

Entrepreneurship Takes Center Stage at CCI

Celebrating its inaugural year, **DigiTech 2012** was an online gallery of student exhibits, and a FREE one day live event showcasing the best exhibits exemplifying student innovation with technology. The event was hosted to recognize student achievements, acknowledge the efforts of faculty and departments, promote collaborative opportunities, and encourage the growth of technology and computing across disciplines. The DigiTech event was sponsored by FSU's Program in Interdisciplinary Computing (PIC) with participation by eight colleges and numerous interdisciplinary teams. Awards were given to several teams; CCI students won the Campus Choice Award and the Software System Award (Habitat Tracker). The CCI students on the team were **Gilberto Parada (IT)**, **Dale Smith (IT)**, and **Aldo Del La Paz (IMC)**. The successful event will be hosted again in 2013.



**FLORIDA STATE UNIVERSITY
DIGITECH 2012**

THIS FRIDAY! 10 AM – 7 PM
William Johnston Bldg (WJB)

Check out this FREE open house event designed to showcase and promote FSU student innovation with technology as well as the many applied technology courses and academic programs at FSU. DIGITECH features three floors of student exhibits displayed, projected, performed, demonstrated and accessed on your smartphone or tablet.

- 10 AM – 5 PM Open Exhibits – explore at your leisure
- 12:30 – 1:30 PM Presentation: Ira Greenberg, Computational Artist
- 1:45 – 2:45 PM Presentation: Josh Greenberg, Founder, GrooveShark
- 3:00 – 4:30 PM Performance: Electronic Chamber Orchestra (ECHO)
- 3:45 – 4:45 PM Presentation: Gregory Miller, Chief Economist, SunTrust Banks
- 5 – 6 PM DIGITECH Awards Ceremony featuring FSU President Eric Barron
- 6 – 7 PM Reception

details at digitech.fsu.edu

art • music • dance • startups • mobile apps • web apps • web design • 3D • virtual • animation • information • film • physical computing • robotics • education • communication • digital publishing • visualization

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**The
MOBILE APPLICATION
Design Challenge**

FREE FOOD

TIME
Saturday & Sunday, March 31 - April 1

LOCATION
WJB 2010
William Johnston Building Mac lab

WIN THE NEW IPAD

FOR MORE INFO
mobile.cs.fsu.edu/design-challenge

The 3 Day Startup was hosted by CCI and the Jim Moran Institute. Of the many applicants, 37 were invited to participate and they represented a wide range of majors including business, ICT, law, and computer science. "Plexfolio" won the social media marketing prize - they were voted as the startup ready to go live. "Snapp Builder" was voted as having the most potential for explosive growth. "Profit Genie" was recognized as having the most potential to be a game changer. "Cult" was recognized as being the best engineered startup idea. The event was a huge success and plans are underway to repeat the event in the fall.

The **FIRST Mobile Challenge** was launched this spring as a partnership between the College of Communication & Information, the College of Computer Science, and Infinity Software Development (as the primary sponsor and judge of the event). The 30 participants were divided into teams with 8 teams competing for prizes. The event drew students in majors from across FSU including: art, business, computer science, IT and ICT. Prizes included the new iPad, as well as guaranteed interviews with Infinity Software for the winning team.

First place went to **Jasmine Say** and **Eric Bazaldua** (both **ICT Majors**). Second Place went to **Brennon Morris** (CS) and **Jamal Gumbs** (IT). Third place went to **Tremaine Grant** (IT). Given the success of the event, more IT/CS Mobile events are being planned for 2012/13.



**3 DAY STARTUP
3DS**

FSU

HOME EVENT INFO ABOUT FAQ SPONSORS MENTORS CONTACT

40 ENTREPRENEURS, 3 DAYS, YOUR TECH STARTUPS

3 Day Startup is an entrepreneurship education program designed for university students with an emphasis on learning by doing. The idea is simple: start tech companies over the course of three days.

MAKE STARTUPS

New ICT Student Group!

The new undergraduate ICT major, which began in fall 2010, has grown beyond the initial predictions. The plan was to add 40-50 ICT majors per year. The latest data shows that after two years of the program, the number of majors stands at 121. Given FSU's large student body, the major still needs a student voice.



College News

GET INVOLVED!

