

THE CCI CONNECTION

The College of Communication & Information at The Florida State University Fall/Winter 2011

IT expands into renovated Johnston

n Sept. 20, FSU President Eric J. Barron rededicated the newly renovated William Johnston Building, home of SLIS undergraduate programs in Information Technology and Information, Communication & Technology.

Our new state-of-the-art server classroom provides facilities for students to learn about organizational computing. The highlight of our facilities is a 48seat networking lab next door, which is equipped with 27-inch iMac computers running both Mac OS X and Windows 7. By using commercial-grade virtualization software, other operating systems such as Linux can be used.

The Johnston Building also includes our new advanced computer and media production student project rooms, where students can work on software projects and record and produce videos. In addition, SLIS has a health informatics lab for projects, such as data mining and health records research.

For more on the William Johnston Building, go to www.cci.fsu.edu/newsletter.



SCSD moving to downtown Tally

ith plans to be completely relocated for the spring semester, the School of Communication Science & Disorders begins moving in December to the renovated Warren Building at 201 W. Bloxham St. in downtown Tallahassee.

One block south of Gaines Street between Duval and Bronough streets, the former state office building is currently undergoing an \$8 million renovation to meet the needs of the School and the L.L. Schendel Speech & Hearing Clinic. The current Regional Rehab Center site is slated to become home to a fast-food establishment.

"We're excited about the move and the additional space," said Dr. Kenn Apel, school director. "There's ample parking for faculty, staff and clinic clients. There's also room to eventually add our long-desired pre-school, once we obtain funding for it."

Dedication is planned for March 16.

Experiential initiatives will support student success

ur students and faculty have accomplished a great deal during the past six months, much of which is highlighted in this newsletter. We also spent time identifying initiatives that will continue to make the



College an outstanding place to study.

One of the top priorities is to encourage more students to get real-world experience by participating in internships, service learning, and professional organizations and activities. We hope to increase the number of internship opportunities from 400 per

year to 800 per year. Doing so requires securing more internship sites and making participation in remote internships more affordable for students.

Our students are actively involved in service learning experiences. These help students support non-profit organizations, get great work experience and broaden their professional networks.

Professional organizations and activities provide yet another way to add real-world experience. Our students are building their professional skills in a host of activities such as forensics, the LA Television Experience, the Ad Team, the STARS Alliance, peer advising, Goldstein Library assistantships, teaching courses, and working at WVFS,

Seminole Productions, the Help Desk or the Clinic. Experiences with the Association of Information Technology Professionals; the American Library Association student chapter; Lambda Pi Eta, the Communication honor society; the National Student Speech, Hearing and Language Association; and the Student Leadership Council also help students expand their networks and gain valuable professional skills.

The College continues to benefit from a great faculty and staff, exemplary students and alumni, and tremendous potential. By working together, we can create an environment that helps our students graduate ahead of the curve as they launch their professional careers.

3D Team = scholarly + creative

Communication doctoral students Andy Ellis and Sophie Janicke presented their research on 3D technology to a large audience of industry leaders during a major 3D conference in Los Angeles. Their research, conducted under the leadership of Dr. Arthur Raney, investigated the influence of 3D technology on content enjoyment and narrative persuasion.

Experts have noted that 3D technology is now being bundled into household technologies such as HD televisions and popular gaming systems. While the entertainment industry is heralding 3D

content as the new frontier, little is actually known about the effects of 3D technology on audiences.

FSU has formed a research team to investigate the implications of 3D technology on issues, including marketing environmental messages and advertising through product placement. Working in partnership with FSU's world-class 3D production services, led by Dr. Andy Opel and Mark Rodin of Seminole Productions, FSU's 3D media team stands as one of a few teams in the world capable of both researching and producing 3D content.

FSU Forensics keeps winning

RSU's Forensics team continues to be successful, with the Individual Events Squad winning four of 11 events and placing third overall at the Lakeland Invitational.

At Gainesville State College, Individual Events competitors advanced to final rounds of competition in 12 of 13 events, won four of them and placed third overall.

The university has cut funding for Forensics. CCI is preparing to launch a capital campaign for an endowment to ensure that the program continues. Stay tuned for an announcement about the campaign, as well as an upcoming Forensics reunion.

