



CCI Connection

The College of Communication & Information at The Florida State University

Spring 2010

Future prep for FSU students

The College of Communication & Information is creating a conduit to the 21st century for FSU students. We are doing so by confronting students with real world communication, information and technology challenges and by helping them recognize how to apply their knowledge to meet those challenges.



Dean Larry Dennis

Society is in the middle of significant changes that affect the way we live, work and play. Ultimately, we will change what it means to participate in society because we are changing two things fundamental to what makes us human—the way we communicate and the way we use information. Our goal at the College is to prepare FSU's graduates to adapt and thrive in this rapidly evolving environment.

As leaders in the communication and information field, we believe that participation and expertise in all forms of information-sharing and communication is required for progress in science, business, education, and culture. Consequently, we have accepted the challenge and responsibility of enabling everyone to participate fully in this new society.

Over the past eight months I've had the wonderful experience of meeting more than 250 of our College alumni. Hearing their experiences has emphasized the critical and growing importance of communication, information and technology skills in today's world.

In following your passions, whether you are building a business, improving your community or helping others, you are continually uncovering the skills that we must teach. We can benefit from your experiences. Please share those experiences with us, so that we can better prepare our students. You can reach me by e-mail at Larry.Dennis@cci.fsu.edu or by phone at 850-644-5804.

-Dean Larry Dennis

Premiere of the CCI Honors Ceremony

The College recognized academic achievement at its 2010 Honors Ceremony & Reception in Miller Hall on Friday, April 9. A record crowd of students, their friends and families attended the first spring ceremony since our merger.

Awards were presented by Dean Dennis for the College as a whole—academic leadership awards, the FSU President's Humanitarian Award, and College leadership awards. Individual school awards were presented by Leonard LaPointe (SCSD), Mark Zeigler (Comm), and Ebrahim Randeree (SLIS).

Students in the FSU Honors in

HUMANITARIAN. College of Communication & Information winner of The Florida State University President's Humanitarian Award Aldo De la Paz (right) listens as Dean Larry Dennis reads a litany of his contributions. De la Paz is currently the director of the Hispanic/Latino Student Union, the second largest student agency at FSU. He was among those honored at the first CCI Honors Ceremony & Reception on April 9.



the Major Program were also recognized by the dean.

"What I found particularly impressive was the high caliber of students that the College puts out," remarked one parent. "Hearing their accomplishments being read in the way they were made it really hit home that these are the leaders of tomorrow."

Following the award ceremony, College faculty, students, family and friends congregated and enjoyed a buffet reception. Photos of the event were taken, including those by request. They have been posted to view and download through the College website. Go to <http://cci.fsu.edu/HonorsCeremony2010>

to view the images. Repeated clicks on them open larger versions.



Local business leaders fill Career Day

A record number of 37 employing organizations took the opportunity to meet with CCI students at the second CCI Career Day, FSU Alumni Center, April 5.

The event was kicked off by an employer luncheon during which Dean Larry Dennis mapped out the future of the College. Following the luncheon, representatives of the employing organizations met with students in an open session.

Dr. Betty Ann Korzenny moderated an "industry outlook panel." She was joined by Terrie Glover, senior vice president of Moore Consulting; Scott Atwell, president of the FSU Alumni Association; Lucia Fishburne, Florida Film Commissioner; Chet Hall,

CEO of Fringe Benefits Management Company and current chair of TalTec; Andy Jorishie, senior vice president of Zimmerman Agency; and Tami Thomas, recruiter from Infinity Software Development.



CAREER CONNECTION. College alumna Celia Weeks of St. John & Partners (left) discusses job opportunities with a student.

Griffin wins AWPY 2010 scholarship

Courtney Griffin, a senior from Palm Harbor double-majoring in advertising and creative writing, was awarded a prestigious Advertising Women of New York Scholarship for the 2009-2010 school year.



AWPY winner Courtney Griffin

The \$2,750 amount can be applied to any education-related expenses.

