the Tallahassee area. Listed below are clubs that attended Club Day and that have put a unique stamp on the success of the new college.

Nole Zone	FPRA - The Florida Public Relations Association	Hip-hop Club
Global Peace Exchange	Lambda Pi Eta Honor Society	FSU Ad Club
ALA Student Chapter	AITP - Association of Information Technology Professionals	STARS Alliance
ACMW - Women	ACM - Applied and Computational Mathematics	FSU Forensics
V89	Kauz4unity Coalition	The Kudzu Review



CLUB FOCUS: Association for IT Professionals (AITP) is a nationally recognized professional association for career minded individuals who seek to expand their potential. AITP participates in and organizes a number of events for networking, mentoring, and socialization. Meetings are held monthly. Please contact Walt Bower (wbower@fsu.edu) for more information or visit <http://aitp.fsu.edu/>.

Past Events: Spring 2009

- 30- Jan Bowling Social
- 13- Feb AITP Blood Drive
- 18- Feb Tour of Summit East
- 21- Feb Feed Your Brain II
- 3- Mar Career Day- CI
- 27- Mar AITP Blood Drive
- 31- Mar Club Day- CI
- 11- Apr Feed Your Brain III
- 18- Apr Game Day

Past Events: Fall 2009

- 20- Jun Summer Picnic
- 29- Aug Game Day
- 5- Sept Tallahassee Code Camp
- 24- Sep AITP hosts Microsoft
- 1- Oct Club Day- CCI
- 12- Oct Reinvent Yourself
- 15- Oct Career Day- CCI
- 14- Nov Feed Your Brain IV
- 24- Nov Tour of Mainline Info Systems

UPCOMING Events:

- Spring '10 Business Etiquette 101 workshop
- Spring '10 Business Start-up workshop
- Spring '10 Tour of Infinity Software
- Spring '10 Feed Your Brain V & VI
- Spring '10 Social Event (2)
- April '10 Career Day CCI
- April '10 LAN Gaming Event
- May '10 Summer Picnic

CLUB FOCUS: Communication Graduate Student Association

The freshly revamped Communication Graduate Student Association (CGSA) is a student organization with the agenda of providing services, networking opportunities, and social events for students of the School of Communication and the University at large. Services range from Photoshop and video editing workshops to pre-exam tutorial sessions, information about research and internship opportunities, alumni relations, corporate office tours, and social networking opportunities. Look to join CGSA as it launches its extensive program in early January of 2010. For more information (including meeting times), please contact Zain at zk07@fsu.edu.

Distinguished Companies Recruit at FSU

The **College of Communication & Information**, AITP, and the STARS Alliance hosted Career day for CCI students on October 15th at the FSU Alumni Center. Twenty-seven companies from the regional area were present for the three-hour event. Around 300 undergraduate and graduate students attended the event.

From a brief survey with 11 employers 3 weeks after Career Day, companies reported: 362 resumes collected, 117 potential candidates, 35 internship interviews completed, 19 interns hired, and 3 full time employees hired. Employers enjoyed the setting of the FSU Alumni Center, and were ecstatic about the mixture of students from the newly created College of Communication & Information. Employers were quite excited by the prospect that students from the new College feature a wide range of skills from the technology and communication fields.



AITP and STARS would like to acknowledge the support of Dean Larry Dennis in making this a successful event. The groups would like to thank the Alumni Center for its generous space and cooperation. A similar event is planned for the spring, and will be hosted by both College and student groups. The goal for the spring event is to invite 40 local and regional companies specializing in IT, information studies, communication, and communication disorders.



Visit the Career Center for upcoming recruiting information!

Look out for College of Communication & Information Spring Career day in early April!



