

Fall Edition

CCI's First Garnet and Gold Scholar

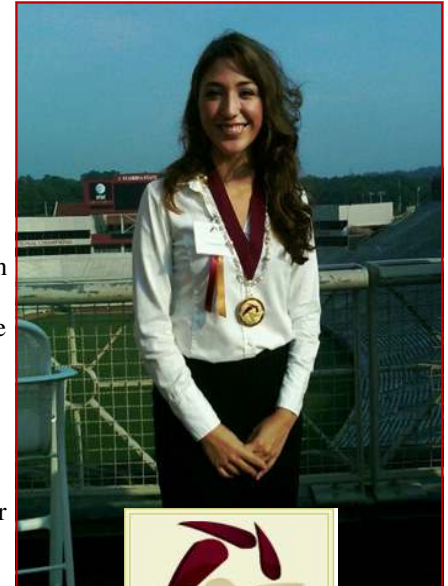
CCI and SLIS Alumnae **Courtney Duran** capped her Summer 2011 graduation with a new title, The College of Communication & Information's **first Garnet and Gold Scholar**.

Recently created by FSU President Barron, the Garnet and Gold Scholar Society facilitates involvement and recognizes the engaged, well-rounded undergraduate student who excels within and beyond the classroom in the areas of **Leadership, Internship, Service, International, and Research**. An undergraduate student who meets the criteria in *three of the five* areas and completes a Synthesis Reflection will qualify to graduate as a member of the Garnet and Gold Scholars Society.

Courtney's achievement was noted on her academic transcript and she was recognized at graduation and by the awarding the Garnet and Gold Scholar Society Medal. Courtney currently works for the Agency for Healthcare Administration (AHCA) as the EHR Outreach Coordinator for the Statewide Health Information Exchange (HIE). She majored in IT with a focus on Health Informatics.

According to Courtney, "the Garnet and Gold Scholar Society recognizes well rounded students and gives them the opportunity to turn their experiences into a compiled reflection prior to graduation. It was great to look back and realize how much I had accomplished outside of the classroom during my time at FSU. It was a great way to encourage students to collaborate with their classmates and gain valuable real-life experience while doing something they love."

Students can complete the 3 areas of engagement in the order of their preference and they can occur concurrently. Ideally, students will fulfill all requirements for their areas of engagement a semester prior to graduation. This allows students their final semester to complete and gain approval for their Synthesis Reflection. (For info see: <http://garnetandgoldscholar.fsu.edu/index.html>) **Are you next?**



First ICT Grad

FSU's Information, Communication and Technology (ICT) program turned ONE at the end of this summer and CCI and SLIS Alumnae **Jordan Wenck** graduated as the **first ICT Alumnae**. The recently created ICT program was a perfect combination that emerged from the merger of the Colleges in 2009.

Information, Communication and Technology (ICT) have become critical components of modern society. Many companies that attend Career Day view ICT as the core building blocks for growth and success. The IT and communication fields are demanding professionals trained with skills that are augmented by an understanding of contemporary communication techniques as well as technology skills to implement the message and campaigns created. Similarly, the fields are requiring that technology majors, web designers, and IT support staff understand their consumers and customers and are able to communicate needs and solutions effectively. In addition to the demand for new media professionals, web development and communication technology companies are in search of qualified individuals who have relevant knowledge and skill-set, in technical and creative problem-solving as well as communication skills. Students who acquire a BS with a major in ICT will be able to fill the current job market demands. Students will also position themselves to enter the new media job market, leveraging and integrating the two traditional discipline areas within the program.

Jordan has put her ICT skills to work as an Assistant Account Executive with What's Next marketing starting in April 2011. Following her graduation, Jordan joined the IMC program at CCI.



ICT Major Growth

Update! - The new undergraduate ICT major which began in fall 2010 is up and running. **Information, Communication and Technology (ICT)** have become critical components of modern society. Many companies, especially those that attended Career Day, view ICT as the core building blocks for growth and success. A poll of employers attending the recent Career Day showed that 20 of the 53 companies are interested in ICT graduates. The problem—we cannot graduate them fast enough.

Goal for year 1 (2010-2011): 50 ICT majors
Actual Results: 55 ICT majors and 56 taking pre-requisites

Goal for year 2 (2011-2012): 100 ICT majors
Progress as of 11/15/11: 90 ICT majors and 45 taking pre-requisites

At this pace, we will pass the 100 mark by December. For more information on ICT, visit the CCI Advising Office (UCC 4100)



CCI does well at STARTUP TALLY

CCI was well-represented at the inaugural “Start-Up Tally” competition, a 54-hour event that culminated with one team winning \$20,000 in start-up financing and prizes for its business proposal. The winning team of 11 included five CCI students. Its product was Wordio, a software program that converts text to speech for mobile devices (<http://mywordio.com/>)



CCI students on the team were **Pascal Wagner** and **Diego Corzo**, undergraduate students with dual majors in Information Technology and Business; **Dietrich George**, an IT major; **Deborah Roberts**, a graduate student in Integrated Marketing Technology; and **Aldo De La Paz**, also an IMC graduate student who got his undergraduate degree in IT here at FSU.

According to Aldo De La Paz, “Wordio’s mission is to help people learn and consume the world’s information. We transform written content on the web to audio instantly. Using text-to-speech technology and advanced aggregation and curating techniques, we are creating an audio layer over the entire Internet, enabling people to become more intelligent by consuming more content.”

Your 2011-2012 CCI Student Leadership Council

Last Fall, faculty from each of the college’s schools nominated students to serve on a new college-wide organization, the CCI Student Leadership Council. Undergraduate, master’s, doctoral and distance learning students were selected from each college to represent the CCI student body. Acting as the ambassadors of the college and providing a direct link to the student body, members work directly with Dean Larry Dennis to provide a student perspective in the decision and implementation of the goals and initiatives of each school. **The primary goal is to support and promote student activities and increase collaboration among the schools.** To learn more about the organization and how you can participate in upcoming programs, contact Betsy Crawford at betsy.crawford@cci.fsu.edu.