REPRESENTING. Dr. Steve McDowell at the 2011 Florida Communication Association conference with FSUComm graduate Dr. Kristine Johnson, left, and doctoral candidates Ashavaree Das and Anya Rynarzewska.

Iraqi Fulbright Scholars at FSU

Ten Fulbright Scholars from Iraq were in residence at FSU from June 29 to Sept. 3, 2011, participating in a program developed through the collaborative efforts of the Center for Global



TOURISTS. Iraqi Fulbright Scholars visited the Butterfly Rainforest at the University of Florida.

Engagement, the Institute for Intercultural Communication and Research and the College of Communication & Information, in cooperation with a number of FSU departments and administrative units.

The exchange was part of CCI's efforts to provide more opportunities for our students to become more globally engaged and get international experience because we live and work in a global marketplace. Leading CCI's effort is Dr. Steve McDowell, director of the School of Communication and co-founder and co-director of the Institute for Intercultural Communication and Research.

FSUComm News & Notes

- Dr. Stephen McDowell, director of the School of Communication and Phipps Professor of Communication, Dr. Jennifer Proffitt, associate professor, and five doctoral students presented at the 2011 International Association for Media and Communication Research conference held in Istanbul, Turkey, July 13-17.
- Dr. McDowell also participated in a public forum at the University of Central Florida on Oct. 13 on "People Power, Politics and Global Change."
- Florida Gov. Rick Scott selected Associate Professor Stephen R. MacNamara to be his chief of staff, as of July 5. MacNamara was already on a leave of absence from FSU, serving as chief of staff for Florida Senate President Mike Haridopolos.
- Drs. Felipe and Betty Ann
 Korzenny have published the
 second edition of their textbook,
 Hispanic Marketing, Connecting
 with the New Latino Consumer.
 U.S. Census figures show
 Hispanics accounted for 53
 percent of the U.S. population
 growth since 2000 and they
 comprise more than 16 percent
 of the total population.
- Dr. Andy Opel, associate professor and head of Media Production, has published a children's book, The Witches: A Winnnipesaukee Adventure.
- Dr. Davis Houck, School of Communication professor, was nominated for the new "Transformation Through Teaching" honor, which recognizes faculty who have had an intellectual, inspirational and integrative impact on the lives of their students. Forty faculty were nominated by their students and 19, including Houck, were recognized at a faculty luncheon.

School of Communication Science & Disorders

SCSD program debuts in London

This summer, the inaugural Special Program in Communication Disorders was taught at the FSU London Centre. Seven undergraduate students from CCI's School of Communication Science & Disorders and two students from the University of Florida's undergraduate program joined Dr. Richard Morris, London program developer and leader.

The program included two courses and four opportunities to observe British speech therapists in different professional settings. The visits included a school for children with autism spectrum behaviors, a university-based aphasia clinic, a hospital-based ENT clinic and a clinic for stuttering children. At each setting, the students observed clinical interactions and discussed the clinical experience with the British speech therapists. They learned how their future profession is practiced in Great Britain while experiencing the rich cultural heritage of London.



TOWERING. Students attending SCSD's inaugural London program, along with faculty member Dr. Richard Morris, pose behind the Tower of London. The historic castle was built by William the Conqueror as part of the Norman Conquest of England.

A JOYOUS GATHERING. The Alumni Board of the School of Communication Science & Disorders held an alumni reception and meeting at the Osceola Grill, University Center Club, Aug. 4. CCI Dean Larry Dennis and Dr. Kenn Apel, director of the SCSD, attended. Dr. Apel presented detailed information about the newly renovated Warren Building and the school's upcoming move to downtown Tallahassee. See the online version of this newsletter for more photos.







16 students in Baird program

Science & Disorders graduate students participated in the 2011 Vic Baird Graduate Student Program, sponsored by the Florida Laryngectomy Association, in Orlando Sept. 30 through Oct. 2.

This annual program, the only one of its kind in the country, is designed to provide specific training to graduate students on the implications of laryngectomy—from surgical procedure and follow-up medical treatment to communication and swallowing. The most compelling feature of the program is that students receive content not just from professionals or from textbooks, but from as many as 50 individuals who have had a total laryngectomy—direct hands on training with an electrolarynx and practice producing esophageal speech from people who use these techniques.

