

## CCI BBQ a HUGE Success!



The College hosted its 2nd Annual CCI BBQ on Friday 10/12 to celebrate Parents Weekend. Sponsored by the CCI Student Leadership Council (SLC), the event attracted 250+ students, faculty and parents. Pictures from the event can be found on the CCI Facebook Page.

## New Classes Offered in CCI!

### Social Media Management (LIS 4930—Undergraduate, LIS 5916—Graduate)

This class was developed in response to the fundamental changes in the communication industry (mass media, public relations, advertising, and media communication) coupled with shifts in technology usage and consumer adoption of new media. The course explores emerging social media technologies, studies their application in industry, and is designed as a FIRST STEP for students interested in Social Media.

Students participating in this class will actively design, implement, and coordinate numerous projects that build a foundation in social media while allowing students to gain valuable leadership, communication, and organizational skills.



### **THERE'S A CLASS FOR THAT.**

LIS 4930 - MOBILE APP DEVELOPMENT (Open to ALL Students)  
LIS 5916 (Online, Graduate Edition)



### Mobile App Development (LIS 4930—Undergraduate, LIS 5916—Graduate)

Mobile Application Development is an introduction to mobile application project management, [mobile] software development lifecycle, client and team communications, interface design, user experience review, technical communication, and contract development & execution. The focus of the course is to learn the theoretical concepts and best practices in the management of mobile technology projects. The tools and techniques in this course are relevant to careers in software engineering, publishing, marketing & advertising, entertainment, education, sales consulting, and business management.

## CCI's Club Day Brings Extracurricular Activities to YOU!

On September 12<sup>th</sup>, CCI welcomed a dozen different clubs and organizations to the Goldstein Library to greet students and spread the word about their associations. They ranged from scholastic to recreational- the American Library Association Student Chapter, Garnet and Gold Honors Society, Seminole Boosters, STARS Alliance, Invisible Children, The Collegiate Veteran's Association, and the Florida Public Relations Club were all in attendance. All organizations represented positive ways to improve the college experience- they are



Suzette Buchanan

all outlets where you can meet people with similar interests, avenues to pursue skills and experiences unavailable in the classroom, and are always great additions to resumes! Some, like Campus Recreation, handed out promotional items (the biodegradable water bottles were especially popular!), while others (the Corazón Dancers) instructed students in the art of dancing.

Additionally, attendees enjoyed a wide variety of doughnuts, and three winners won CCI Prize Packs (one was Suzette), which contained mugs, pens, t-shirts, computer tool kits, and USB flash drives, among other goodies. Club Day is an annual event.



## CCI Introduces New Master's Degree in IT

Florida's Board of Governors approved a new Master's in Information Technology degree late this summer. The program is taught out of the School of Library and Information Studies (SLIS). This 32 hour program will be ENTIRELY ONLINE!

The program was designed to enhance students' technology knowledge in five specialized areas:

1. Technology and Networking,
2. Large-scale data management,
3. User-centered design,
4. Web design,
5. Leadership and management.

**MASTERS in  
INFORMATION TECHNOLOGY**

The program also offers the opportunity to complete certificates in Information Architecture, Leadership and Management, and Project Management. The Master's program is open to ALL MAJORS! There are currently 9 students in the program with 20 more slated for a Spring start. For information, please contact Graduate Student Services at 645-3280.

## CCI hosts ALUMNI event in Tampa

CCI hosted an Alumni Reception in Tampa this summer. The main purpose was to connect with our former students, showcase the BIG IDEAS that FSU and CCI is working on, and build support for the projects. The event was well attended with over 100 alumni that joined the Dean and CCI Leadership Board members.





## CCI Career Day—A Huge Success!

October 8th saw yet another successful Career Day with 250+ students and over 35 companies in attendance. The feedback from employers was VERY POSITIVE—nearly all are planning to return in March. The participating list of employers included:

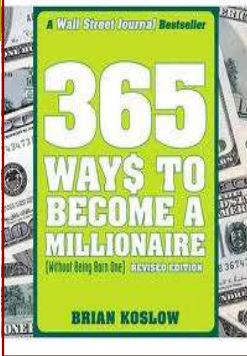
- |   |  |
|---|--|
| <b>Agency for Health Care Administration</b>            | <b>Ron Sachs Communications</b>            |
| <b>BowStern</b>   | <b>Salter&gt;Mitchell</b>                  |
| <b>Challenger Learning Center</b>                       | <b>St. John &amp; Partners</b>             |
| <b>Children's Campaign</b>                              | <b>Sunera</b>                              |
| <b>City of Tallahassee Information Systems Services</b> | <b>TMH/Tallahassee Memorial HealthCare</b> |
| <b>Danfoss Turbocor Compressors</b>                     | <b>TMH/Tallahassee Memorial HealthCare</b> |
| <b>Datamaxx Group, Inc.</b>                             | <b>TallyTees.com</b>                       |
| <b>Diverse Computing, Inc.</b>                          | <b>Taproot Creative</b>                    |
| <b>eLayaway</b>   | <b>The Pod Advertising</b>                 |
| <b>FBMC Benefits Management</b>                         | <b>The Zimmerman Agency</b>                |
| <b>FSU CCI</b>  | <b>Uber Operations</b>                     |
| <b>Leon County Schools</b>                              | <b>Ucompass</b>                            |
| <b>LobbyTools, Inc.</b>                                 | <b>University Health Services</b>          |
| <b>Magic Whiteboard</b>                                 | <b>Visit Florida</b>                       |
| <b>Mainline Information Systems</b>                     | <b>WORKFORCE plus</b>                      |
| <b>Metropolitan Design and Consulting Group, Inc.</b>   | <b>WTWC-NBC 40</b>                         |
| <b>RB Oppenheim Associates</b>                          | <b>EmfoTech</b>                            |



## CCI to Sponsor Design Challenge



Brian Koslow

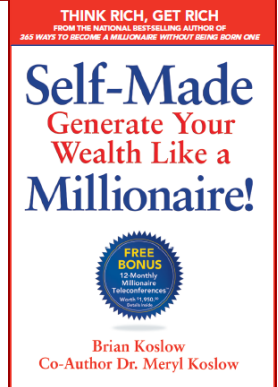


Brian Koslow became a self-made millionaire by age thirty-one. That's what led him to write his best-selling book "365 Ways to Become a Millionaire (without being born one)."

Brian has been helping people through conferences, coaching and writing. He is an executive coach and business growth strategist working with clients for over 20 years. He has also founded and developed three profitable multi-million-dollar companies.