This Spring, students in the IT Leadership class launched efforts to create an ICT student group. Spearheaded by **Kathryn Craig, Grace Jacobsen, Kelsey Billings, and Austin Diaz**, the students held an ICT social (Bowling at Crenshaw), hosted a guest speaker (Matt Roush who runs Social Media for FSU), and laid the groundwork for a fall RSO (registered student organization). The fall efforts to formalize the group will be led by Kelsey Billings and Gerard Massey—for more information and how to get involved, contact Kelsey at kb09g@my.fsu.edu. You can also follow the ICT Group on Facebook as well as Twitter (@FSU ICT).

More About DigiTech 2012



Andres Ruiz with "Habitat Tracker"

The first DigiTech event was held on March 30th in the William Johnston Building. DigiTech visitors were able to explore three floors of digital handiwork — from business applications and music compositions to 3-D motion pictures and web and mobile apps. FSU academic departments showcased their digital technology courses and degree programs as well.

"DigiTech is unique in that it demonstrates how digital technologies are impacting all disciplines, even perhaps, unexpected areas like art, dance, english, and history," said Ken Baldauf, director of Florida State's Program in Interdisciplinary Computing and DigiTech Coordinator. "It brings all of this creative innovation together in one place. Visitors will be amazed at the quality, quantity, and variety of FSU student work."



Pascal Wagner with "vReadIt"

The College of Communication & Information had 13 exhibits (www.digitech.fsu.edu/x/2012/cci/) :

- Six from the **School of Library & Information Studies** (Habitat Tracker; Science Fiction: Microcosm of Humanity; Online Library Guides; Smart Cart; The Guardian Ad Litem Project; and SunU: A Tailored Health Intervention)
- Six from the **School of Communication** (Industry-Leading 3D Research; Glitch Art; WKPX Website; Aaron and Rachel Chadwell's 3D Wedding Trailer; The Little Things; and Photography: Design, Graphic Art and Narrative)
- One from Communication's affiliated **Center for Hispanic Marketing Communication** (Portfolio Website)



AJ Galiana, Alex Johnson and Sam Levine with "Smart Cart"

DigiTech is a student-driven event designed to recognize achievements in digital technology and promote opportunities for collaboration across disciplines. For more information and to view student exhibits online, visit www.digitech.fsu.edu.

Spring 2012 Career Day

CCI hosted its spring Career Day on March 19th from 1:00-3:30 p.m. at the Alumni Center on Tennessee Street. With over 250 attendees and 45 employers, the event was well attended. The employers were very impressed- results from the spring event can be seen in our high internship registrations for the summer and fall.

According to Career Day organizer, Ebe Randeree, "Most employers walked away with 50+ resumes and were very happy with this semester's students; we have seen numerous students attend job and internship interviews. Some employers such as DataMaxx and Pea Green Solutions had a second round of group interviews a few weeks after the Career Day event to narrow down their prospects."

Next Career Day is Monday 10/08/12 1-4pm (MARK YOUR CALENDAR!)



More About Mobile Challenge

This past fall, CCI began teaching a **Mobile App Development & Management** course (LIS 4930) open to all majors. As part of that class, students develop business models, work on wireframe architecture for mobile, and gain an understanding of client management and contract management.

This past spring, students from the class competed in the first Mobile Challenge in partnership with the Computer Science department's "Mobile Lab" (mobile.cs.fsu.edu/about/) and Infinity Software Development (www.infinity-software.com/). Course instructor, Farhood Basiri, was very excited by the opportunity this event would provide for CCI students; he said that he was, "Proud to have been a part of this collaborative event with CCI to provide students with a glimpse into real-world, practical applications."

The event was held for two days starting March 31st. According to Basiri, "Our students took charge using their academic experiences and applied them to real-world challenges....and came out on top!"

CCI students performed impressively at the Mobile UI Competition by applying what they learned in the classroom. The event was a great way for our students to effectively display their capabilities to technology companies looking to hire talent in the field of mobile app development.



Farhood Basiri



CCI Participates in FSU DAY 2012

CCI students and staff, in partnership with other FSU colleges and departments, attended FSU DAY 2012 on 2/7/12 at the state capitol. Staffing the CCI table were Betsy Crawford, CCI development coordinator, and two students from the School of Library and Information Studies: senior **Matt Russi**, an Information Technology (IT) major from Tallahassee, and junior **Gerard Massey**, an Information, Communication & Technology (ICT) major from Perry. Matt also represented the STARS Alliance (starsalliance.fsu.edu) group at the event showcasing the group's community outreach in the area of STEM.