Companies that Attended:

Children's Campaign
 City of Tallahassee
 Clear Channel Broadcasting
 Diverse Computing
 eLayaway
 Agency for Healthcare Administration
 Infinity Software Development
 Kidd Group
 Mainline Information Systems
 Onyx Group
 Science Applications International Corporation
 ITFlorida

Salter Mitchell
 St. John & Partners
 Tallahassee Democrat
 Tallahassee Memorial Hospital
 Zimmerman Agency
 Visit Florida
 Franceschi Advertising
 Taproot Creative
 Ounce of Prevention Fund of Florida
 Leon County School
 Aegis Business Technologies
 Challenger Learning Center
 Waddell & Reed Financial Advisors



Film Students Dominate Competition



Florida State University film students gathered with the top six film schools in the nation to compete in the second annual Filmanthropy competition. The Filmanthropy Competition was founded by the John Templeton Foundation and it inspires young filmmakers to create short films about philanthropic organizations.

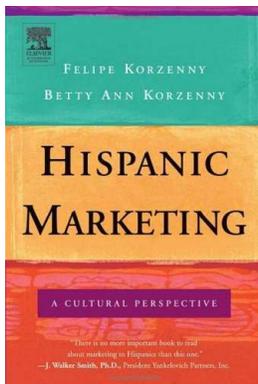
Florida State University students won an impressive \$54,500 of the \$75,000 in awards with a combined 39 award-winning films. "For our students to win the lion's share of awards is quite remarkable, mainly because they

were all first-year undergraduate film students competing against older and more experienced student filmmakers from excellent institutions across the nation," said Frank Patterson, Dean of the College of Motion Picture, Television and Recording Arts (better known to most as the Film School). "We are quite proud of this very bright bunch of students."

The event was a testament to the substantial talent of the Florida State film students. The event highlights the students' passion for and dedication to supporting the Filmanthropy event and bringing attention to the charities that strive to make a difference each day.

View winning films at <http://www.news.aol.com/Philanthropy>, and view individual awards at <http://film.fsu.edu/FSU-Film-News/Top-Stories2/BFA-Class-of-2011-Lands-54-000-in-awards>.

Center for Hispanic Marketing



The Center for Hispanic Marketing Communication was founded in 2004 at Florida State University by Dr. Felipe Korzenny. The Center for Hispanic Marketing Communication offers a graduate certificate, the first of its kind among universities in the United States, and works with students and faculty to conduct research and to produce innovative resources to serve the Hispanic market. Dr. Korzenny is still the director of the Center for Hispanic Marketing, and was recently recognized for his efforts by being asked to serve as one of five distinguished scholars on an independent panel slated to review a portion of the 2010 Census Integrated Communications Campaign.

The students of the Center for Hispanic Marketing were also nationally recognized by Advertising Age, a source for news about marketing and media (<http://www.comm.cci.fsu.edu/Newsroom/HMC-in-Ad-Age>). The continuing growth of the Hispanic market speaks to a need for the marketing communication industry to address this unique niche. Students do not need to be a graduate student in the communications program to fulfill the requirements for receiving a Hispanic Marketing certificate. To learn more about the program, visit <http://hmc.comm.fsu.edu/Courses-Programs/Programs/HMC-Graduate-Certificate>.

Schendel Clinic to Receive \$25,000 from Sorority

In October of this year, Delta Zeta Sorority at Florida State University announced the creation of a \$25,000 endowment to benefit the L. L. Schendel Speech and Hearing Clinic of the School of Communication Science & Disorders. Delta Zeta has pledged to donate \$5,000 each year for five years. Delta Zeta's national philanthropic partnerships are the Starkey Hearing Foundation and the House Ear Institute, both of which focus on speech and hearing disabilities.

"This is a partnership that we have worked to rekindle over the past few years, and we are excited to have the opportunity to create this endowment with the FSU Foundation that will provide much-needed funding assistance for programs of the clinic," said Dalisha Herring, Delta Zeta Collegiate Chapter Director, Alpha Sigma Chapter. "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, Director of the School of Communication Science & Disorders. "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."



The endowment from Delta Zeta will help fund assistive listening devices to Florida State students with hearing impairments, as well as fund support group meetings for families of children receiving services at the clinic. Educational materials will also be provided to help raise awareness of the clinic's services.