2011-2012 Student Leadership Council members are:

School of Communication

Andres Bascumbe
Giselle Bodden
Nicole Cox—President
Lauren Fisher
Sully Moreno-Sayavedra
Amanda Saxton

School of Library & Information Studies

Matthew Russi
Katherine Smith—Secretary
Rienne Saludo
Jeremy Lucas
Allison George
Cecily Douglas
Laura Brenkus—Vice President

School of Communication Science & Disorders

Caiti Boyak
Kyleigh Harris
Kelsey Hendershott
Rachel Johnson—Treasurer
Isabel Martinez
Heather Mazzola
Jaimie Payne

Fall 2011 Career Day

The College hosted its Fall Career Day on October 10th from 1:00 - 3:30 p.m. at the Alumni Center on Tennessee Street. With the largest employer turnout (53) and strong student attendance (340+), the event was a success. A quick follow-up survey of 28 companies shows the following:

- 1217 student contacts were made—on average the 28 respondents spoke with 44 students
- 870 resumes were collected—on average the 28 respondents collected 31 resumes each
- 312 people were selected for a follow-up—on average the 28 respondents plan to contact 11 students each
- 18 indicated that they would DEFINITELY RETURN and 9 said it was a GOOD POSSIBILITY
- Overall ranking of the event on a scale of 1 through 10 —> 8.9

Next Career Day 3/19 1-4pm (MARK YOUR CALENDAR!)

Overall Satisfaction with	Extremely Satisfied	Satisfied	Neutral	Dissatisfied	Extremely Dissatisfied
Career Day Event	23	5			
Students that you met	11	17			
Quality of student resumes	7	19	2		
Depth of student skills	6	15	7		
Time allocated for event	19	8			
Location of event	23	3			



Ryan Cohn (Left), CEO, What's Next Marketing



Farhood Basiri (seated) talks to SLIS student Curtis Bridges



SLIS Alumni Ari Friedman (C) and Mindy Water (R), ePartners



Representatives from Bascom Communications

CCI BBQ

The College, through the Student Leadership Council, hosted its first BBQ on Parents Weekend, October 28th from 5-7pm. The event was open to all current and former students, parents, alumni, faculty and staff. On-site registration through iPads showed that more than 175 people attended. This successful event will be repeated next Fall.



Guests enjoying the food



Dean Larry Dennis, waiting to give a tour of the Johnston Building



CCI students and alumni enjoying the BBQ

Scholarship Dinner

The College hosted its FIRST Scholarship Dinner on 10/27. Donors to the school were invited to the event and were seated with students (these students received awards that the donors supported/created). The event was well attended and gave the donors a chance to meet the students they help and also provided an opportunity for students to thank the donors personally.



Keynote Speaker, Dan St. John (Center)



Dan St John seated with student winners



Dean Larry Dennis opens the event

CCI Research Week—Winners!

CCI Research Week was held October 3-6. Events included research panels, guest speakers, and a doctoral student poster competition.

School of Communication Winners

1st Suekyung Lee “Designing and Tailoring Health Messages for Effective Campaigns According to the Preference for Words or Numbers in Presenting Medical Information”

2nd Margot Susca “Playing an Educational First-Person Shooter Video Game and Priming Aggression: An Experimental Study.”

3rd Young Sun Lee “A Study on Antecedents and Outcome Variables of Online Sports Community Use”

School of Library Studies Winners

1st Yong Jeong Yi “Consumer Health Information Behavior in Public Libraries: A Mixed Methods Study”

2nd Jung Hoon Baeg “The Effect of Parents’ Public Library Visiting on Children’s Reading and Literacy Development”

3rd Joy Koo “Adolescent Information Behaviors when Isolated from Peer Groups.”

School of Communication Science and Disorders Winners

Jennifer Brown “Connect: Social Communication Intervention for Adolescents with ASD”

Danielle Brimo “Syntactic Awareness: Constructing Meaningful Tasks “



STARS hosts FEED YOUR BRAIN Leadership Panel

STARS (Students and Technology in Academia, Research, and Service) Alliance hosted a Feed Your Brain event Leadership Panel on 11/9 in the Shores Building. Panelists included:

- Nadia Kamal, CEO, Onyx Group
- Tim Kinney, Prof, College of Business & Former IBM Executive
- Mark Marsiglio, CEO, ThinkCreative

The panel was moderated by Ebe Randeree.



Panelists Tim Kinney, Nadia Kamal, & Mark Marsiglio



Jisell Sobalvarro, a STARS student, was pleased with the outcome. She said, “I learned that diligence is essential to succeeding in the field you want to go into; sometimes you fail, but the key is to keep going even after you fail—failures can lead you into new, unforeseen opportunities.”

Another attendee, **Gabriel Solomon** remarked that the panel “helped me understand the importance of setting goals and communicating them with the people in my network because you never know who may be able to help you.” The main message focused around having a passion for what you do, always improving yourself, setting goals and being organized.

ICT Student is CCI Senator



Ashley Dias is a Senior from South Florida majoring in Information Communication and Technology. She is a member of the Ravishing Rho Kappa Chapter of Zeta Phi Beta Sorority Incorporated and holds an executive board position (Public Relations Chair) for her 2nd consecutive term with the organization. She is also the newly elected Public Relations chair of the National Pan-Hellenic Council at The Florida State University.

If that's not enough, she recently ran for and WON in student government elections. On October 26th, 2011 she was inaugurated into the 64th Student Senate as a Senator for the College of Communication and Information. She hopes to be the voice for fellow CCI students and is willing to help those in need. In looking at her role, Ashley believes her "goal is to fully represent her school and other minorities on campus." She strives for equality and the betterment of the students on campus. Campaigning was a first time endeavor for herself but was happy to see the full support of the campus and other students. For any questions or if you just want to talk to her, she can be contacted at: aad08@my.fsu.edu



Senator Ashley Dias

Need an Internship or JOB?