Crawford, Massey, and Russi



Tina Hoover

In addition, Tina Hoover of the School of Communication Science & Disorders, staffed a separate table, which promoted the school's research as well as the community service provided by the L.L. Schendel Speech & Hearing Clinic. CCI students and alumni were found at various tables, including **Jennifer Santoro Dascomb**, a School of Communication master's graduate now working at FSU's Center for Leadership and Civic Education, and **Kate Campbell**, a senior public relations major from Live Oak who helped represent the College of Education.

CCI Pushes STEM at State Capital



CCI students recently attended the 20th Anniversary celebration of the "Take Our Daughters and Sons to Work Day" at the Florida State Capitol, with more than 200 students and 20 organizations attending. The event provides students an opportunity to learn about the workplace from their parents, caregivers and mentors. Throughout the day students participated in interactive exhibits from educational institutions, organizations, and state agencies, each highlighting the importance of education and growing employment fields.



"Ensuring Florida has a talented workforce is vital to our state's economic success," said DEO Executive Director Hunting F. Deutsch. "By allowing hundreds of students to interact directly with professionals in a



variety of fields, we are able to showcase the opportunities that await them and encourage their full potential." The focus was clearly on growing employment sectors particularly those in the science, technology, engineering and math (STEM) fields. "

Attending for CCI were students from IT and ICT, Media Production, 3D Video, and the STARS Alliance group (which performs numerous STEM outreach efforts to the local schools). Students included: **Kevin Galutera**, **Anthony Valente**, **Emily Ensley**, **John Seigel**, **Toyanne Bennett**, **Gina Cyrille**, **Sophie Janicke**, and **Andrew Ellis**.

More About 3DS (Three Day Startup)

The idea of 3 Day Startup is simple: start tech companies over the course of three days. FSU CCI Professor Jonathan Adams did just that. He reserved a work space (Miller Hall) for an entire weekend, recruited 45 student participants from a wide range of backgrounds, secured food and drinks, and brought in top-notch entrepreneurs and investors as mentors and judges.

The participants pick the best ideas for startups during the Friday brainstorming session and deliver prototypes and investor pitches on Sunday night. Sponsored by the Jim Moran Institute and CCI, the event was held from 3/23-3/25.

For students, 3 Day Startup is an intensely fun way to learn about startups and executing business ideas by cramming many semesters' worth of learning into three days. Students connect with cofounders, make friends, drink too much caffeine, and *learn by doing*. Facts about 3DS:

- 3 Day Startup is not new or local — events have been held in the US, Germany, Spain, The Netherlands, France, Portugal, Israel, Chile, and China.
- 23 startups collectively raising \$6M investment
- 12 3DS-originated companies were accepted to accelerator and incubator programs
- 1500+ 3DS alumni from 40+ different majors
- 20 events scheduled for 2012

More info at: fsu.3daystartup.org/about/

The next 3DS is NOVEMBER 16th-18th, 2012



Undergrads Present at Research Symposium



Lauren Dickinson

Three CCI students presented their research at FSU's 12th Annual Undergraduate Research Symposium on March 27 in Strozier Library. **Nic Arete** and **Lauren A. Dickinson** from the School of Communication and **Claire Dolly** from the School of Communication Science & Disorders were among the nearly 70 undergraduate scholars presenting either posters or oral summaries of their research. Nic and Lauren presented posters; Claire made an oral presentation.

Nic's research was titled, "The Rhetoric of Hope & Healing in Miyazaki's Nausicaa of the Valley of the Wind." His faculty mentor is Dr. Davis Houck. Lauren's research was titled, "Dissecting Corporate Power in America: A Political Economic Case Study of Koch Industries' Influence on Public Policy and Media Coverage in the 2011 Wisconsin Act 10 Debate." Her faculty mentor is Dr. Jennifer Proffitt. Claire's research was titled, "Registration in the Female Singing Voice Across Triads." Her faculty mentor is Dr. Richard Morris.



Claire Dolly

Students participating in the Undergraduate Research Symposium enhanced their educational experiences by taking on directed research and creative activity under faculty supervision. The symposium serves as a showcase for the diversity of topics, approaches, and interests at FSU while providing a resource for undergraduate students to learn how to develop their intellectual interests, projects and faculty connections.