Mr. Koslow is currently working with The Jim Moran Institute (COB) and CCI to develop a competition for FSU students. The contest is the "Millionaire Game Design Challenge." Contestants will compete for prizes by creating a framework for a Web-based game based on Mr. Koslow's book that will teach people how to be millionaires. The winning game design will be developed into a working game and appear on Mr. Koslow's Web site. The Millionaire Game Design Challenge will kick off in January. Please contact Dr. Jonathan Adams ([jladams@fsu.edu](mailto:jladams@fsu.edu)) for more information.

According to Brian, "if you nurture your mind, body and spirit your time will expand. You will gain a new perspective that will allow you to accomplish much more. Forget the lottery. Bet instead on yourself." Brian's new book "Self Made Millionaire," is scheduled to be released by early next year.



## CCI Students Can Access Free Microsoft Software

Did you know that as a CCI student you have access to a wide variety of Microsoft software and development tools at no charge? DreamSpark, previously referred to as MSDNAA, is a FREE Microsoft program that provides students with access to various products, software, and tools. Proof of student status is required for access to these downloads, which DreamSpark verifies by utilizing your FSU email address as submitted by the college. Once granted access, students remain in the system and eligible for downloads for 12 months.

Some of the most popular software offered is:

- Microsoft Windows
- Microsoft Windows Server
- Microsoft Visual Studio
- Microsoft Visio
- Microsoft Project
- Microsoft Exchange



Eligible students should look for an e-mail the week after Drop/Add closes from the DreamSpark system notifying them of their eligibility and providing login information. Upon receipt of this email, you should be able to login to the website and start shopping for free software.

Of course, if you have any questions or need assistance, the CCI Help Desk is always available for you as well at [help@cci.fsu.edu](mailto:help@cci.fsu.edu) or 644.8108. The Help Desk is located in the Shores Building on Landis Green in the School of Library & Information Studies



## CCI DOC Students Showcase Research

Winners of the CCI Doctoral Poster Session, held on Oct. 3 from 12-1:00 in the Goldstein Library, were announced today. Students from each of the three schools comprising the College of Communication & Information competed to convey the research significance of their projects to a wide audience through their posters and oral presentations. The winning students will receive travel money to attend conferences where they will make research presentations. The first-, second-, and third-place winners of each school, along with their research presentation titles, were:



Andy Ellis

### School of Communication

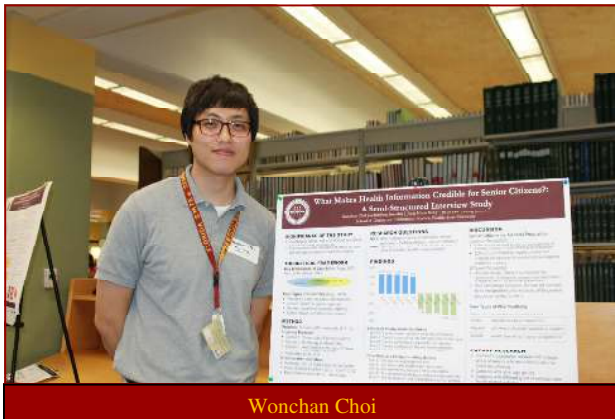
1. Andy Ellis, *Black, White, or Green: The powerful influence of ethnicity on pro-environmental attitudes and behaviors.* [Andrew Ellis and Dr. Felipe Korzenny]
2. Jennifer Toole, *Ecotainment: Effects on Attitude Accessibility, Norm Accessibility, and Behavioral Correlates*
3. Young Sun Lee, *Effect of political television advertisement on presidential candidate image in South Korea*

### School of Communication Science & Disorders

1. Jenny Brown, *Evaluation of a Multi-Component Online Professional Development Program for Early Intervention Providers*
2. Rachel Johnson, *How Practice Affects Outcomes in MLG Delivered via Telerehabilitation Techniques*
3. Derek Headley, *Variability in Clinical Swallowing Evaluations: A National Survey of Medical Speech-Language Pathologists*



Jenny Brown



Wonchan Choi

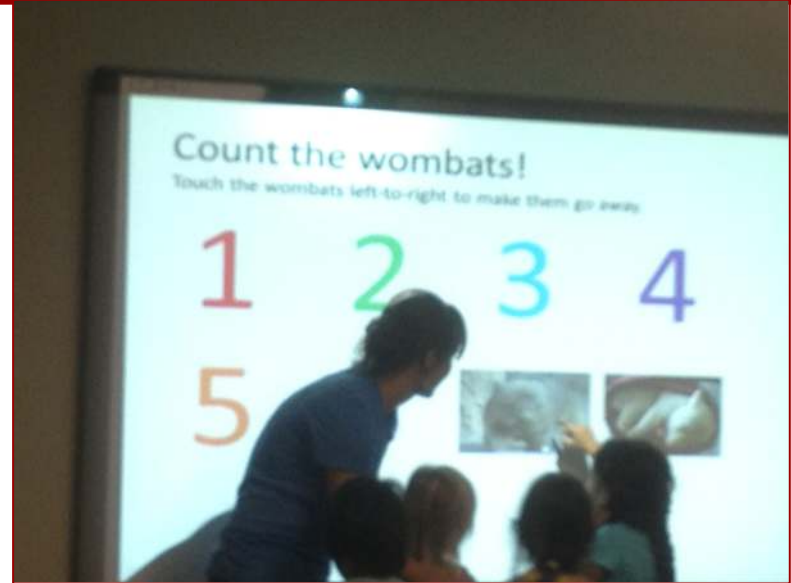
### School of Library & Information Studies

1. Wonchan Choi, *What makes online health information credible for senior citizens?: A semi-structure interview study*
2. Jon Hollister, *Lie to me! Gender deception and detection in Computer-Mediated Communications*
3. Jisue Lee, *Re-Tweeting Political Messages in South Korea: Who Re-Tweets What and Why?*

## Summer Camp Benefits Students and Children

This summer the School of Communication Science & Disorders continued its tradition of offering Communication Camp for children with communication disorders. This year's camp took advantage of the new Warren facility and its state of the art technology.

Approximately 30 young children explored Australia and revisited fairy tales through virtual simulation using Smart board and SMART table technology. Thomas Turner, Technology Specialist provided support to graduate students to learn and utilize the cutting-edge technology. The Warren building houses four Smart boards which were used to provide innovative educational experiences, new vocabulary, and motivating communicative temptations. The SMART Table interactive learning center is a multi-touch table with a 30-inch LCD screen. The screen responds to tactile input from up to 20 hands simultaneously. Using this SMART technology helps children stay engaged, making learning more productive and rewarding. Children were drawn to the responsive touch screens, animation, and life size images.