The **College of Communication & Information** is posting job and internship listings that may be of great interest to students. 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."

Connect with an RSS Feed:

At the bottom of the CCI home page, there is a link called: [Get CCI News via RSS](http://cci.fsu.edu/news/?p=1339). 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 internship sent to you! Helpful link: <http://cci.fsu.edu/news/?p=1339>.

SEE MORE JOBS at: <http://news.cci.fsu.edu/?cat=18>

SEE MORE INTERNSHIPS at: <http://news.cci.fsu.edu/?cat=256>

AD Club visits NYC!

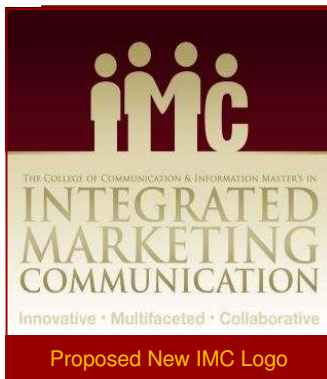


On November 9th -12th, 42 members of the FSU Advertising Club went to New York City to attend the 55th annual Advertising Career Conference sponsored by the Advertising Women of New York. This event, which includes workshops covering topics ranging from advertising, digital communication, marketing research and sales promotion.

But the highlight for most students is the two days of visits to advertising agencies where students had the opportunity to tour and interact with professionals, many of which were alumni of FSU, who gave them insights about the advertising profession.

The opportunity to interact, ask questions and network has already led to many students establishing contacts for interviews for internships and entry level jobs.

Students in IMC program BRAND THEMSELVES!



Students at FSU's IMC program have been working to create a new vision and strategy for the IMC program. As part of their course this semester, they are analyzing the current CCI initiatives, communications channels, and student groups and working on a plan for the College. During that process, some of the students decided that the best way to improve the visibility of the IMC program is to do it themselves! One of the students, **Jonathan Johnson**, started a Facebook group where other students can create events where IMC students may hang out together. This may include basketball games, entertainment, tailgating,



IMC students (L) and IMC FB founder Jonathan Johnson

the comedy club, trips, movie nights, karaoke nights, or other creative ideas. The group will also be a place where IMC students can share pictures, class info, networking opportunities, etc. According to Johnson, "Everyone in IMC is invited to the group so feel free to add all of your IMC friends." Another IMC student and SLIS IT graduate, **Aldo De La Paz**, designed a new logo for the program.

FSU 3D Team finds fans in Hollywood



FSU graduate students **Andy Ellis** and **Sophie Janicke** recently presented their research on 3D technology to a large audience of industry leaders during a major 3D conference in Los Angeles. Their research, which was conducted under the leadership of FSU's respected media effects scholar, Dr. Arthur Raney, investigated the influence of 3D technology on content enjoyment and narrative persuasion. The pair enjoyed an enthusiastic reception from the high-profile audience, resulting in one of the longest question and answer sessions of the 4-day event.

"In an industry where understanding either doesn't exist or is shrouded in secrecy, their research was a breath of fresh air," said award-winning documentarian and international media consultant Chris Haws. "Had they not called an end to the Q&A session, we may still be in LA."



"The age of 3D is here. With most homes expected to have 3D technology by 2016, the need to understand the full impact of the technology is critical," said Janicke, whose research suggested the quality of the 3D experience to be an important predictor of the story's enjoyment as well as persuasive power with the audience.

Through their research, the 3D media team was able to engage the industry on a practical level, resulting in many potential partnerships with organizations ranging from Intel to THX. "Academia is good at finding the right answers. By engaging the industry, we are better able to find the right answers to the right questions," said Ellis, whose research examined why 3D video games may be more enjoyable than their 2D counterparts. For more information on FSU's 3D media team, please contact Andy Ellis at 850-322-0339 or aje09e@fsu.edu.

FPRA events: Atlanta



FPRA members waiting for a tour of the Georgia Aquarium



FPRA members touring the Atlanta Braves



FPRA members at Centennial park



FPRA members at Georgia Aquarium

From November 2-4, approximately 80 members of the Tallahassee Student Chapter of the Florida Public Relations Association attended their professional development trip for the semester. The group traveled to Atlanta to meet with representatives from the public relations departments of the Georgia Aquarium, Atlanta Braves, Vitruve, Fleishman Hillard and InterContinental Hotel Group. The trip proved to be highly beneficial to the members, as they were given the opportunity to get a behind the scenes look at how various companies' public relations departments function. Trip attendees also bonded during an outing at a local Atlanta restaurant to watch the Florida State vs. Boston College game. The Tallahassee student chapter of Florida Public Relations Association is an organization for students of any major who are interested in a career in public relations. Bi-weekly meetings held on FSU's campus provide students the opportunity to learn measures about the field of PR. Industry professionals are invited to speak at each meeting to share their experiences and advice with aspiring professionals. Aside from meetings, the organization provides invaluable networking, internship and job opportunities as well as hosts professional development trips each fall and spring semester. For more information, visit www.fprastudent.com.

New "PhDs" graduated from COMM

- | | |
|-------------------------|--|
| Stephen Andon | Sporting Materiality: Commodification and Fan Agency on Collections, Memorabilia, Jerseys, and Dirt |
| Scott Smith | College Students' Willingness to be Honest and Initiate Discussion With Healthcare Providers About Their Past Sexual Behaviors |
| Madhurima Sarkar | The Role of Mass media Related Risk Factors in Predicting Sexually Risky Intentions and Behaviors Among adolescents: A Model of Sexual Risk Taking |
| Kristine Johnson | Audience Use of New Media Technologies on NPR.org: An Exploratory Study |

DOC students in Turkey

Dr. Steve McDowell, director of FSU's School of Communication, Dr. Jennifer Proffitt, an associate professor of Communication, and five doctoral students presented at the 2011 International Association for Media and Communication Research (IAMCR) conference held in Istanbul, Turkey, July 13-17. Presentations were as follows:



- **Ginevra Adamoli-Kalbli**, and Dr. Proffitt: "Promoting Economics with Morals: Capitalist Ideology in Undercover Boss;"
- **Azmat Rasul** and Dr. McDowell: "Images of Oppression: Coverage of the Afghan women in *Time* and *Newsweek* in Taliban and post-Taliban regimes;
- **Azmat Rasul** and Dr. Proffitt: "Diversity or Homogeny: Concentration of Ownership and Media Diversity in Pakistan;"
- **Mariam Shaikh**: "The Emerging Trends of Credit Cards for Children: Targeting the Most Vulnerable Commodity Audience for Profit or Public Interests?"
- **Khawaja Zain-Ul-abdin** and **Mariliis Vahe**: "Using News Media to Document the Misuse of Media Regulation: The case of the PEMRA ordinance in Pakistan."
- **Adamoli-Kalbli**: "Using Participatory Communication to Betray Consumers: An Analysis of the Online Communicative Mechanics Used by Whole Foods to (Dis)engage consumers on Sustainable Issues."

Forensics Continues to WIN!!

Forensics squad continues to be successful, taking 4 titles at Lakeland Invitational 9/22-9/23 and winning titles and placing 3rd overall at the Gainesville State College event. On Sept. 22 and 23, the Individual Events Squad of The Florida State University's Forensics Team traveled to Lakeland, Fla., for its first competition of the year, the Child of the Sun Invitational. The squad placed third in overall team competition and won four of eleven individual event titles.

Individual results are as follows:

- Tournament Champion in Impromptu Speaking — James Stage
- Tournament Champion in After Dinner Speaking — Aaron LeBlanc
- Tournament Champion in Rhetorical Criticism — Julia Truitt
- Tournament Champion in Dramatic Interpretation — Joseph Hernandez
- 2nd Place in Persuasive Speaking — Alan French
- 2nd Place in Dramatic Interpretation — Joey Newfield
- 3rd Place in Informative Speaking — Kevin Waters
- 4th Place in Dramatic Interpretation — Kevin Waters
- 4th Place in Poetry Interpretation — Julia Truitt
- 5th Place in Extemporaneous Speaking — Aaron LeBlanc

The Florida State University's Individual Events competitors traveled to Georgia for the Chicken or Egg Invitational, which was held Sept. 29 through Oct. 1 at Gainesville State College. The team advanced to final rounds of competition in 12 of the 13 events, winning championship titles in four events and placing third in overall team rankings.

Individual Results are as follows:

- Tournament Champion in Editorial Impromptu — James Stage
- Tournament Champion in Communication Analysis — Julia Truitt
- Tournament Champion in Poetry — Julia Truitt
- Tournament Champion in Dramatic Interpretation — Kevin Waters
- 2nd Place After Dinner Speaking — Aaron LeBlanc
- 2nd Place Extemporaneous Speaking — Aaron LeBlanc
- 3rd Place Extemporaneous Speaking — Julia Truitt
- 3rd Place Informative speaking — Kevin Waters
- 3rd Place Editorial Impromptu — Kevin Waters
- 4th Place Extemporaneous Speaking — James Stage
- 4th Place Impromptu Speaking — Kevin Waters
- 5th Place Impromptu Speaking — James Stage

NEW BLDG Plans



(L-R) Basement (audiology testing), 1st Floor (Clinic/Observation), 2nd Floor (Offices, Doc Rooms) 3rd Floor (Student Spaces)



(L-R) 5th Floor (Offices, Doc Rooms), 6th Floor (Offices, Conf. Room)



New Building (201 W. Bloxham Ave)

After years in the current location on campus, the Regional Rehab Center, the School of Communication Science & Disorders will be moving to its new location in December. Structural issues with the old building were frequent headaches (including the “strange smells” that showed up. Parking for the clinic and the public was also a large barrier to the School providing assistance to patients.

New “PhDs” graduated from SCSD

- Danielle Brimo** (Major Advisor: Dr. Kenn Apel): Examining the contributions of Syntactic Awareness and Syntactic Knowledge to Reading Comprehension
- Laura Gingrich** (Major Advisor: Dr. Julie Stierwalt): Relation Among Age, Gender, And Oral/Palatal Dimensions On Anterior And Posterior Lingual-Palatal Pressures In Healthy Adults
- Lindsey Leacox** (Major Advisor: Dr. Carla Jackson): Young English Learners’ Cognate Sensitivity on Picture-Word Recognition and Production
- Laurie Beth Swineford** (Major Advisor: Dr. Amy Wetherby): Symbol Use In The Home Environment In Toddlers Suspected Of Having Autism Spectrum Disorder

2011 Vic Baird Grad Student Program



From September 30th through October 2nd, sixteen graduate students in the School of Communication Sciences and Disorders traveled to Orlando Florida to attend the 2011 Vic Baird Graduate Student Program, sponsored by the Florida Laryngectomee Association. This annual program is designed to provide specific training to graduate students on the implications of laryngectomy.

The program provides a unique opportunity to graduate students in Florida, one that is not offered anywhere else in the country. During the course of the weekend, students learn about all aspects of laryngectomy, from the surgical procedure and follow up medical treatment, to communication and swallowing implications. The most compelling feature of this program is that students receive content not just from professionals, but from individuals who have had a total laryngectomy. There are as many as 50 individuals with laryngectomy who attend the conference. Students receive direct hands on training with an electrolarynx and practice producing esophageal speech, learning from people who use these techniques – not a textbook. The program also provides an opportunity to conduct research. Two graduate students collected data on lingual pressures, work that was directed by a doctoral student and faculty member from SCSD.

Delta Zeta delivers again!

The ladies of Delta Zeta sorority held its third annual Hamburgers for Hearing, a fundraiser for the L.L. Schendel Speech and Hearing Clinic operated by FSU’s School of Communication Science & Disorders. The event, held at the Delta Zeta Sorority house, 749 W. Jefferson St., from 5 to 7 p.m. Friday, October 21 was a huge success. The \$7 tickets for meals include burgers or hot dogs along with chips, drinks and dessert. The event drew over 1000 attendees.