Nic Arete

13 Students Inducted Into Garnet & Gold Scholar Society

13 CCI students were inducted into FSU's prestigious Garnet and Gold Scholar Society last month. The Garnet and Gold Scholar Society facilitates involvement and recognizes engaged, well-rounded students who excel within and beyond the classroom in the areas of leadership, internship, service, international, and research.

Congratulations to the following students:

- Kerry Boehm Public Relations
- Claire Butler Communication Science and Disorders
- Kaila Kowalski Media Production
- Sean Libby Professional Communication (PC)
- Amanda Maxwell Communication Science and Disorders
- Erin Peavy Media/Communication Studies
- Kimberly Rowe Media/Communication Studies
- Jasmine Styles Media/Communication Studies
- William Tetsworth Information Technology
- Brandy Terrie Information Technology
- Megan Thompson Public Relations
- Claire VanSusteren Public Relations
- Courtney Williams Information Technology



For more information, visit: garnetandgoldscholar.fsu.edu

CCI Offers New Social Media Management Classes

Starting in the summer 2012 semester, FSU CCI will introduce social media elective classes into their curriculum. The Social Media Management class will be taught at the undergraduate level by Professor Ebe Randeree, and at the graduate level by Dr. Lorri Mon.

FUN FACTS:

- Facebook currently has 900 million active users
- 175 million Tweets are sent out each day on Twitter
- 60 hours of video are uploaded every minute to YouTube, over 4 billion videos are viewed a day, over 800 million unique users visit YouTube each month, and over 3 billion hours of video are watched each month on YouTube.
- More video is uploaded to YouTube in one month than the 3 major US networks created in 60 years.



"With social media growing at an alarming rate, these courses were developed in response to the fundamental changes in the communication industry coupled with shifts in technology usage and consumer adoption of new media; industry demands that our students have a solid foundation of social media skills, no matter what their major is," said Randeree.

According to Matt Roush, Digital & Social Media Specialist at University Communications, "In my experience, a grounding in social media communications is more than just another tool in the toolbox; it allows one to completely re-imagine the toolbox itself. These students will be able to offer a unique and much-needed perspective, giving them a major advantage as they begin their careers."

The courses explore emerging social media technologies and study their application in industry. Dr. Mon gave us an inside scoop about the course. "Jobs for information professionals have evolved and they must be able to manage a company's website and social media accounts as well. Students will be working hands on with popular social media sites, Wordpress blogs, and new platforms such as mobile and tablets. We will also discuss all of these platforms in regards to their influence on people."

FSU CCI is also excited to announce that they are developing a social media certificate which will be offered starting summer 2013. For more information regarding the Social Media Management courses, please visit socialmedia.cci.fsu.edu

Communication Alumna Makes Forbes's Billionaire List

Spanx entrepreneur **Sara Blakely**, a 1993 Communication graduate and member of FSU's national championship debate team, was featured on the cover of the March 26, 2012, issue of *Forbes magazine*. She is the youngest woman to make this year's list of the world's billionaires, "Without help from a husband or an inheritance."

That's not all, Blakely was also listed as #41 in the April 30th 2012 issue of *Time Magazine*—the list focuses on the top 100 most influential people in the world.



Blakely was featured in an 2008 article of FSU's Florida State Times Magazine, outlining her start with Spanx and her background at FSU: "What started with an idea born out of sheer necessity and a pair of scissors, Florida State University alumna, philanthropist and TV personality Sara Blakely invented, patented, and now produces body-shaping garments she named 'Spanx'.

With no business training or experience in the clothing industry, Blakely, a Clearwater, Fla., native, started Spanx in 2000 out of her Atlanta apartment with only \$5,000 in savings.

In 2008, her business boasted more than \$150 million in retail sales. She said her FSU education and the relationships she formed during college helped her to succeed. Blakely was a member of the debate team at FSU when it won the national debate championship, and she belonged to the Delta Delta Delta sorority."