The benefits of Communication Camp extend beyond interactions with cool new gadgets. The camp is designed to be mutually beneficial for both graduate students and children with disabilities. The camp provides unique opportunities to facilitate social communication skills of children with communication disorders, enhance the knowledge and skills of graduate students, and expand services in the community to underserved populations. Camp challenges students to integrate facilitation strategies in spontaneous activity-based experiences. Students must think on their feet to seize learning opportunities.

Doctoral students and certified speech-language pathologists, [Emily Diehm](#) and [Maya Callender](#), and post-doctoral graduate [Dr. Lakeisha Johnson](#), supervised and provided guided support to students. These guided experiences in embedded instruction provide specialized training to support their success as future speech-language pathologists. The program is coordinated by Associate Professor Carla Jackson and sponsored by a training grant through the Office of Special Education Programs (OSEP), US Department of Education.





## Students Study Communication Disorders in London

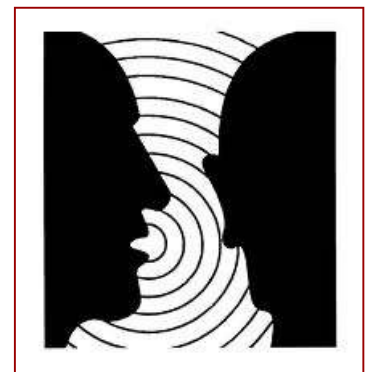
From 24 June through 23 July 2012, a group of 15 undergraduate students from the School of Communication Science and Disorders studied at the FSU Centre in London, England. These FSU students discussed with students from King's College, London the similarities and differences in the academic programs for speech-language pathologists between the USA and the United Kingdom. They also observed speech and language therapists providing therapy at a school for children on the autism spectrum, at an ear, nose, and throat hospital, and at a center for stammering children. In addition, they completed two SCSD courses. The SCSD students also went on trips with other FSU students to Wales, Stonehenge, Bath, Oxford, and Blenheim Palace. As can be seen in the photographs, the students made the most of their international studying experience, learning and growing in the classroom and around the United Kingdom.



## Students and Faculty Awarded by FLASHA

Faculty and students from the School of Communication Science and Disorders won 3 awards at the Annual Convention of the Florida Association for Speech-Language Pathologists and Audiologists (FLASHA) in Orlando, Florida this summer. Dr. Shannon Hall-Mills (faculty member), and **Anna Husfelt** (master's program student) won third place in the poster competition for their poster, "Multilingual Intervention to Enhance Adolescent Decoding and Reading Comprehension." Dr. Tricia Montgomery (faculty member), **Melissa Kirby** (master's program student), and Dr. Juliann Woods (faculty member) won fourth place in the poster competition for their poster, "The Magic of Technology and Fidelity Measures in the Schools." Finally, several of our students in the distance learning graduate program represented FSU in the annual Praxis bowl, rounding out a strong third place finish statewide.

On the international front, two graduate students from the School of Communication Science & Disorders joined Dr. Toby Macrae in attending the 14<sup>th</sup> Meeting of the International Clinical Phonetics and Linguistics Association in Cork, Ireland from June 27-30. **Sara Phillips** and **Shannon Rielly** are second year graduate students studying towards a Master of Science in Speech-Language Pathology. Their research, titled "Unusual Speech Distortion Following Palatal Surgery: Acoustic Features Pre-Post Treatment", discussed an unusual and interesting case seen in the School's L. L. Schendel Speech and Hearing Clinic of a young woman who presented with "a British-sounding accent" following surgery to repair an air leak through her velopharyngeal port.



## PhD Student Participates in Doctoral Honors Seminar



Sophie Janicke

**Sophie Janicke**, PhD student at the College of Communication, was chosen this summer to present her work at the prestigious and highly competitive Doctoral Honors Seminar, sponsored by the National Communication Association. This year the seminar was hosted by the Annenberg School of Communication and Journalism at the University of Southern California, and was led by members of their highly-regarded faculty.

Janicke is currently pursuing her PhD in Mass Communication. Her main interests are in the general field of media effects research, where she specifically looks at the portrayal of morality in entertaining media fare and its possible effects for the viewer and society at large, and narrative persuasion from entertaining media across various topics. She is also fascinated by the new research arm of positive media psychology that investigates how specific media content can create feelings of inspiration, meaningfulness, gratitude, compassion, or spirituality among others.

Her project for the seminar was entitled “Exploring the Roles of Entertainment in Meaningful Spirituality Experience.”

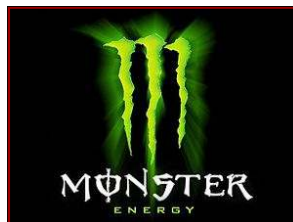
## Ad Major Selected as Monster Energy Ultimate Intern



**Laura Golly** may not have graduated yet, but she is already tackling her professional goals. “I feel like I just skipped right to what I want to do... I’m still in college and I’m already doing it,” she said in an interview with the Tallahassee Democrat this Spring.

The intrepid Advertising major at CCI was selected as one of two finalists in the Monster Energy Ultimate Intern Search. Begun in March, the quest for two individuals that represented Monster’s image of drive, passion, and dedication began with the submission of one-minute videos to Monster’s Facebook page, which were voted on by members of the Facebook community and evaluated by a panel of judges. Following her acceptance into the final eight candidates, Laura flew to Los Angeles, where she competed by designing a new sports drink, creating an advertising campaign for a hypothetical Monster Energy client, and finally making her proposal to the executive board of the company. Rob Dydrek, a professional skateboarder, chose Laura’s presentation on the “Electric” energy drink and her campaign for the Bloody Beetroots, an Italian electro house and dance-punk music project.

Laura’s internship began August 25, and she will be working directly with athletes, music artists, celebrities, and Monster Energy staff at major national sports and entertainment events across America, including X-Games 18, the Vans Warped Tour 2012, and the Street League DC Pro Tour Fueled by Monster Energy. She plans to return to FSU with a paid internship with the university group Breathe Easy. “Working with Monster was the perfect combination of three things I love: extreme sports, caffeine, and advertising,” Laura says. “I learned so much about not only advertising and marketing, but also about myself and what I want in a career. It was an amazing experience that has really altered the direction I want to take my life in. I don’t know where I’ll be when I graduate in Spring, but I’m not afraid anymore of leaving college and starting a career. I feel like anything is possible!”