Delta Zeta’s national philanthropic partnerships focus on speech- and hearing-related causes,

and the FSU chapter created a \$25,000 endowment to benefit the L. L. Schendel Speech and Hearing Clinic. The sorority pledged to contribute \$5,000 a year for five years, and the money supports clinical training for students and community outreach for children and adults in the Big Bend region with various types of communication delays and disorders.

SCSD Students invade ASHA

Jennifer Brown and Emily Marturana, both doctoral students in the School of Communication Science and Disorders, received Student Research Travel Awards from the American Speech-Language-Hearing Association to travel to its annual convention this November in San Diego. Only 24 students from around the country were chosen for this prestigious honor.

In addition to these two students, the following SCSD doctoral and master’s students will be presenting their research findings at the conference: Sheri Stronbach, David McCoy, Chelsey Cohen, Whitney Guthrie, Danielle Brimo, Caitlyn Boyack, Ana Golchert, Megan O’Hara, Michele Peyser, Jordan Scheid, Megan Sierra, Kristina Thelen, Mollie Friedman, Derek Headley, Crystal Gordan, Kimberly Kennell, Patricia Santana, Jane Messier, Jessica Norman, LaKeisha Cooper, Mary Spence, Laura Gingrich, Yu-Chin Chih, Melissa Martin, Leanne Snider, Lauren Greenblom, Elizabeth Savoldy, Elise Robinson, Min Jung Kim, Colleen Ennis, Jenna Mroczek, Phillip Rubin, Asia Williams, Marta Cuervo, Carlos Carrasquillo, Helen Long, and Nell Rosenberg.



Girls State / Boys State visit FSU

Every year, about 500+ boys and 300+ girls gathered for the American Legion's Boys and Girls State Convention at FSU. Organizers say the week-long simulation is designed to teach them about government and politics. Students are prepared for a future in politics, in history, and in leadership. Students from the IT Leadership class (Joaquin Coston, Devin Cairns) and STARS Alliance (Eli Perl, Katie Smith, Ashley Rutstein, Emily Ensley, Louie Garofalo, Kendall Williams) provided information about the Communication, IT and ICT programs, answered questions about CCI, and ran a survey of IT perceptions. Random winners were selected from the entries and students were given IT T-shirts and USB drives.



Joaquin Coston w/STARS students (Eli Perl, Katie Smith, & Ashley Rutstein)



BOYS State students taking a survey



Students winners were drawn from a survey about IT perceptions



Students winners were drawn from a survey about IT perceptions



STARS student Louie Garofalo talks with GIRLS STATE students



GIRLS State students taking a survey

Library GA gets published



Jennifer Parsick

SLIS Alumnae and Former Goldstein GA, **Jennifer Parsick** has recently been published in the nation-wide Collaborative Summer Library Program (CSLP) manual for teens. 49 of the 50 states use this manual to put on their summer reading programs, as well as some of the American territories. The Collaborative Summer Library Program (CSLP) is a grassroots consortium of states working together to provide high-quality summer reading program materials for children at the lowest cost possible for their public libraries.

By combining resources and working with an exclusive contracted vendor to produce materials designed for CSLP members, public libraries in participating states or systems can purchase posters, reading logs, bookmarks, certificates and a variety of reading incentives at significant savings. Jennifer was ecstatic about the inclusion. According to her, "I submitted ideas nearly a year ago for the 2012 teen summer reading program and after receiving my copy of the manual this morning, I opened it up and found my name in print! I'm listed as a contributor, 1 of 12, and in the quick look-through I had, I've already found 3-4 of my ideas."

Since graduating from SLIS, Jennifer has been working as the Teen Services Librarian with the Osceola County Library System, located in Kissimmee, FL. She currently writes teen book reviews for the State Library of Florida's blog/newsletter.

Doc students well represented @iConference

The iConference is an annual gathering of information scholars, researchers, and practitioners who share a passion for making a difference through the study of people, information, and technology. The 2012 Toronto event is no exception. FSU SLIS had 1 paper and 9 posters accepted to the iConference. The acceptance rate for papers was 33% and the poster acceptance rate was 60%. Students accepted are underlined below.



Rural Anchor Institution Broadband Connectivity: Enablers and Barriers to Adoption

Lauren H. Mandel, Nicole D. Alemanne, Charles R. McClure

Observations of the Lifecycles and Information Worlds of Collaborative Scientific Teams at a National Science Lab

Adam Worrall¹, Paul F. Marty¹, Jessica Roberts², Kathleen Burnett¹, Gary Burnett¹, Charles C. Hinnant¹, Michelle M. Kazmer¹, Besiki Stvilia¹, Shuheng Wu¹

Data Curation in Scientific Teams: An Exploratory Study of Condensed Matter Physics at a National Science Lab

Charles C. Hinnant, Besiki Stvilia, Shuheng Wu, Adam Worrall, Kathleen Burnett, Gary Burnett, Michelle M. Kazmer, Paul F. Marty

The Impact of the Public Library on Early Reading Achievement: Using the Early Childhood Longitudinal Study (ECLS) 1st Grade Student Sample

Jung Hoon Baeg, Dong Joon Lee, Wonchan Choi, Jisue Lee

Relationships among Perceptions of Term Utility, Category Semantics, and Term Length and Order in a Social Content Creation System

Corinne Jørgensen, Besiki Stvilia, Shuheng Wu

The Evolution of a Discipline: A Fractal Representation of Information Science

Casey Yu, Jung Hoon Baeg

Habitat Tracker: Learning About Scientific Inquiry Through Digital Journaling in Wildlife Centers

Paul F. Marty¹, Ian Douglas¹, Sherry A. Southerland², Victor Sampson², Nicole D. Alemanne¹, Amanda Clark², Anne Mendenhall², Aldo de la Paz¹, Casey Yu¹

Senior citizens' credibility assessment of online health information: A proposal of a mixed methods study

Wonchan Choi

A Revised Model for Course Content of Consumer Health Information Services

Yong Jeong Yi, Souen You

Johnston Building Grand Opening

On Sept. 20, FSU President Eric J. Barron rededicated the newly renovated William Johnston Building to the “20th century students who first brought these halls to life” and the “21st century students who will open its doors to the future” during a ceremony held on the evening on Sept. 20. “Today’s William Johnston Building is a multitasking, carbon-neutral, student-focused learning and gathering place that joins rich, beautiful tradition to smart, contemporary pizzazz,” Barron said.