"I used it for books and a new laptop,"

Griffin said.

A member of the School of Communication's award-winning Arrowhead Advertising student ad team, Courtney also works for the campus newspaper, the FSView/Florida Flambeau, and served a term as vice president of the Ad Club.

"I like creative things, and there are lots of possibilities to be creative," she said. "It depends a lot on how involved you let yourself become."

Her semester abroad in Fall 2007 with the Communication in London program was an expensive but worthwhile investment, she said. "I chose the honors-augmented option, and it really opened my eyes to all aspects of communication."

She has applied to several MFA in creative writing programs and plans to support herself as an advertising copywriter while in graduate school. Her dream is to be accepted into the program at Boston University and work in Boston's dynamic advertising market.

Over 10 years, the AWPY Foundation has contributed \$340,000 to charities and scholarships. In 2012, AWPY will celebrate "100 years of helping women to advance and excel" in advertising and related industries.

In addition to the award received by FSU's Griffin, 2009 scholarships were awarded to students at Ithaca College, University of North Carolina at Chapel Hill, Appalachian State University, University of Kentucky, Rowan University, University of Illinois and Marist College.

Jeanette Castillo, scholar and artist

Dr. Jeanette Castillo blends the scholarly and the creative in all her endeavors, producing documentary and narrative videos and writing for a variety of media formats in an effort to enlighten as well as entertain. In the process, she inspires her students to follow their passions toward creativity with a purpose.



Dr. Jeanette Castillo

"My teaching philosophy is simple. I try to teach my students to learn how to learn, particularly because the subjects I teach (software and political communication) are always changing. They need to know how to challenge themselves, so that in each endeavor they are measuring

themselves against their last best work."

Before joining the faculty in 2007, Dr. Castillo wrote lyrics for a movie ("Christmas in Whoville" for Dr. Seuss' How the Grinch Stole Christmas starring Jim Carrey) that landed her on the red carpet at the movie's premiere. She worked on a number of documentaries for Indiana Public Television and continues to write scripts for an NIH-funded educational multimedia company that targets teenagers with messages about safe sex.

For more on the assistant professor of digital media and her documentary work in Tallahassee, visit the Comm website at <http://www.comm.cci.fsu.edu/Newsroom>.

Isern fondly recalls Comm education

TheKnot.com and others.

"Looking back, I realize I became equipped to think critically, to extract multiple possibilities, and to see who I could team up with to make a better thing happen," Isern said. "Classes were challenging and uniquely engaging—even fun! I will always remember Mark Zeigler's classroom analysis of the play, 'Wit,' which I still have on my bookshelf today. To use literature and scripts as a way to analyze interpersonal communications was brilliant. How can you not learn when you have thoughtful professors and interesting assignments? It's not always about having the right answers, but rather asking the right questions.

"I affectionately remember FSU as a place where flexibility of thought and asking the right questions was equally as emphasized as having the right answers." For more on Maureen Isern, go to the School of Communication web site at <http://www.comm.cci.fsu.edu/Newsroom>.

"FSU was a great period of time where I was able to push my thinking, try new ideas, challenge myself and my peers, and sometimes even a teacher," said Maureen Isern, a 2000 graduate with a BA in general communication and a minor in broadcast journalism through our cooperative program with Florida A&M University.



Maureen Isern

Isern is the founder of Moped Productions, a unique digital content creation company in New York that collaborates with companies, non-profit organizations and individuals to improve the visibility of their message. It provides services to organizations such as Concern Worldwide, Theatre Communications Group and the Urban Assembly School for Law + Justice, as well as content creation for MTV, BET, Sony, and

AGILE AT THE ADDYS

Arrowhead Advertising, the School of Communication's award-winning student team, won four gold ADDYs, a silver ADDY and a Best of Show at the Greater Tallahassee Advertising Federation's annual awards gala in February 2010. For more information on Arrowhead's success, visit the School of Communication's website Newsroom:

<http://www.comm.cci.fsu.edu/Newsroom>.