## Graduate Student Published in Turkish Newspaper



While serving as an intern this summer at *Today's Zaman*, the largest English-language daily newspaper in Turkey, **Zoheb Nensey** wrote and had published an extensive story on Turkish cellphone policy.

The article, "Cellular blues: problems with the cell phone registration law," addresses issues related to Turkish cellphone registration laws affecting foreigners entering Turkey. Nensey, a Master's student in the Media and Communication Studies program in the School of Communication at FSU, was supported by iSAY, a non-profit based in New Jersey which promotes South Asian youth education and leadership development. .

## Advertising Students Awarded Scholarship from AWPY

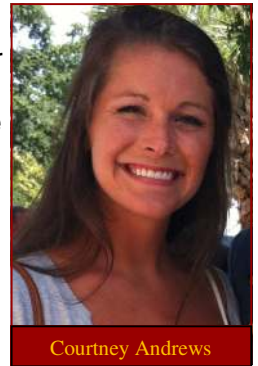
Two students from the School of Communication have been selected to receive scholarships from the Advertising Women of New York Scholarship (AWNY). AWPY was founded in 1912 as the first women's association in the communications industry. It currently has more than 1,500 members, male and female, working in the fields of advertising, marketing, media, promotion, and public relations. AWPY serves as a catalyst for the advancement of women in the communications field, and awards scholarships to distinguished female students to encourage them in the communications profession.



Laura Golly

**Courtney Andrews** is a senior majoring in Advertising and Psychology. She has been placed on the Dean's List or President's List every semester of her collegiate education, and is a member of four different honors societies. She has also completed two internships as a Media Intern at PL & P and the Zimmerman Agency.

**Laura Golly** is also a senior, majoring in Advertising and International Affairs with a minor in Business. She is also a permanent member of the Dean's List and President's List, and is a member of the Florida State University Honors Student Association and the Phi Eta Sigma Honors Society.



Courtney Andrews

## Award-Winning Film Produced by Communications Students to be Shown at Orlando Film Festival



**David Drosey, Jesse Damiani, Tatiana Olsak, Kevin Patterson, and Clay Greenhaw's** 2010 short film "Goodbye Ben" and their 2011 documentary "Lucid" were both accepted to this year's Orlando Film Festival.

The Orlando Film Festival is an annual event, held this year from October 17th to the 21st. It has become one of the premier film festivals for independent filmmakers to showcase their work. Heading into its fifth year, the Orlando Film Festival attracts over 2,000 entries from filmmakers in more than 30 countries, representing such genres as experimental, narrative, animation, documental, and hybrid.

"Goodbye Ben" is a 20 minute-long video about the story of Ben, whose father has committed suicide, but not before inventing a machine that lets one revisit past events and remove regrets. The stylish film was one of four videos produced in The Narrative Project 2010, a course taught by Bob Pekurny, an associate professor of Communication. "Goodbye Ben" won first place in the Animation/Experimental/Mixed category at the BEA and Festival of Media Arts last year.

## FSU Forensics Shines in Two Tournaments

The Florida State University forensics team, under the direction of School of Communication Doctoral Student Michael Chouinard, opened its season with two impressive victories. The team spent the last weekend of September at Florida Southern College in Lakeland, Florida and the first weekend of October at Tallahassee Community College. At both tournaments, the Seminole speech team placed first out of nine schools, decisively beating perennial rivals the University of Florida and Tallahassee Community College for top honors.

### **In Lakeland, the team advanced 16 of 23 events to finals, beating a larger UF squad. Final results were as follows:**

**Rachel Fernandez** (Senior) placed 3<sup>rd</sup> in Poetry Interpretation, and 6<sup>th</sup> in Program of Oral Interpretation.

**Alan French** (Senior) finished 3<sup>rd</sup> in Informative Speaking, 4<sup>th</sup> in Extemporaneous Speaking, and 5<sup>th</sup> in Poetry Interpretation.

**Benny Beutjer** (Junior) placed 1<sup>st</sup> in After Dinner Speaking, 2<sup>nd</sup> in Program of Oral Interpretation, 2<sup>nd</sup> in Impromptu Speaking, and 5<sup>th</sup> in Dramatic Interpretation.

**Ivan Cassuto** (Junior) placed 1<sup>st</sup> in Poetry Interpretation.

**James Stage** (Sophomore) was 2<sup>nd</sup> in Extemporaneous Speaking.

**Joe Hernandez** (Sophomore) placed 1<sup>st</sup> in Prose Interpretation and 1<sup>st</sup> in Dramatic Interpretation.

**Michael Fuentes** (Freshman) placed 5<sup>th</sup> in Extemporaneous Speaking and 4<sup>th</sup> in Impromptu Speaking.

**Tatiana Becker** (Freshman) finished 6<sup>th</sup> in Prose Interpretation.

### **At TCC, the Seminoles advanced an impressive 23 of 28 events to the final round of competition:**

**Rachel Fernandez** (Senior) finished with a 1<sup>st</sup> place victory in Prose Interpretation, 2<sup>nd</sup> in Poetry Interpretation, 5<sup>th</sup> in Program of Oral Interpretation, and 6<sup>th</sup> in Persuasion. Fernandez also placed 4<sup>th</sup> in Individual Sweepstakes for the tournament.

**Alan French** (Senior) placed 4<sup>th</sup> in Extemporaneous Speaking, 4<sup>th</sup> in Informative Speaking, 4<sup>th</sup> in Poetry Interpretation, 6<sup>th</sup> in Communication Analysis, and 6<sup>th</sup> in Impromptu Speaking.

**Benny Beutjer** (Junior) advanced all six of his events to finals, once again placing 1<sup>st</sup> in After Dinner Speaking, as well as 1<sup>st</sup> in Program of Oral Interpretation, 2<sup>nd</sup> in Prose Interpretation, 2<sup>nd</sup> in Impromptu Speaking, 3<sup>rd</sup> in Dramatic Interpretation, and 4<sup>th</sup> in Persuasive Speaking. Beutjer was the Individual Sweepstakes champion, earning more points than any other competitor.

**Ivan Cassuto** (Junior) again finished with a 1<sup>st</sup> place victory in Poetry Interpretation.

**Taylor Edmonds** (Junior) was 5<sup>th</sup> in Dramatic Interpretation and 5<sup>th</sup> in Prose Interpretation.

**James Stage** (Sophomore) won all three of his events, placing 1<sup>st</sup> in Extemporaneous Speaking, 1<sup>st</sup> in Informative Speaking, and 1<sup>st</sup> in Impromptu Speaking.