Two Ad Majors Named "Promising Minority Students"

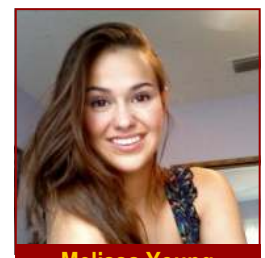
Two FSU School of Communication students were among 50 honored in New York on Feb. 2 at the annual American Advertising Federation Mosaic luncheon celebrating diversity in advertising. **Nicole Narvaez** and **Melissa Young**, both advertising majors from Hillsborough County, were selected as two of the 50 top minority advertising students in the country to participate in the Most Promising Minority Students Program, Feb. 1–3 in Manhattan. Nicole also was the recipient of a \$2,500 grant from the Pepsi Corporation. This was in addition to a \$5,000 scholarship she won from Home Depot.



Nicole Narvaez

Over the past 15 years, more than 500 multicultural students have experienced the Most Promising Minority Students Program, the advertising industry's premiere recruiting event, which is part of the American Advertising Federation's Mosaic Center on Multiculturalism. The three-day conference includes professional development workshops, industry immersion experiences, and an exclusive recruiters expo. This event draws hundreds of the top advertising executives in New York to honor the best of the best of new advertising talent around the country.

According to AAF President and CEO James Edmund Datri, "It is the American Advertising Federation's belief that only by utilizing diverse talent can the industry reach its full potential. The Most Promising Minority Students Program has been vital in helping the multicultural face of the advertising industry mirror that of our society. We are honored and excited to welcome the 16th class of Most Promising Minority Students to the AAF's strong and exceptional network of multicultural advertising professionals." To learn more about the American Advertising Federation and the Most Promising Minority Students Program, visit aaf.org/mpms.



Melissa Young

Media Production Students Attend Full Frame

Four media production majors took part in the Full Frame Fellows Program at the Full Frame Documentary Film Festival in Durham, N.C. this April, accompanied by Dr. Andy Opel, Associate Professor of Communication and the Director of the Media Production Program. Thanks to the generous support of the Bickel Scholarship, **Cat Sullivan, Pierce Kafka, Travis Cantey** and **Stephen Richmond** were able to join students from 12 other universities as part of the annual fellows program at Full Frame. Full Frame is one of the leading documentary festivals in the country, attracting more than 1,200 submissions from around the world this year and screening more than 100 films. The fellows program gives students access to a series of master classes where they get direct access to filmmakers and industry representatives.



Kafka, Cantey, Sullivan, and Richmond

“The experience of networking with the students from other universities was a great addition to meeting the more established film makers such as Stanley Nelson,” Sullivan said. All four students were enrolled in Dr. Opel’s documentary production course, RTV 4332/5325, and were knee deep into the editing process when they took the time out to attend the festival.

“Even this late in the process of shooting our own documentaries, it was nice to take time off for the festival,” Cantey said. “Watching each story unfold and studying the stylistic choices of each film really gave us the creative inspiration we needed to push through our final edits.” Watching five or six films a day and attending workshops sets a grueling pace but the intensity of the experience is infectious. “It was an amusement park for movie buffs and a film maker’s paradise. This community gathers once a year to share stories and I left inspired to find my own story to tell,” Kafka said. Steven Richmond added, “Learning how to approach filmmakers and industry professionals and have a legit conversation with them was an invaluable experience.”

Media Production Hosts Video Festival



The annual Media Production Video Festival was held Tuesday, April 24, from 7 to 9 p.m. at the Student Life Cinema. The festival featured the best in narrative and documentary shorts, animation, and sports features.

The festival showcased a sample of the award-winning work coming out of the School of Communication’s Media Production Program.



Dr. Andy Opel,
Director of the Media Production Program

Sand VolleyBall Takes Center Stage



Team Captain– Amanda Saxton

The Florida State sand volleyball team's inaugural season ended in the semifinals of the national championships pairs tournament on Sunday, April 29th on the beaches of Gulf Shores, Alabama. The Seminoles finished with a 16-2 final record and a third-place team national championship finish. The Florida State sand volleyball team was selected as one of four teams for the first-ever Collegiate Sand Volleyball National Championship and joined Pepperdine, Long Beach State University and the College of Charleston at the event.

The team captain is School of Communication student **Amanda Saxton**. As the emerging NCAA sport continues to grow, Florida State has built a strong foundation for the coming years. According to Saxton, "The sand volleyball team is creating a legacy of success in it's first inaugural season; with hard work from our coaches, players, and staff, we have had our eye on going to the first national championship since the very beginning. We are eager to represent Florida State University and to continue to make history this season."