Hall-Mills focuses on relationships

“My teaching has been deeply impacted by remaining in contact with the high quality teachers and mentors that I’ve had,” adjunct faculty member Shannon Hall-Mills said. “I work to make students feel they can collaborate and consult with faculty long after graduation.”

Hall-Mills, who teaches in the CSD Certificate Program, is the statewide speech language pathologist (SLP) program coordinator for the Florida Department of Education (FLDOE). She advocates building relationships.

“The connections I made with SCSD faculty prior to completing my master’s degree helped shape my initial thoughts about returning for my Ph.D.,” she said, “and my doctoral level training influences how and what I do at FLDOE.” Hall-Mills earned her master’s at the SCSD and will receive her Ph.D. in May.

“Decisions at the state level need to be infused with knowledge of the current literature and best practices, so there is a direct link between my focus area within the doctoral program (language and literacy leadership) and what I am doing at DOE on a daily basis,” she said, “The notion that learning is meant to be a lifelong pursuit really is true.”

Hall-Mills sees the value of relationships in her work as well. “My position does not operate in isolation of others. We are working diligently to establish a network between our district SLP leaders and the university SLP programs throughout the state to address the interrelations among research, policy, and practice specifically for speech/language services in Florida schools.”



PEOPLE PERSON. Shannon Hall-Mills (left) working with student Leah Platt for a few minutes before teaching a Phonetics class.

Porter continues to support students

Alumna Sheree Porter has remained involved with the SCSD since her graduation in 1993. “Perhaps because I came through the program later than most students, I had an appreciation for giving back,” she said.

Porter had returned to the SCSD graduate program after being away from school for 12 years. The married mother of two entered with some trepidation, but found herself “embraced by the faculty and fellow students.”

“And doing my internship in the acute care setting sparked my passion for the medical arena,” she said. “The graduate program gave me the foundation I needed to succeed in that environment and it has continued to be a valuable resource.”



EXPERT PANEL. Sheree Porter (left) listening to Bob Jones, director of FSU Consensus Center, and Dr. Jake Vanlandingham of the FSU College of Medicine, during her SLP practicum class.

Porter has remained a valuable resource for the SCSD, as well. As the Rehab Program Manager at Tallahassee Memorial HealthCare, she has collaborated extensively with the school in student placements, research and program development. With Dr. Juliann Woods, she created a program to get graduate clinicians into regional medical settings for practicum experiences.

“Sheree’s community practicum is pivotal for our students,” Woods said. “Her emphasis on critical thinking and reflection helps them make the shift from following to leading, from prescribed to individualized, and from theoretical to real world functional.”

Looking back at her days in the graduate program, Porter said, “I remember being a student and appreciating any help I got from SLP’s working in the ‘real world.’ Now that I’m on the opposite side, I’ve found true joy in mentoring students and contributing to the growth of the FSU program.”

MS students find research engaging

Master’s students are taking the opportunity to pursue research at the SCSDs—either by joining a faculty member’s project, creating their own projects, or by completing a master’s thesis. Not only are they fulfilling a requirement, they also are exploring their interests and gaining valuable experience.

Second-year student Allison Crusoe created her own research project. “A client in the clinic was diagnosed with Childhood Apraxia of Speech,” she said, “and a professor told me about the Motor Learning

Guided Approach that is successful with adults; but there is very little research on its results with children. I decided to do a

case study using it with my young client and found it exhilarating to do original research. We presented my findings at the NSSLHA conference and we were also accepted for presentation at ASHA.”

“There is a lack of speech language pathologists from diverse multicultural backgrounds,” said first-year student Tiffany Jones. “I’m interested in communication disorders in minority and low socioeconomic status populations. Under the direction of Dr. Ramonda Horton-Ikard, my master’s thesis will investigate parental influence on children’s language and literacy outcomes.”