The renovation marries a traditional collegiate Gothic exterior with an ultramodern interior, which includes a dramatic five-story atrium. With 143,000 square feet, it houses portions part of the School of Library & Information Studies, particularly the **Information Technology** and the **Information, Communication & Technology** programs. The space is unique—the Server Lab can exist off the FSU network and can connect directly with the Teaching Lab. The Teaching Lab can also exist off FSU’s network. The Health Informatics Lab is designed for group projects and consumer-driven app development. The iSpace Lab holds six editing suites for video production and Interactive Portfolio (IR) creation. The 3D Lab holds a 3D TV, 3D camera and editing software for video production.



Server Lab
w/directs links to
Teaching Lab



Health Informatics
Lab w/group space
and OPENEHR
software



iSpace Lab with 6
editing suites and
software



3D Lab with 3D TV,
3D camera and
editing space



Teaching Lab w/48 Dual Boot iMacs



STARS Students Win Two Awards at National Conference



Ebe Randeree, Eli Perl, Katie Smith, Courtney Kallameres, Jennifer Papparelli, Louie Garafalo, Jamal Gumbs, Dean Dennis, Krystal Bowden, Raquel Safra, Ashley Rutstein, Emily Enlsey, Jisell Sobalvarro

At the beginning of the fall semester, STARS students attended the five-day STARS 2011 National Celebration as members of the Florida State University chapter of the STARS (Students and Technology in Academia, Research, and Service) Alliance. STARS is a service-learning group charged with addressing the shortage of computer scientists and information technologists in the southeastern United States. The organization is made up of 30+ southeastern universities and colleges and funded by the National Science Foundation's *Broadening Participation in Computing* grant.

The FSU STARS has been very successful in its trips to the National Celebration, and has a history of being recognized for their work. The STARS

Celebration is an annual leadership conference that showcases the accomplishments of the STARS Leadership Corps and prepares new members for participation in the Corps. Sessions for students included technical excellence, leadership skills, and research experiences for undergraduates, professional development, and civic engagement. Sessions for faculty and staff included broadening participation in computing, faculty advancement, and alliance management.

In previous years, STARS-FSU has competed against other schools:

- At the 2006 Celebration (Atlanta, GA) —FSU STARS won 1 of 3 awards given
- At the 2007 Celebration (Charlotte, NC) - FSU STARS won 2 of 4 awards given
- At the 2008 Celebration (Auburn, AL) - FSU STARS won 2 of 6 awards given
- At the 2009 Celebration (Tallahassee, FL) - FSU STARS won 1 of 4 awards given
- At the 2010 Celebration (Orlando, FL) - FSU STARS won 3 of 8 awards given
- At the 2011 Celebration (Raleigh, NC) - FSU STARS won 2 of 8 awards given

STARS Alliance seeks to retain current student in the computer science and information technology (CS/IT) fields while increasing enrollment of traditionally underrepresented student populations — such as women, minorities, and individuals with disabilities.

STARS students also presented projects at the conference:

- **Louie Garafalo** and **Eli Perl** presented on the Master's in IT Program
- **Ashley Rutstein** presented on Marketing Through YouTube
- **Courtney Kallameres** presented on Partnering with School STEM Initiatives
- **Raquel Safra** presented on Partnering with TSA
- Courtney and Ashley were recognized with awards for their presentations



Louie Garafalo & Eli Perl



Courtney Kallameres



Ashley Rutstein

Contact: Ebe Randeree (eranderee@cci.fsu.edu) to find out more information

AITP/STARS Hosts Summer IT Graduates

AITP held its summer semester celebration on August 6th 2011. Graduating students, parents and faculty attended the event which was designed to honor the twenty five students who graduated this summer. Dean Larry Dennis' opening of the program was followed by award presentations. AITP members were first honored with CORDS (AITP members who earn a 3.5 or higher GPA in the major are eligible).

- AITP Academic Excellence Awards (w/cords) went to: **Jordan Wenck, Elvaro Jimenez, Ronnie Kimberly, Devin Cairns, Marisa Isenberg, and David Elwell**

In addition, students who excelled in the Perspectives Course were honored. Students and faculty voted on the best **Interactive Resumes** and the winner in each category was:

- BEST in Innovativeness
Steven Ramirez - <http://2007.ispace.ci.fsu.edu/~sar07k/wordpress/>
- BEST in Marketing
Ronnie Kimberly - <http://2007.ispace.ci.fsu.edu/~rtk09/resume/>

Finally, graduating students were honored for their **individual achievements and contributions**:

- Community Service Awards went to: **Ryan Kunjbehari, Courtney Duran, Brandon Perkins, Cin Sian Khai, Louis Garofalo, Kyle Soper, Chia Lun Ko, David Elwell, Marisa Isenberg, Devin Cairns, and Elvaro Jimenez**
- STARS Service Awards went to: **Brandon Perkins, Courtney Duran, and Louis Garofalo**
- CCI School Spirit Award went to: **Louis Garofalo**



Jordan Wenck being recognized as first ICT grad



Devin Cairns being recognized



Louie Garofalo receiving award for SketchyFoods



Elvaro Jimenez recognized for Excellence

Marisa Isenberg recognized for Excellence

Chia Lun Ko recognized for Service

IT/ICT Students visit MindComet



MindComet Mission Statement



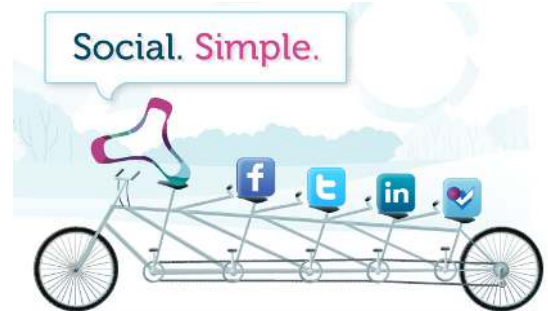
Students meet with Doug White, VP

Students from the IT/ICT program toured MindComet, a Social Media Marketing company. MindComet hosted the group of IT/ICT students, answered questions about their company, the direction social media is going, and the importance of social media marketing in business today.