**Michael Fuentes** (Freshman) placed 6<sup>th</sup> in Extemporaneous Speaking.

**Tatiana Becker** (Freshman) finished 6<sup>th</sup> in Dramatic Interpretation.

The forensics team travels to the University of Alabama in October, where they will face an incredibly difficult pool of competition, including teams from Bradley University and Western Kentucky University, the top two programs in the country. While the caliber of competition will be extremely high, the team is excited to build on what has already been its most impressive start in years!

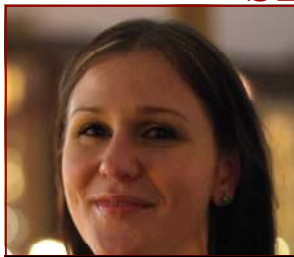


Front, L->R: Rachel Fernandez, Tatiana Becker, Alan French

Back, L->R: Ivan Cassuto, James Stage, Michael Fuentes, Joe Hernandez, Benjamin Beutjer



## SLIS Alumna asks you to “Believe it or Not”



Suzanne Smagala

FSU-SLIS graduates continue to redefine what can be done with a library and information studies degree. Believe it or not, alumna **Suzanne Smagala** used her MLIS and her internship experience at FSU to become a digital asset manager for Ripley’s Entertainment, Inc. in Orlando. In a podcast interview with Henrik DeGyor of Another Dam Podcast, she discussed her duties as a digital asset manager, her experience working for large organization like Ripley’s, and how her education at FSU helped her to achieve her goals.

What does digital asset management entail? “Ingesting and processing all the company’s digital assets,” Smagala said; as well as asset retrieval, file delivery and digital rights management. Smagala manages assets related to Ripley’s huge web presence as well as those used in areas ranging from social media and mobile applications to museums. She is also involved in managing digital files used by Ripley’s publishing arm, which puts out about five books per year in both print and eBook formats.

Smagala credits her education and experiences at FSU with her ongoing success in the field. While earning her master’s degree, she received a graduate assistantship working in special collections at The John A. Degen Resource Room, the School of Theater’s on-campus library. She feels her experience prepared her to work in a high-profile company with a varied digital file collection. When asked if she has any advice for aspiring digital asset managers, Smagala said, “You need to be the one to make it happen.” She recommends finding internships, seeking out graduate assistantships and attending conferences. The internship program at the FSU offers opportunities throughout the country. Students also have access to professional organizations for librarians such as the American Library Association. Smagala believes that networking with others in the field is the key to success. Listen to the interview at: <http://audioboo.fm/boos/826392-suzanne-smagala#t=0m35s>

## SLIS Students Working with Local Schools

Students from the IT Leadership class in partnership with STARS (Starsalliance.fsu.edu) have worked with many local schools in the past few years. This Fall, the teams have started on 2 projects: Working with W.T. Moore Elementary on a 3-visit Robotics program AND working with Ruediger Elementary on a 6-visit program to develop technology skills. Events at Ruediger will include:

- 10/08: Edmodo + Taking apart Computers/ How Computers work
- 10/15: Presentation Software (Powerpoint/ Prezi)
- 11/05: iMovie
- 11/19: Garage Band
- 12/03: Google Maps w/ QR Codes
- 12/17: Robotics

Next Spring, STARS will target Chaires Elementary and Desoto Trail Elementary



Matt Thompson



Gina Cyrille and John Seigel



Kevin Galutera and Desiree Fraser

## CCI Students Create PORTAL for Children's Futures

Diego Corzo, Gerard Massey, and Justin Lee, with the help of Antonio Arango, have put their talents and skills towards bettering the community and improving the lives of children across the country. Partnering with the Practical Apprenticeship Center, Corzo, an Information Technology and Business major, Massey, an Information, Communication, and Technology major, Lee, an IT graduate, and Arango, a Creative Writing major earning service-learning hours, worked together to create an interactive website to link all the organizations that are members of Voices for America's children, a national network of child advocates.



Called PORTAL, for "Power of Relationships to Achieve Leverage," the website links the more than 60 agencies and groups who are members of Voices for America's Children, the nation's largest network of multi-issue, non-profit, non-partisan child advocacy organizations. The organization and its member groups focus on six specific areas of child welfare: Equity and Diversity, Health, School Readiness, School Success, Safety, and Economic Stability. The main focus is to lead advocacy efforts at the community, state, and federal levels to improve the lives of all children, especially those most vulnerable, and their families. PORTAL, an interactive website currently available only to member organizations, provides an information exchange, social media tools, and forums.

The students presented the website at the Joint 2012 Conference of Voices for America's Children and The Annie E. Casey Foundation, held June 27-29 in Washington, D.C.

"Here's another example of the kind of service-learning opportunities our college is continuing to provide our students," said Dr. Larry Dennis, CCI dean. "The community benefits and the students benefit, and they create a portfolio in the process."



According to Diego Corzo, "The project was very rewarding and a great learning experience. Originally, I joined the team to help direct the project, but as the project continued, I had several opportunities to develop features of the site along with the other developers. I am proud to be one of the CCI students to travel to Washington D.C. to help present the project in front of a national organization."

The website was created under the auspices of the Practical Apprenticeship Center, a partnership of the College and The Children's Campaign, a Tallahassee non-profit and member of Voices for America's Children. PAC matches students needing practical experience with non-profits needing interns in communication, technology or information management. Linda Alexionok, executive director of The Children's Campaign, serves on the CCI Leadership Advisory Board and has partnered with the College in service learning efforts for several years.

"The Practical Apprenticeship Center is a model for future career preparation," Ms. Alexionok said. "Our goal is to have more of the College's students come through PAC, which is unique because it provides the link between academics and the workplace. It re-creates an environment of on-the-job training so that students leave here ready to work, ready to lead and ready to serve."

Bill Bentley, president and CEO of Voices for America's Children, said he was "extremely pleased" with the interactive website, which will connect member organizations in 48 states, the District of Columbia and the U.S. Virgin Islands. He also praised the students' presentation of it to an audience of about 400 at the conference. "The young people on this project did a phenomenal job. They were truly unbelievable," said Bentley, who earned both his bachelor's and master's degrees at Florida State. "Their efforts will help us advance our work across the country to an incredible level."



## FSU ALA Chapter Honored With National Award

This summer, the American Library Association (ALA) New Members Roundtable congratulated The Florida State University ALA Student Chapter as the winner of its 2012 Student Chapter of the Year Award.