Language and Literacy trainee Cassie Pritchard said, “Storybook reading is a typical routine in families, early care and education, but does it teach children vocabulary without specific strategies? My thesis is on the use of flap books and dialogic reading to teach vocabulary with 4-year-olds.



BOOK BOUND. Master’s student Cassie Pritchard holding the attention of kids at Miracle Years IV childcare with a large book. Her master’s thesis is on the efficacy of flap and large format books.

It’s exciting to be doing research that is relevant to my current work.”

Stroud's star continues to rise

When Nicole Stroud graduated with her master's on May 1, she took another step up the ladder of a professional career that is already on the rise. Stroud was one of 100 library staff from across the U.S. chosen to participate in the American Library Association (ALA) 2010 Emerging Leader program.

She began the program at the 2010 ALA Midwinter Meeting in Boston this January; events included project planning workgroups, networking with peers, a look inside the ALA



TOP STUDENT. Nicole Stroud (right) receiving the F. William Summers Outstanding Graduate Student Award in Tallahassee on April 9.

structure, and the opportunity to experience serving the profession in a leadership capacity.

Now, she is participating in an online learning/networking portion of the program that will culminate in a poster session at the June 2010 ALA Annual Conference in Washington, D.C.

Stroud is proving herself elsewhere. On April 9, she was awarded the 2010 F. William Summers Outstanding Graduate Student award at the CCI 2010 Honors Recognition Ceremony. She previously received the 2009 Palm Beach County Library Scholarship and was invited to join Phi Kappa Phi.

"FSU's SLIS program has opened many doors for me," Stroud said. "Dr. Koontz's marketing course led to a real world marketing assessment of the Palm Beach County Library Association. That led to a conference presentation and a marketing evaluation of an ALA Round Table as part of an Emerging Leaders team."

"Her presentation at the Arkansas Library Association Conference was excellent and very well received," Dr. Christie Koontz said.

Wiegand big at Tally book celebration

Dr. Wayne Wiegand, F. William Summers Professor at SLIS, was a ubiquitous presence at a Tallahassee celebration of the book in late March. The events included the 2010 Tallahassee Festival of Books and Writers Conference, FSU Authors Day, and the Florida Book Awards (FBA).

Wiegand participated in a Friday night kickoff discussion of "The Power of Books to Shape American Life" at the writers conference on March 19 in the new FSU Turnbull Conference Center. Other notable participants in the discussion were FSU English Professor Emeritus John Fenstermaker, Library of Congress Center for the Book Director John Y. Cole, and Director of the Leon County Public Library System Helen Moeller.

Throughout the conference, FSU Friends of Libraries' Used Book Sale took place. Wiegand joined SLIS Goldstein Library Director Pam Doffek and nine members of the SLIS ALA Student chapter in staffing the sale. All the books were sold and a part of the proceeds will go to the Goldstein Library.

Governor Crist proclaimed Wednesday, March 24, as "Florida Authors Day." As one of the founders and the director of the Florida Book Awards, Wiegand was on

at a luncheon hosted by the governor and first lady in the Governor's Mansion. Winners of Florida Book Awards were acknowledged for books published in 2009. The awards have just completed their fourth year.



BOOK FANS. Dr. Wayne Wiegand (left) is congratulated for putting together the Florida Book Awards by Gov. Charlie Crist at the Secretary of State's Cultural Awards Ceremony on March 24.

Later that evening, Wiegand attended as Florida Book Award Gold Medal winners were given their medals at the Florida Secretary of State's Cultural Heritage Awards Ceremony in the R.A. Gray Building.

The ceremony included acknowledgement of the winner of the first Florida Lifetime Literary Achievement Award, Florida historian Michael Gannon. The award was sponsored by the Florida Humanities Council and juried, in part, by the Florida Book Awards.