The program also provides an opportunity to conduct research. Under the direction of a SCSD doctoral student and faculty member, two graduate students collected data on lingual pressures.

SCSD News & Notes

Dr. Selena Snowden is collaborating on a project to conduct oto-acoustic emissions hearing screenings on the children (newborns to 3-year-olds) in FSU's Early Head Start program in Quincy and track the follow-up data. The model program is under the auspices of the National Center for Hearing Assessment Management's Early Childhood Hearing Outreach. FSU Head Start is partnering with an Early Head Start school in Sarasota County.

Thomas Turner, a Spring 2011 graduate of CCI's Information Technology program, joined the SCSD staff as technology specialist and HIPAA security officer. HIPAA, the federal Health Insurance Portability and Accountability Act of 1996, has strict privacy regulations regarding personal health information and his role in maintaining compliance for clinic records is critical. He is providing internship opportunities for three CCI Information Technology students and he hopes to add half a dozen more interns next semester.

School of Library & Information Studies

iDigInfo settles in Shores Building



Greg Riccardi

Pirst there was MorphBank, followed by the Military Suicide Research Consortium and then iDigBio, a five-year, \$10 million grant announced earlier this year for a joint Florida State-

University of Florida project to coordinate institutions working to digitize the nation's biological collections.

Dr. Greg Riccardi and his Center for Information Management in Scientific Communication, now known as the Integrated Digital Information Center or iDigInfo, is sought by organizations from around the world for expertise in creating digital repositories of information. He and his senior staff, including Drs. Diane Leiva and Marcia Mardis from CCI with Dr. Austin Mast from biological sciences, are leading a team that is now housed in a series of offices on the second floor of the Louis Shores Building.

iDigInfo will work with UF's Florida Museum of Natural History and its College of Engineering Advanced Computing Information Systems Laboratory to create the software and databases that participants will use to transfer and store the data.

"This project puts us in the center of U.S. efforts to digitize collections for biodiversity research," Riccardi said.

Read more at cci.fsu.edu/newsletter.

SLIS News & Notes

- Assistant Professor Dr. Lorri Mon presented "Libraries and Social Media" at an online Second Life launch day celebration of the Information School of the University of Sheffield, UK, June 13.
- Bradley Wade Bishop, PhD, SLIS alumnus ('10) formerly at the Information Institute and now faculty at the University of Kentucky; Charles R. McClure, PhD and Information Institute director; and Lauren H. Mandel, research coordinator, recently published "E-Government Service Roles for Public Librarians," in Public Libraries.
- SLIS alumna Alice Platt ('09) has been appointed as the editor of the Association for Library Collections & Technical Services (ALCTS) Newsletter Online.
- Associate in Information Studies **Dr. Christie Koontz** has been awarded the 2011 International Federation of Library Agencies' Scroll of Appreciation. The annual honor, given to an individual for contributions to both the organization and the profession, was presented at the IFLA's World Library and Information Congress in San Juan, Puerto Rico, on Aug. 19.
- Assistant Professor Dr.
 Marcia Mardis gave the 2011
 Distinguished Lecture at the Syracuse University Center for Digital Literacy on Oct. 17. The title of her presentation was "Grand Challenges, Boundary Objects, Cyber-Infrastructure and STEM Learning: Pulling the Threads Together."
- Drs. Don Latham and Melissa Gross presented "Meet ASE, the Information Detective: Turning the Page on Information Literacy Instruction" at the American Association of School Librarians 15th National Conference, Minneapolis, Oct. 2011.

CCI's first ICT graduate

SLIS student Jordan Wenck became the first alumna of the Information, Communication and Technology (ICT) program when she graduated this summer, which marked the program's first anniversary. Jordan uses her ICT skills as an assistant account executive with a Tallahassee social media agency, What's Next Marketing. Following her graduation, she entered CCI's graduate program in Integrated Marketing Communication.