The annual award is presented to one of the 57 national chapters in recognition of outstanding contributions to the American Library Association, to the chapter's school, and to the library and information studies profession. The Florida State University (FSU) chapter was praised by the ALA award committee for "its accomplishments in each of the six categories related to the award." The committee was "impressed with the chapter's use of technology to recruit, retain, and communicate with members, especially PhD candidates, and the variety of activities for both local and distance students. The chapter leadership also demonstrated a strong commitment to future growth by drafting a strategic plan to solidify the long-term prosperity of the chapter."



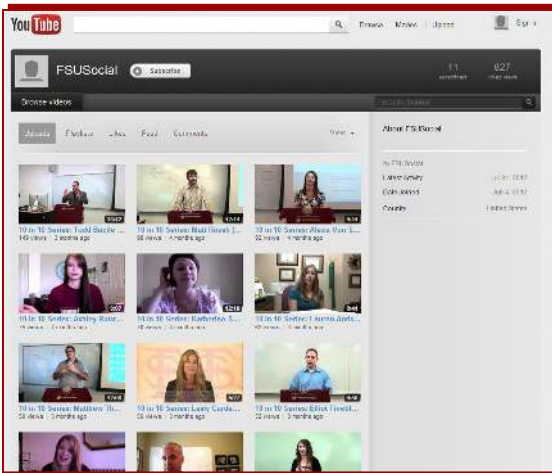
"We are very proud of our chapter and its officers, who have consistently risen to the challenge of reaching the majority of our students, who are taking their classes online and at a distance," said Dr. Christie Koontz, the chapter's faculty advisor. "With the support of our college, our chapter began webcasting its meetings three years ago."

The Florida State University ALA student chapter is located at its School of Library & Information Studies, one of three schools comprising the College of Communication & Information, and known for having the university's largest online program. The School offers its ALA-accredited master's degree entirely online.

"By consistently engaging our chapter's local and distance members via our social media outlets and technology, we have fostered a sense of the importance of professional development, the exchange of ideas, social cohesiveness, and cooperation with other organizations such as the Beta Phi Mu honor society," said chapter president, **John Hinrichs**. "It is a tremendous honor to receive this award on behalf of the distinguished 65-year history of Florida State's School of Library & Information Studies."

"It is truly a wonderful feeling to be recognized for all of the great things that our student members, both past and present, have accomplished," said **Allison George**, chapter vice president.

## 10-in-10 Series Is a Hit in CCI Social Media Class



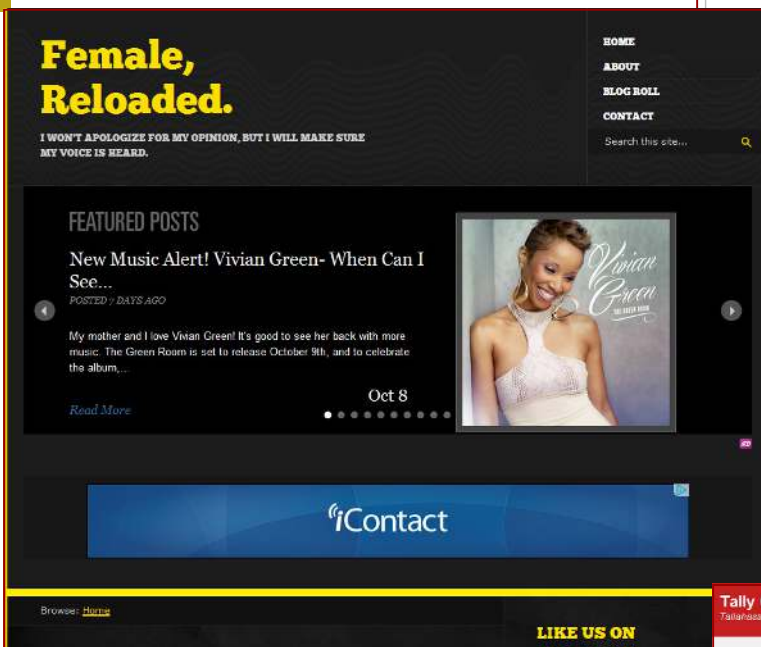
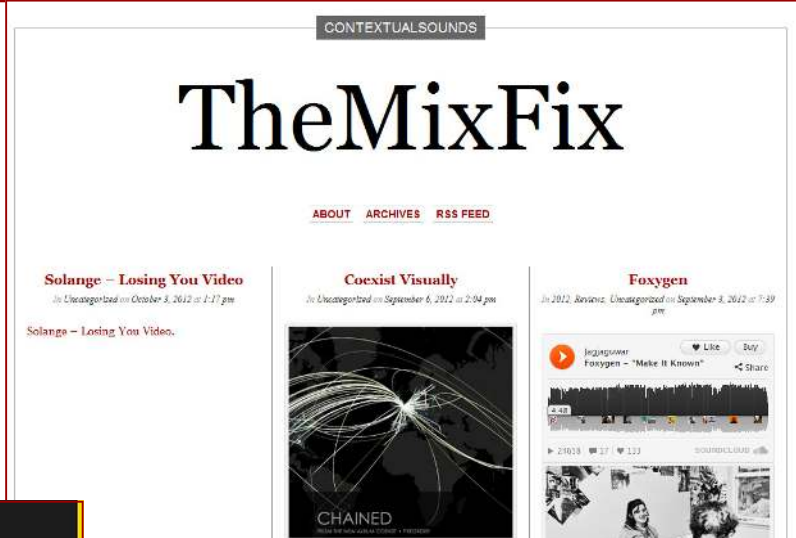
Earlier this summer, Prof. Ebe Randeree launched the 10-in-10 series in his social media class. The 10-in-10 series was created to alleviate the difficulty in bringing Social Media experts to campus. Throughout the summer semester, speakers working in social media from both the public and private sectors presented (and sent in presentations) in the Social Media class where they were asked 10 questions in 10 minutes. The questions were related to professionals' careers in the social media world and were designed to help students in the class get a grasp at what a career in the social media field is like across different fields.

The in-class speakers were video-taped during their questionnaire sessions and the recordings were all put onto the 10-in-10 series YouTube page for future social media classes to view. Speakers in the series included Elliott Finebloom, Assistant Athletic Director at FSU, Todd Bacile, E-marketing Instructor at the FSU College of Business, Matt Thompson,

Director of Digital Strategy at The Zimmerman Agency, and Adam Karwoski, President of Social Brand U, LLC. These were just a few of the many speakers who contributed to making this series a success. The 10-in-10 series videos can be viewed at [YouTube.com/FSUSocial](http://YouTube.com/FSUSocial).