Doc students sharing their research

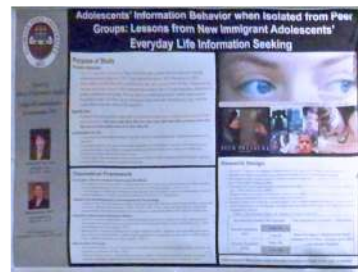
SLIS doctoral students have been showing up with their research in large numbers at national LIS conferences.

Doctoral student Joy Joungh Hwa Koo's collaboration with Dr. Melissa Gross, "Adolescents' Information Behavior when Isolated from Peer Groups: Lessons from New Immigrant Adolescents' Everyday Life Information Seeking," won the 2009 ASIS&T SIG-USE Best Information Behavior Conference Poster in November.

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 rigorous ASIS&T Technology/Proquest

2009 Dissertation competition.

"It's a glimpse at the future of our field," said recent Ph.D. graduate Wade Bishop. See the CCI website news archives for more information about their presentations.



WINNING RESEARCH. Joy Joungh Hwa Koo with her ASIS&T SIG-USE winning research poster.



Your gift counts to support the College in many ways

During the past year, your ongoing support of the College has allowed us to provide students with scholarships that enhanced their education with experiential and service learning. Your gifts have paved the way for our students, faculty, and alumni to share our excellence — and for that we are grateful. But that's not all.



Mafé Brooks



Sterling Garcia

of your degree and our ability to serve future students increases with your endowed gifts.

As of April 1, more than 6,000 (32%) of our alumni had made gifts to FSU and almost 3,000 (14%) had made gifts to our College.

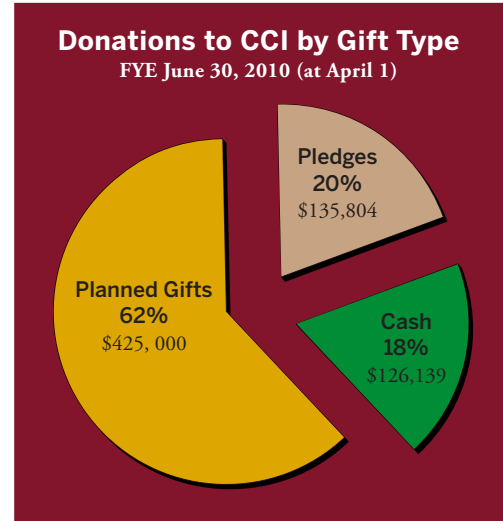
This fiscal year, more than 360 CCI alumni made new gifts, surpassing the previous year's total. Thanks to all of you who have shown your commitment to CCI through your participation.

With two months to go in the 2010 fiscal year, more than \$680,000 has been directed to the College by our alumni and friends. The chart shows the types of gifts our supporters chose to make, and that our pledges continue to grow each year. You can see that planned gifts (e.g., wills, trusts, gift annuities, etc.) have

the largest impact on our fundraising totals.

Even during the recent economic downturn, our alumni have continued to demonstrate a commitment to help lift our college to new heights. Your contributions fund innovative academic initiatives, special projects and build on the success of our College. When you receive a call from one of our students or receive a letter asking for financial support, please participate and keep in mind that your gift counts!

Your yearly contributions have short- and long-term effects on our college. Did you know that *U.S. News & World Report* uses alumni giving rates (the percentage of alumni who give to the University) in determining its university rankings? In the short term, our rankings improve as our alumni giving rates increase. In the long term, both the value



BANNER YEAR. During the current fiscal year (ending June 30, 2010), CCI alumni and friends have already designated more than \$680,000 in gifts to the College. The chart breaks down gifts by type. Organizations such as *U.S. News & World Report* use alumni giving percentages to rate universities.

'Noles meet with the deans in Napa

On Sunday, March 28, alumni met at the beautiful Gargiulo Vineyards in Napa Valley, California for 'Noles at Napa. The event was hosted by Jeff Gariulo, FSU alumnus and founder of the vineyards.