Students present at IT conference

Assistant Dean Ebe Randeree and eight IT students spent three days during November in Orlando, where they conducted judging and training sessions



TRAINING FUTURE LEADERS. SLIS information technology student Katie Smith, seated, leads a training exercise for middle and high school students at the 2011 Leadership Conference for the Florida Technology Student Association.

for 300 middle and high school leaders at the 2011 Leadership Conference of the Technology Student Association (TSA).

The FSU students included members of the FSU STARS Alliance (starsalliance. fsu.edu) as well as students from SLIS' IT Leadership Class. This is part of CCI's ongoing effort to build community partnerships and introduce students at all educational levels with IT programs. There are 150,000 TSA members in the United States, with 18,000 in the state of Florida. Seventy-five percent of the TSA members are college-bound.

During the three days of the conference, FSU students facilitated leadership training, judged contests, conducted team building activities and discussed program choices at the college level.

College Development

Alumni supporting our students

W/e were inspired by an October visit with David Garfinkle, who with fellow 1983 Media Production

(MP) alumnus Jay Renfroe, cofounded the prolific Los Angeles-based television production company Renegade 83. They have been instrumental in the "LA Television Experience," a hands-on summer internship program



Mafé Brooks Development Director

for our students. These internships enrich the academic experiences of current

MP students, providing them with a competitive edge as they launch their professional careers. We are blessed by the strong support of our alumni in identifying and providing internship opportunities.

Alumna and faculty member Dr. Christie Koontz was recently recognized as SLIS' 2011 Distinguished Alumna at our convocation. She credits her success to her mentor, Dr. Persis Rockwood, FSU College of Business marketing professor emerita. Dr. Koontz has created an endowed scholarship for CCI graduate students with an interest in marketing to honor Dr. Rockwood. We thank Dr. Koontz for her generous gift, which will provide many opportunities for our students.

On Oct. 28, the CCI Leadership Board met in conjunction with FSU Parents' Weekend. Board plans are under way to create endowments to support programs across the College, including service learning and forensics.

The CCI Leadership Board Award was presented to Dr. Felipe Korzenny of the School of Communication at our homecoming convocation. We are grateful for the generosity of our board members, who make this award possible.

The numerous accomplishments these past six months have been a team effort and we look forward to many more years of continued collaborations and partnerships. If you would like to learn how you can serve on our leadership board, please do not hesitate to contact Dean Dennis or me.

CCI celebrates 2011 Homecoming

The College of Communication & Information's Homecoming Breakfast and Convocation Ceremonies were held on Saturday, Nov. 19, in the Louis Shores Building. Dr. Heidi Julien of the University of Alabama's School of Library and Information Studies gave the keynote

Our 2011 Distinguished Staff were Rob Levine, Communication; Tina Hoover, Communication Science & Disorders; Kimberly Amos-Tata, Library & Information Studies; and Scott Thorp, Dean's Office.

Dr. Felipe Korzenny received the CCI

Meet the CCI Leadership Board

Members of the 2011-2012 CCI Leadership Board are Linda Alexionok, Mark Claiborne, Elaine Crepeau, Scott Edinger, Mike Haggard, Sol Hirsch, Maureen Isern, Faye Jones, Mary Jane Little, William Mills III, Ahli Moore, Charlie Parker, Shayla Perry, Jeffrey Rosenberg, Helena Sims, Joe Snowden, Allan Stamm, John and Marilyn Wiles.

Leadership Board's Faculty Award. Tetnowski, Victoria Vangalis-Zepp, TERRIFIC TRIO. Our 2011 Distinguished Alumni were celebrated at the CCI convocation ceremonies on Nov. 19. At far left. SLIS alumna and faculty member Dr. Christie Koontz with her mentor, Dr. Persis Rockwood; at left, Communication alumna Patricia Sibley with her award plaque; below, SCSD alumna Dr. Rhonda Work expresses gratitude during her acceptance speech. Honored as this year's Distinguished

address, "Information Literacy for the 21st Century: An International Imperative."

Alumni were Patricia Sibley, Communication; Dr. Rhonda Work, Communication Science & Disorders; and Dr. Christie Koontz, Library & Information Studies.

Honored as our 2011 Distinguished Faculty were Dr. Jay Rayburn, Communication; Dr. Lisa Scott, Communication Science & Disorders; and Dr. Mark Jowett, Library & Information Studies.