## Social Media Course—Undergraduate Blogs

**The MixFix** Musicians and music enthusiasts need look no further than this awesome student-run blog that will certainly delight the eyes and ears. Undergraduate student Jonathan Moore and his collaborators have created a space for indie music-lovers everywhere. Everything you need to know about new music, local music, good music, and great music can be found in this little corner of cyberspace. The blog includes links to carefully crafted mixes for readers' (and, more importantly, listeners') enjoyment, as well as reviews of new albums, tracks, and artists. "Music has a way of putting things into context," Jonathan writes, and *The MixFix* is all about exploring the context of today's sounds and sharing it with the world.



**Female, Reloaded** The "feminine touch" has gotten a serious makeover in this no-nonsense female owned and operated blog. Jervishia Walker divides her time between class and schooling the public on all things entertainment, gossip, celebrity, and fashion with hard-hitting reviews and interviews. Girls rule on this blog, but don't expect any sugary sweet cookie recipes or fangirl squeals here – *Female, Reloaded* uses the sharp edge of a newly manicured nail to cut through the frills and get down to the issues at hand. Subjects ranging from the presidential race to Nicki Minaj's controversial lyrics are discussed from a strong and distinctly female perspective. The blog is connected through Facebook and Twitter as well, so the feminine voice can be heard anywhere, anytime.

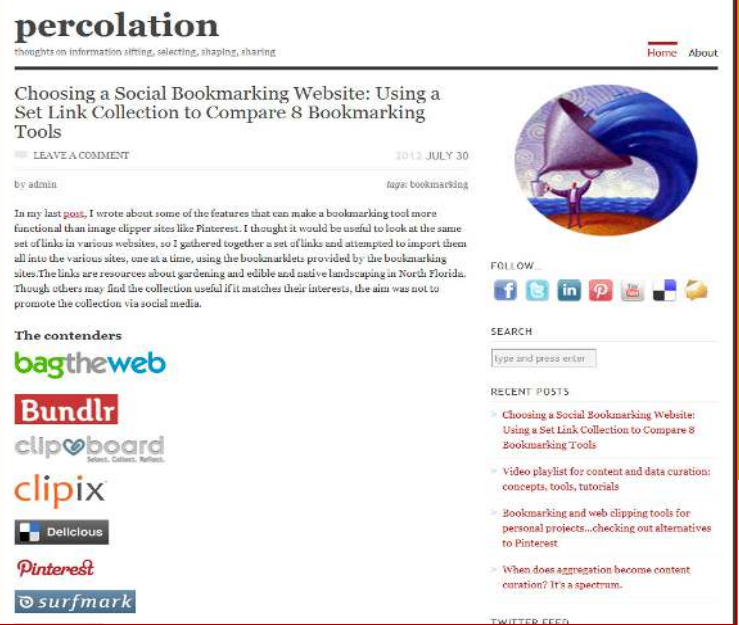
**Tally Grubbin'** If you've ever experienced a rumbling tummy and paralyzing indecision as to where to go to remedy the situation, look no further than *Tally Grubbin'*. Ashley Bengston, FSU student and foodie, has all the dish on Tallahassee's restaurant and food truck scene. Her blog features fun, easy to read, and straight-to-the-delicious-point reviews which rate Tally's dining options as the Good, the Bad, or the Meh. With criteria such as Service, Price, and Taste, as well as a Freshman 15 rating so all the health-conscious eaters can watch (or ignore) those calories, it's never been easier to get the down-low on dining. Tantalizing photos and videos are included in each post and are sure to whet any hungry reader's appetite.





## Social Media Course—Graduate Blogs

**Percolation** For the information-organization-obsessed (or even mildly aware), graduate student Sharlynn Sweeney's blog has a fresh and fascinating take on today's internet content cataloguing outlets. Subjects such as how to choose social and bookmarking websites, the difference between aggregation and curating, and value-adding application explanations, are all discussed and hashed out. Whatever your information needs, *Percolation* strives to produce a steaming cup of info regarding online tools and applications for aggregating, organizing, repackaging and sharing online content.



**Paper Pirate** Anyone with a creative mind and a steady hand will be able to appreciate Amy Hollen's blog all about paper art and the beauty of one of the most used (and underused) mediums available today. This graduate student's creation features numerous project ideas, printable designs, news, and a delightful site design which reflects the art this blog is all about. Information about the different types, tooth, absorbency, and tones of paper is also supplied for the paper-curious and newbies to the world of origami and kirigami. The *Paper Pirate* is there to help readers navigate the twists and folds of the art, as well as provide excellent tips for avoiding any paper cuts along the way.

**Pop Goes the Librarian** SLIS grad student and librarian Maria Atilano is ripping the glasses off the librarian stereotype and showing the world how cool (and sexy) the profession can be. Through the analysis of pop culture librarians and fictional representations, *Pop Goes the Librarian* allows readers to marvel at the role of the librarian in today's society. Both negative and positive representations of libraries and those who love them in popular media are discussed in a witty, relevant manner. Humorous images, YouTube playlists, and a snappy title all add to the appeal of this intriguing blog, which will soon have readers "hushing" those who believe all librarians are just old ladies in cozy cardigans.



## STARS Students Present Posters and Presentations in VA



This past August, 14 STARS Alliance students attended the three-day STARS 2012 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 United States. The organization is made up of 40+ universities and colleges and funded by the National Science Foundation's *Broadening Participation in Computing* grant.

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. There were 300+ attendees from over 45 universities at the event in Hampton, VA. The FSU STARS has been very successful in past conferences and has a history of leading other schools.

This year, our students conducted 5 presentations to faculty/students as well as presenting 9 conference posters. Presentation sessions for faculty and staff included:

- Katherine Smith                      STARS FSU: A five year review
- Matthew Russi, Allison Loehr      TSA/STARS - A Strategic Partnership
- Raquel Safra, Emily Ensley        Polling Florida's Future Leaders
- Ashley Rutstein                      Understanding Analytics
- Jamal Gumbs, Angelina Collazo    Engaging Students



Posters were presented by Angelina Collazo, Jamal Gumbs, Lauren Johnson, Emily Ensley, Katherine Smith, Allison Loehr, Matt Russi, Kevin Galutera, Ashley Rutstein, and Raquel Safra. Prof. Randeree was also presented with the "Advisor of the Year Award" at the event.