Attendees enjoyed a private wine tasting, a look at the FSU Heritage Protocol Exhibit of memorabilia and cultural artifacts, conversations with Deans Larry Dennis and

Julia Zimmerman (University Libraries), and an opportunity to reconnect with other Seminoles.

While 'Noles at Napa was another event put together by FSU University Libraries and CCI (following 'Noles at the Museum and 'Noles at Nola), the San Francisco Seminole Club helped organize the event and pledged to assist the College in its fund-raising events.



'NOLES AT NAPA. Alumni and friends gathered at the Gargiulo Vineyards in California's beautiful Napa Valley at an event hosted by FSU alumnus and founder Joe Gargiulo. In addition to a tour of the vineyards, attendees enjoyed a private wine tasting, the FSU Heritage Protocol Exhibit, and conversations with Deans Larry Dennis and Julia Zimmerman.

SLIS '90 Reunion

Alumni from the School of Library & Information Studies class of 1990 are having a class reunion with a reunion breakfast at the Louis Shores Building on Saturday, June 12, from 10:00–11:30 a.m. They are interested in contacting and inviting any graduates from their class.

"We are especially interested in reaching those who graduated in April '90," said alumnus Robert Logan, "but also those who graduated in December '89 and August '90, who were in the same classes with us."

Current graduate students, faculty, retired faculty, and guests who are interested in attending are invited as well. For more information, contact Robert Logan at loganrb@sbcglobal.net.

10 WAYS TO KEEP CONNECTED

1. Visit the CCI homepage regularly (<http://cci.fsu.edu>) and check CCI news
2. Connect to the websites of our schools from the CCI site
3. Subscribe to RSS feeds from the CCI website
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)

We're going green



Receive the CCI Connection newsletter via e-mail!

Go to the "Keep in Touch" page of the Alumni & Friends section

of the College website (http://cci.fsu.edu/Keep_in_Touch)." Be sure to include your mailing address and click #17, "Please send my newsletter via e-mail."

While 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.

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.



COLLEGE OF COMMUNICATION & INFORMATION
THE FLORIDA STATE UNIVERSITY
P.O. Box 3062651
Tallahassee, FL 32306-2651

Nonprofit Org
U.S. Postage

PAID

TALLAHASSEE, FL
PERMIT NO. 55

Spring returns to the FSU campus

Dear Alumni & Friends,

Having just returned from a springtime weekend on our alma mater's Tallahassee campus, I am so energized and renewed with Seminole pride!



Mary Jane Little

Our CCI Leadership Board met on March 19 at the Don Veller Seminole Golf Course & Club. The group continues to share information about the fascinating disciplines in our combined college. Visit our website at www.cci.fsu.edu to learn more.

We welcomed our newest board member—Janet Kahn, Associate in Communication Disorders. Dr. Carla Wood Jackson of the School of Communications Science & Disorders addressed us on its Summer Communication Camp Initiative.

A focus of discussion was our board's development activities and communication strategies to stay connected (newsletters,

website and social media options).

Information was presented about the FSU GOLDen Ring program, administered through the FSU Foundation. To learn about this very easy, manageable way to contribute that focuses on Graduates Of the Last Decade (GOLD), visit <http://one.fsu.edu>.

Another highlight was a visit by the faculty and students of radio WVFS Tallahassee 89.7 FM—V89, FSU's Voice of the Students!

Our leadership board meetings are broadcast online via Elluminate and you are always welcome to join us!

I invite you to visit the FSU campus on site or online. Learn more about CCI and its new, vibrant programs. Reach out to our Foundation staff liaisons and learn more about the many options for giving. Soak up the warmth of springtime and FSU's renewing energies! We have a newly merged College, a welcoming dean, a new collaboration-oriented president, and hope springs eternal!

*-Mary Jane Little
CCI Leadership Board President*

Joining our social networks

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

A "no-fuss" way to see what we're up to is to join our:

- **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