CCI grad a Garnet & Gold Scholar | CCI students win

ourtney Duran topped her summer **2** 2011 graduation with an even great success—recognition as the first Garnet & Gold Scholar from the College of Communication & Information.

Recently created by FSU President Eric Barron, the Garnet and Gold Scholar Society facilitates involvement and recognizes the well-rounded undergraduate student who excels within and beyond the classroom in the areas of leadership, internship, service, international experience and research. An undergraduate student who meets the criteria in three of the five areas and completes a synthesis reflection essay can qualify to graduate as a member of the Garnet and Gold Scholar Society.

Courtney's achievement was noted on her academic transcript and she was recognized at graduation by the awarding of the Garnet and Gold Scholar Society medal. Courtney, an IT major, currently works for the Agency for Healthcare Administration.

Welcome back Rodriguez-Mori

The School of Library & Information Studies welcomed Dr. Howard Rodriguez-Mori as an assistant professor beginning in the fall of 2011.

Rodriguez-Mori is a researcher on



Howard Rodriguez-Mori

the influence of interpersonal, social, ethnic and cultural factors on informationseeking behavior. He has been on the faculty of Simmons College since 2008 and he has served as an adjunct faculty at FSU, the

University of Arizona, the University of Denver and Wayne State University.

He is also an experienced public librarian (Orlando Public Library, Florida, and the Arapahoe Library District, Colorado) and academic librarian (UA and FSU Libraries) in the areas of diversity, reference and outreach. He serves on the editorial board of Library Quarterly and as a reviewer for



IT ACHIEVER. This summer, SLIS Information Technology graduate Courtney Duran was the first CCI student selected for the new FSU Garnet and Gold Scholar Society. The organizations recognizes well-rounded students.

at 'Start-Up Tally'

The College of Communication & ▲ Information was well-represented at the inaugural "Start-Up Tally" competition, a 54-hour event in early October that culminated with one team chosen for \$20,000 in start-up financing and prizes for its business proposal.

The winning team of 11 included five CCI students, three undergraduate students majoring in Information Technology and two graduate students studying Integrated Marketing Communication. Its product was Wordio, a software program that converts text to speech for mobile devices.

Three additional SLIS undergraduate information technology majors participated on other teams in the competition.

Dr. Jonathan Adams, an associate professor at the School of Communication and director of CCI's Digital Production Group, is a member of Start-Up Tally's organizing board.



FOND FAREWELL. Dean Dennis congratulates Dr. Bob Brooks on his retirement from full-time service during a celebration held in the Shores Building on Aug. 17. Brooks served the College as associate dean for finance and operations and taught SLIS undergraduates.

the Journal for the Education of Library and Information Science.

Rodriguez-Mori earned his PhD at FSU in 2009 with his dissertation, "The Information Behavior of Puerto Rican

Migrants to Central Florida, 2003-2009: Grounded Analysis of Six Case Studies Use of Social Networks During the Migration Process." He earned his MLIS at FSU (2001) as well. Learn more online.

Student leadership council events serving up smiles

The College of Communication & Information Student Leadership Council (SLC) was created last year and has already made its presence known at the College, hosting an ice cream social last spring at the Goldstein Library and a Parents' Weekend Barbecue in October for alumni, students, faculty and staff, as well as their families.

This year's SLC members are Nicole Cox, president; Laura Brenkus, vice-president; Katie Smith, secretary; Rachel Johnson, treasurer; Amanda Saxton; Jaimie Payne; Rienne Saludo; Matt Russi; Allison George; Kyleigh Harris; Kelsey Hendershott; Isabel Martinez; Lauren Fisher; Giselle Bodden; and Andre Bascumbe. Betsy Crawford, CCI development coordinator, is the staff advisor.

Other events planned for this academic year are a speakers' series and a social event in the spring. The SLC is also working on a video project to promote the College, to be produced by Seminole Productions.

The council is composed of undergraduate and graduate students from all three schools who are nominated by the faculty for their exemplary academic records and leadership skills. The members act as an advisory board for the dean and as a liaison group for alumni and for the student body. They also serve as ambassadors for the College at events, such as the FSU Alumni Association's All-College Tailgate and the CCI Scholarship Dinner and Awards Ceremony.