Make a Contribution:

Contact Sterling Garcia, Director of Development for the College of Communication & Information, at

850-644-2364 or

sterling.garcia@cci.fsu.edu

Zeigler Wins Teaching Award

On April 9, 2009, Mark T. Zeigler received the 2008-2009 Distinguished Teacher Award. Along with this recognition, he received a \$7,500 stipend. Zeigler is a speech instructor in the Department of Communication and an adjunct instructor in the Center for Leadership and Civic Education.

Zeigler has worn many hats since he joined the Florida State faculty in 1993. He served for seven years as the Assistant Dean for Student Affairs in the College of Communication. Zeigler was also the summer director of the Study Abroad London program in 2004 and 2005, and concurrently taught a number of courses full time. In the Center for Leadership and Civic Education, Zeigler helps train students to learn how to become effective leaders and responsible citizens of society.

"I've never had a teacher so passionate about what he does, and it makes me want to ... be passionate about whatever it is I want to do," one student wrote of Zeigler. Another described Zeigler as "probably the most inspiring, helpful and enthusiastic professor I've had at FSU. He was always there when I needed help in class, and he genuinely cares about his students." For the full article, please visit

<http://www.comm.cci.fsu.edu/Newsroom/Zeigler-Top-Teacher>.



Mark Zeigler (center) with Florida State University Provost Lawrence Abele (left) and President T.K. Wetherall

How to Nominate: <http://provost.fsu.edu/faculty/awards/information/>

Available Jobs & Internships

The College of Communication & Information is posting jobs and internships on its website. Go to the CCI home page (cci.fsu.edu) and click on "Key Sites" (on the top right). A list will drop down that includes "CCI Job Board" and "CCI Internship Board."



The screenshot shows the website header with the Florida State University logo, the text "THE FLORIDA STATE UNIVERSITY" and "COLLEGE OF COMMUNICATION & INFORMATION", a search bar with "FSU" entered, and a "Search" button. Below the header is a large image of a fountain on a campus. To the right of the image is a "KEY SITES" menu with the following items: CCI Help Desk, Course Lookup, Map of campus, Admissions, Registrar, Financial Aid, Blackboard, iSpace, OMNI, CCI Webmail, CCI Job Board, and CCI Internships. Below the image is a navigation menu with "HOME", "School of Communication", "School of Communication Science & Disorders", and "Science & Disorders". To the right of the navigation menu is a welcome message: "Welcome. This site serves as an entryway to the three nationally-ranked schools that constitute the College of Communication & Information: the School of Communication, the School of Communication Science & Disorders and the School of Library & Information Studies." To the right of the welcome message is a "CCI News" section with a red RSS icon and the text "Goldstein Library closes 5 p.m. 25 Nov-Help Desk Open".

Connect with an RSS Feed:

At the bottom of the CCI home page, there is a link called: [Get CCI News via RSS](#). Clicking this link will give information about, and steps for, setting up an RSS feed for CCI news as well as RSS feeds for **JOBS** and **INTERNSHIPS**. Subscribing to an RSS feed is a fast and easy way to have jobs and internships sent to you! Helpful link: <http://cci.fsu.edu/news/?p=1339>.

Upcoming Events

- Dec 4: Spring 2010 registration closes
- Dec 11: Graduation Reception 3-5pm
- Dec 12: Fall 2009 Commencement at 9AM
- Dec 16: Grades available online
- Dec 25-Jan 4: University closed for Winter Break
- Jan 6: First day of classes; Drop/Add begins
- Jan 11: Drop/Add ends at midnight; Students are liable for all fees for courses remaining on their schedules at midnight, including Bright Futures awards
- Jan 13: Financial Aid available
- Jan 22: Last day to apply for Spring 2010 graduation

Students can call 850-644-7278 for the advising office.

Get Connected with CCI!

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

Do you have a CCI school or club page that needs promoting? Contact Ebe Randeree (eranderee@cci.fsu.edu)!