MindComet is a Social Media Agency that manages social media profiles to help grow and improve brands' online communities. They provide services to Fortune 500 companies and were early groundbreakers in social media marketing. They use Facebook, Twitter, and YouTube to manage and promote their clients.

In October, the company changed direction to focus solely on social media. While speaking with the Executive VP of Sales, Doug White, he stressed the importance of social media in business and how a background in social media will be an important factor in the workplace.

Senior in ICT **Angelina Collazo** said that "MindComet has taken a new direction focusing solely on social media. This is great because it reflects something that the ICT program promotes."



IT/ICT Students visit GrooveShark

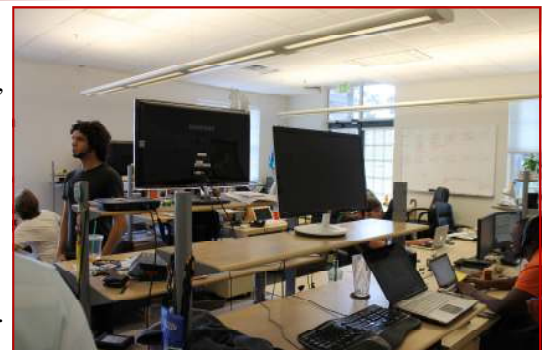


Students from SLIS IT/ICT program had the opportunity to tour Grooveshark in November. Founded in 2006, Grooveshark, based in Gainesville, is an Internet music streaming service that has grown from a private Peer to Peer music service to a public online jukebox.

Grooveshark is now an international online music search engine. With its recommendation software, it provides users with a unique opportunity to find bands and artists similar to their tastes in music that they otherwise might not have discovered. Songs can be added to a playlist for free, but they also offer a paid version. Grooveshark stream 100-110 million songs per month and has 35 million registered user.

Students were hosted by Josh Greenberg, Co-Founder and CTO who explained that Grooveshark is passionate about providing students with internship opportunities and hosting workshops where they teach interns the skills they need to know before heading into the workplace. In addition, they are starting an incubator-style internship program this summer, where students will live in Gainesville and learn from Grooveshark employees.

Senior in IT, **Matt Russi** says "Grooveshark had an atmosphere that felt like a startup in the sense that it was very relaxed and open-minded. However, they still provide a structured environment that is focused on the future of the company."



Main Developer Area at Grooveshark



CTO, Josh Greenberg lead the tour



STARS Alliance Students Provide Leadership Training to TSA

Assistant Dean Ebe Randeree accompanied 8 IT students in November to Orlando where they conducted judging and training sessions for 300 middle and high school leaders at the 2011 Leadership Conference for the Technology Student Association (TSA). The IT students included students from the FSU STARS Alliance (starsalliance.fsu.edu) organization as well as students from the IT Leadership Class. This is part of the ongoing effort to build community partnerships and engage students at all levels with the IT programs. There are 150,000 TSA members in the United States with 18,000 in the State of Florida. 75% of the TSA members are college-bound.

Senior IT student, Katie Smith found that "working with the students in TSA was a great experience in leadership. The members of TSA are driven individuals who really have a passion for education. It was great to work with kids who are so enthusiastic about learning and leading." FSU STARS has been a partner with Florida TSA for the past three years. The FSU students completed leadership training, judged contests, facilitated team building activities, and discussed College choices.

The Cake exercise (right) was a great example of the challenges the students faced. A team was divided into 3 groups: designers, builders, and marketers. The designers took an inventory of materials and sketched the final product; the builders built the cake with the rule of only using 1 hand for each builder (working as a team); the marketing group designed the message and wrote a paragraph to describe the final product. The task taught planning, design, teamwork, communication, time management, resource allocation, etc.



Asst Dean Randeree speaks at opening event

Randeree, who presented at the opening ceremony on FSU STARS, said that "the partnership with TSA is part of the community engagement that STARS undertakes; working with various groups to improve IT skills, promote STEM initiatives, engage the public, and give back from FSU to the community."



Katie Smith and Joel Murphy run "charades"



Building cakes using groups with specific roles



Teams designing a logo, team name and a plan



Working as teams to solve challenges



Aubrey Hudson

According to Florida TSA President Aubrey Hudson, "the Florida TSA State Officer team was honored (and relieved) to have STARS take part in our annual Leadership Conference. It is great for middle and high school kids to see that they can grow to be an important part of TSA, and then continue their love for technology and leadership into their college years. It's a perfect partnership, promoting the philosophy of STEM curriculum, and allowing the TSA members to have positive role models to look up to. The conference would not have run nearly as smoothly without the help of the FSU STARS. We want to thank them for their involvement, and believing in our program!"

Students included **Katie Smith, Matt Russi, Raquel Safra, Angelina Collazo, Josh Rosen, Carrie Roberts, Jamal Gumbs, and Joel Murphy**. STARS will be attending the annual TSA conference in February 2012 to act as judges and to promote FSU at College-prep events. If you are interested in participating with the STARS-TSA alliance, contact Ebe Randeree (eranderee@cci.fsu.edu).