PM certificate is entirely online

The Graduate Certificate from FSUComm's Project Management Center (PMC) is now available online.

"Having all four courses online enables us to accommodate working professionals who want to learn more about project management or have an interest in obtaining their Project Management Professional certification or their Agile certification," said Dr. John DuBard, founder/director of the PMC and the certificate program.

"While our courses prepare the students to take both exams, the overall curriculum delves much deeper into the concepts of



LEADING THE GOOD

TIMES. Above, members of the CCI family enjoy the Student Leadership Council's Parent's Weekend Barbecue outside the Shores Building on Oct. 28. At right, development staff members Mafé Brooks and Betsy Crawford (the council's staff advisor) share smiles with ice cream vendors at the SLC's Spring Ice Cream Social held on April 15 in the Goldstein Library.



project management," he said.

For DuBard, communication is the crux of project management: "No doubt about it, communication is critical in project management. For this reason, communication is integral to our courses and certification program.

The certificate can be completed in as few as two semesters. Graduate students in any degree program or special students may take these courses and earn our Graduate Certificate in Project Management.

Learn more at the center's website (pmc. cci.fsu.edu), e-mail pmc@cci.fsu.edu or call 850-645-4876.



Dan St. John, CEO of St. John & Partners, was keynote speaker at the CCI inaugural Scholarship Awards Dinner in the Grand Ballroom of the FSU Alumni Center on Oct. 27. The event recognized student recipients of scholarships and honored scholarship donors such as St. John.

Resolve to be a supporter of CCI

Greetings from the College of Communication & Information Leadership Board!

We met for our annual fall meeting in Tallahassee on Oct. 28 and one of the challenges that we



continued to address was how to make our efforts tangible, goal-based and sustainable. What can each of us do to translate our "Big Ideas" into actionable tasks? And just as important, how do we encourage others to join us in this undertaking?

As 2011 comes to a close and we begin to reflect on all that we accomplished (or didn't accomplish) throughout the year, many of us will also start thinking about what we will change in 2012. If you're like me, you carry on the annual tradition of declaring a New Year's resolution. Usually, it pertains to kicking a bad habit, finding a path to greater self-fulfillment, exploring a new venture or even adding a fresh and exciting component to our lives. Well, here's a commitment to which we can all subscribe in 2012—support the FSU College of Communication & Information through one of the capital campaigns or "Big Ideas!"

When committing to a resolution, we are coached to:

FLOCKING TO CAREER DAY. Dean Dennis addresses a full house at the

1. Be realistic by setting achievable goals. How easy and achievable is it to



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pledge a gift back to the College? Very! Simply contact CCI Development Coordinator Betsy Crawford or CCI Development Director Mafé Brooks to learn more about the many options for giving back.

- 2. Describe your resolutions in specific terms. Let me help you: "I will contact either Mafé or Betsy by the end of January to get more information on supporting the FSU CCI." Can't get any more specific than that!
- 3. Break down large goals into smaller ones. Pledges to FSU do not have to be given entirely at once. You can distribute your pledge over the year or even over several years, if you would like.

Please visit us at www.cci.fsu.edu to learn more about our exciting "Big Ideas," existing programs and other future initiatives. Find the program that inspires you. Resolve to support CCI!

-Ahli Moore, Chairman CCI Leadership Board

Spring 2012 CCI Events

- Feb. 16: Former SLIS faculty and administator Phyllis Van Orden presents, "Leaving His Stamp: The Life and Illustrations of Jerry Pinkney," 3 p.m., Shores Building
- March 16: The dedication of the Warren Building, new home of the CCI School of Communication Science & Disorders
- March 17: "Walk to Talk, Sprint to Speak" Fundraiser for the L.L. Schendel Speech and Hearing Clinic
- March 19: CCI Career Day Job and Internship Fair, FSU Alumni Center
- March 23: 'Noles in Tampa Alumni Reception
- March 30: Digitech Showcase 2012
- April 6: The 2012 CCI Student Honors & Awards Ceremony
- May 10–12: Union for Democratic Communications International Conference, "Climates of Change: Democracy Movements, Media and Global Environments"

For details, monitor the CCI website



Join our social networks

- 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