## Digital Libraries Poster: A Collaborative Effort

SLIS Assistant Professor Marcia Mardis presented a poster with CCI staff member and SLIS alumni **Casey McLaughlin** and undergrad IT student **Grant Gingell** at the Joint Conference on Digital Libraries at George Washington University, June 10-12. The poster, "Sharing and Using STEM Digital Content in School Libraries," relates recent research in Mardis's IMLS Early Career Researcher grant project (2009-2013), Digital Libraries to School Libraries (DL2SL), and the Web2MARC tool that the team has created for digital content integration in school library catalogs.

"It's exciting to see this work take shape," principal investigator Mardis said, "It has truly been a team effort that reflects the quality of education our students receive at CCI." Mardis' work with this team has been supported by the iDigInfo Institute and the PALM Center at SLIS. Also presenting a poster, "Data Determination, Disambiguation, and Referencing in Molecular Biology," at the conference were SLIS faculty member Besiki Stivila and doctoral students **Shuheng Wu** and **Dong Joon Lee**.

## WISE Breakfast Connects Students and Professionals

The FSU Recognized Student Organization, WISE (Women in IT/ICT Sharing Experiences) hosted a mentor and networking breakfast on July 16. The goal of the breakfast was to connect FSU students with female leaders in the IT/ICT community in Tallahassee. The event was a success with 15 female professionals and 32 FSU students in attendance!

The event was organized by Ebe Randeree, one of WISE's advisors, **Liz Sicilia**, the WISE president, as well as the WISE group in Ebe's Leadership class, who were responsible for assisting in the promotion of WISE throughout the summer 2012 semester.

This group was comprised of **Jervishia Walker**, **Chelsea Collins**, **Alyssa Blank**, and **Carla DeMarco**. WISE is in full swing planning events for the 2012/2013 year, including more networking and mentor breakfasts, events with other professional groups on campus, and even social events.

If you are interested in being a member of WISE, please contact the WISE president, Liz Sicilia at [egs07c@my.fsu.edu](mailto:egs07c@my.fsu.edu).



## Local Businesses Attend Social Media Professions Panel



Strong writing and creative skills are what social media professionals need most from students seeking careers in their field. That's what a group of Tallahassee business leaders said when brought together by the **College of Communication & Information (CCI)** for "Teaching Social Media: A Panel Discussion," on August 23 at the Louis Shores Building.

The panel of local experts was invited by Associate Dean Ebe Randeree, who teaches social media at the college, in order to provide feedback about their needs as employers. This information will assist faculty in setting their emphasis in courses and to recommend areas of study on which students should focus their learning efforts.

"We need people who will stop selling and start storytelling," Heidi Otway, vice president and director of public relations and social media at SalterMitchell, said. CEO Samantha Strickland of The Pod

Advertising said that creativity and the ability to tell great stories are essential. Matt Roush, digital and social media specialist at FSU, also placed emphasis on learning to write, edit, and create engaging content. Public Relations Director Michelle Grant of 180 Communications advised students to focus on "writing, blogging, and press releases."

Subtleties, such as understanding the tone of voice in postings and the differences between business and personal writing, are also necessary, according to Kelly Robertson, a principal at BowStern Marketing Communications.

Matt Thompson, director of digital strategy at The Zimmerman Agency, and Ryan Cohn, vice president of social/digital at Ron Sachs Communication, put emphasis on the use of social media as one part of a larger marketing effort. Sean Doughtie, president and CEO of Taproot Creative, and Nadia Kamal, principal at Onyx Creative Group, discussed the value of taking classes in other disciplines in addition to communication and technology, such as business, creative writing, and statistics.

Additional areas of importance for social media experts include:

- good listening and problem-solving skills and the ability to work with clients
- a combination of technology, strategic and creative skills
- analytical and research skills and the ability to recognize good information
- an understanding of integrated marketing and media planning; rhetoric, theory and social communication
- and applied behavior analysis.

The College currently offers two courses in Social Media, one online graduate and another face-to-face undergraduate. The courses were co-created by Dr. Lorri Mon and Randeree. Dr. Mon is the primary source of the content used to teach both classes.

According to Dr. Mon, "The new graduate-level social media course is a key component of our Master's programs here at the School of Library & Information Studies." Dr. Mon is working to develop a series of courses in Social media that will become a core component of the new Master's in IT degree.



Dr. Lorri Mon

The College is in the process of hiring two NEW faculty in Social Media to start next Fall.





## STARS students facilitate at TSA Leadership Conference

From October 17-20, eight FSU students travelled to Orlando where they conducted mentoring, judging and training sessions for 200+ middle and high school leaders at the 2012 Leadership Conference for the Technology Student Association (TSA). The students included students from the FSU STARS Alliance (starsalliance.fsu.edu) organization as well as 1 graduate MLIS student. The link to Florida TSA has been part of a three-year effort to build community partnerships and engage students at all levels with CCI programs. There are 160,000 TSA members in the United States with 25,000 in the State of Florida. 75% of the TSA members are college-bound. FSU students completed leadership training, judged contests, facilitated team building activities, and discussed College choices.

“This community engagement with exceptional students focused on STEM is part of our active effort to get more Florida students into technology careers, to make FSU a choice for TSA leaders, and to make school advisors aware of our CCI programs,” said Associate Dean Randeree who presented at the opening ceremony on FSU STARS. Students included Allison Loehr, Carrie Roberts, Korin Rolles, Chelsea Collins, Matt Russi, Raquel Safra, John Nguyen, and Lauren Johnson.

STARS will be attending the annual TSA conference in February 2013 to act as judges and to promote FSU at College-prep events as well as the TSA National



## CCI students recognized at Scholarship Awards Dinner

The College hosted its 2nd Annual Scholarship Awards Dinner on Thursday October 11th at the FSU Alumni Center. Over 100 students were in attendance as the Dean, faculty and Donors celebrated the students achievements. The event provides an opportunity for donors and scholarship providers to meet with the students they help.



### Dates to Remember!

CCI in your Eyes Viewing Party	November 10
V89 Anniversary	November 8-11
Veteran's Day- NO CLASS	November 12
Thanksgiving- NO CLASS	November 22-23
Last Day of Classes	December 7
Last day to register for Spring 2013	December 7
Final Exams Week	December 10-14
Fall 2012 Graduation Ceremony	December 18
First Day of Spring 2013 Semester	January 7

Check [Calendar.fsu.edu](http://Calendar.fsu.edu) for more detailed information!

### 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 Disorders and Alumni
- FSU College of Information Alumni



#### Twitter Handles:

- @FSUCCI
- @FSULibIT
- @FSU\_ICT