New “PhDs” graduated from SLIS

Robin L. Donaldson – “Student Acceptance of Mobile Learning”

Melissa Perkins Johnston – “School Librarians as Technology Integration Leaders: Enablers and Barriers to Leadership Enactment”

Kyungwon Koh – "Proposing a Theoretical Framework for Digital Age Youth Information Behavior Building upon Radical Change Theory"

Jung-A Lee – “Neurophysiologic Analysis of the Effects of Interactive Tailored Health Videos on Attention to Health Messages”

Michael Jasper Luesebrink – “The Institutionalization of Information Security Governance Structures in Academic Institutions: A Case Study”

Sung Jae Park – “The Physical Accessibility of Public Libraries to Users: A GIS Study”

Woojin Noh – “The Clinton and George W. Bush Administrations' FOIA Policies: The Presidents' Influences on FOIA Policies”

IT Leadership Students & STARS provide IT/ICT Outreach

Students in the IT Leadership class (which could be named Public Speaking for IT) and STARS students have been out at local high schools talking about IT and ICT majors. The group spent time at Leon High School (11/8) and Godby High (11/21). Each visit included speaking to 4 different senior classes.



According to ICT student **Carrie Roberts**, “We were able to give the students an insight into what IT and ICT was all about at FSU.” Another IT student, **Daniel Alton** agreed; he said that “most of the students had no idea that you could work in any field with an IT or ICT degree. It was a lot of fun being able to tell them that you can use the skills you get from FSU to go any where.”

This was echoed by ICT student **Gerard Massey**, who said that “it was so great talking to the technology class about the IT and ICT programs. It was great to see such a high level of enthusiasm about technology at the secondary school level.”



IT Student **Gabriel Solomon** agreed. He found that “having the opportunity to reach out to the high school students and get them interested in the growing technology field was an enriching experience. I would like to think that we were able to open their minds and increase their interest into coming to FSU and learning more about our field.”

STARS Alliance members have been conducting outreach for the past 3 years. According to **Katie Smith** who represents STARS, “The visit to Godby was a great opportunity to talk about the CCI programs as well as build a relationship between FSU and the students. They were engaged and eager to learn about how their interest in technology can turn into a career.”



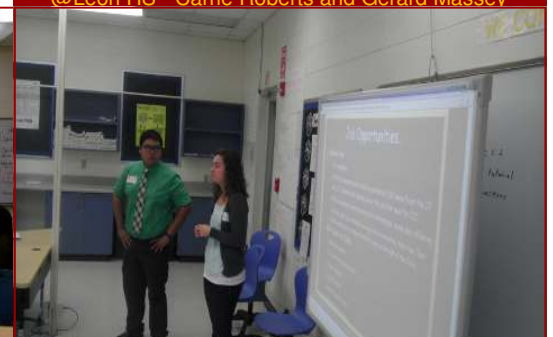
@Leon HS - Daniel Alton and Gabriel Solomon



@Leon HS - Carrie Roberts and Gerard Massey



@Godby HS - Gabriel Solomon and Daniel Alton



@Godby HS - Emily Ensley and Gerard Massey

Social Media Alumni Spotlight



Meet Lesly Cardec (West Palm Beach, FL) - Follow her on Twitter: [@LeslyCardec](#)

Lesly Cardec is the Public Relations Manager for SFN Group, Inc. (NYSE: SFN), the 7th largest U.S.-based staffing firm (formerly Spherion Corporation) and its family of specialty businesses. As manager of public relations, Cardec serves as the Company's primary spokesperson and directs all external communications programs in support of all SFN brands. This encompasses media relations, industry analyst communications, social/digital media, crisis communications and executive coaching. Cardec is responsible for social media monitoring, outreach and engagement efforts, including updating appropriate social media outlets (Facebook, LinkedIn, Twitter, YouTube, and Blogs). She is also a producer for "The Temp Life" and "BestSellers", the Company's successful and award-winning branded web series. Additionally, Cardec has responsibility for SFN's groundbreaking workforce research and manages all thought leadership initiatives, including the monthly Employee Confidence Index and The Emerging Workforce Study. She possesses a keen understanding of the latest business, economic and workforce trends. Passionate about writing, Cardec is regularly featured on various career, social media, public relations, branding, and parenting blogs/websites. She also maintains her own blog on the trials and tribulations of being a first time mother (<http://whereisthebinky.wordpress.com/>). She received her BS in Communications (focus on PR) in 2004.

Advice for students: Do as many internships as possible. There are so many different avenues that you can take within our field and the best way to test the waters (and get experience) is to just jump in and get your hands dirty! Whether it's agency public relations, corporate/profit public relations or nonprofit public relations (among a few), all have different daily tasks, but the foundation of PR is still there. Also read and write as much as you can. As a PR pro, the need to be a good writer will never go away. If you are passionate about something, consider blogging about it. Just because you want to be in PR, doesn't mean you necessarily have to write about that topic. If you love food (who doesn't?!)-- consider writing a food blog. At the end of the day, your future boss just wants to know that you are articulate, consistent, and tell a good story. Don't just do the bare minimum. Always do more than the person sitting next to you.



Meet Gina Rosenthal (Boston, MA) - Follow her on Twitter: [@gminks](#)

Gina (Minks) Rosenthal is a Storage Evangelist and Community Builder for Dell. Her responsibility includes using social media tools to build internal and external storage community for Dell Storage (PowerVault, DX, EqualLogic, Compellent) and well as design and implement social media efforts for Dell Storage events. She manages the social media efforts (Facebook, Twitter, Blogs, podcasts, live broadcasts, contests, etc) using corporate social media tools such as Radian 6 and Sprinklr to manage and measure social media interaction.

She received her BS in Information Studies in 2001 and her MS in Instructional Systems in 2009. She was also recognized as the 2001 FSU College of Information's Humanitarian of the Year.

Advice for students: Take every advantage to participate in community service while you are at FSU. That service helps fill needs in the local community and builds skills you will need in the future. Who knew there would be a way to combine my passion for community building and technology into a career path!

Dates to Remember!

December 9:	Open registration ends
December 9:	Last Day of Classes
December 12-16:	Exam week
December 21:	Grades post
January 4:	First Day of Spring Classes
January 9:	Last Day to drop/add
January 16:	NO CLASSES—MLK Day
March 5-9:	Spring Break
March 19:	Career Day

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