Hispanic Marketing Students WIN at AHAA



Four undergraduate students in the Hispanic Marketing Communication course won a **Fox Deportes** award at the meeting of the Association of Hispanic Advertising Agencies in Miami last week. The contest was between University of Houston and FSU for the best online social media campaign to promote Fox Deportes. A PR campaign is being launched by The Jeffrey Group in Miami using the group's work.

According to Antonieta Reyes Echezuria, Ph.D. student and instructor in the Hispanic marketing

program, "We really had a great time at AHAA and it was the perfect forum to showcase the students' hard work. Everyone was very impressed with the level of the students and some showed interest in doing something similar."

Simon El Hage was the mastermind behind the competition and the representative of the agency working with FOX Deportes. He was also the professor at University of Houston whose class was competing with ours. FOX Deportes was represented by their Digital Communications Manager, Robert Rodriguez.

Winning Students:

- **Marisa Smith** (senior)
- **Albani Gustason** (graduated)
- **Giselle Navarro** (senior)
- **Juliana Gonzalez** (senior)
- **Antonieta Reyes Echezuria** Ph.D. Student

For more info about the Hispanic Marketing Program at CCI, check out: hmc.comm.fsu.edu/



(L->R) Simon El Hage, Marisa Smith, Albani Gustason, Giselle Navarro, Juliana Gonzalez, Antonieta Reyes, and Robert Rodriguez

SCSD Showcases New Building



Dean Larry Dennis (Left) with SCSD Director Kenn Apel (Right)

The School of Communication Science & Disorders held an open house on Friday, March 16, at its new facilities in the renovated Warren Building in downtown Tallahassee. It was a true “town and gown” event as Mayor John Marks joined university dignitaries for a tour of the six-floor structure. “We are thrilled to have a new home in the Warren Building, with ample parking for clients of the L.L. Schendel Speech and Hearing Clinic as well as for faculty, staff and students,” said Dr. Kenn Apel, SCSD Director.

The building includes a hearing clinic, speech and language clinic, graduate student learning and clinic preparation, faculty offices, and research labs. The fourth floor currently is unfinished, but there are plans for a veterans’ specialty clinic to treat speech and hearing disorders that often accompany traumatic head injuries in combat. In addition, the school hopes to open a preschool program for children with speech and language

impairments on one of the building’s lower floors. The school and clinic had been located in the Regional Rehabilitation Center near Landis Green; that building will be razed for a new food service facility.

“We actually had almost as much square footage in the RRC, but it had been added on to and built out piecemeal, so the space wasn’t as usable and functional as the Warren Building,” Dr. Apel said. Other honored guests at the open house were members of the local Marzuq Shrine, which supports the Schendel Clinic; members of the College of Communication & Information Leadership Board, and local media representatives.



Old SCSD Building-RRC



New SCSD Building—Warren Building

SCSD New “Dr.’s” - In Their Words

Two of SCSD’s doctoral students successfully defended their dissertations and will be taking academic positions this fall. In their own words, here are their reflections on their experiences:

Danielle Brimo: “I did not know that when I started my college education at The Florida State University that I would graduate with a PhD. The School of Communication Science and Disorders at FSU fostered great learning. Ultimately, two professors, Dr. Scott and Dr. Apel, encouraged me to pursue a career in academia. Having completed my PhD, I recently accepted a position at Texas Christian University as an assistant professor in the Communication Sciences and Disorders Department. I will be teaching the language development and disorder courses to undergraduate and graduate students. I also will be continuing my research investigating adolescent students’ reading comprehension.”



Erin E.G. Lundblom (Erin was also an Assistant-In faculty member in the school): “I recently accepted a position at Clarion University of Pennsylvania. Clarion University, with slightly more than 7,000 students, is located in western Pennsylvania in an area best known as the “Pennsylvania Wilds.” My family and I are bracing for a change in lifestyle. I successfully defended my dissertation this Spring semester under the advisement of Juliann Woods. I will be an Assistant Professor in the Department of Communication Sciences and Disorders at Clarion. Although I am returning to my undergraduate alma mater, I will always remain a Seminole at heart. I would like to thank the College of Communication and Information at Florida State University for providing me with an exceptional education, outstanding colleagues, and great friends.”



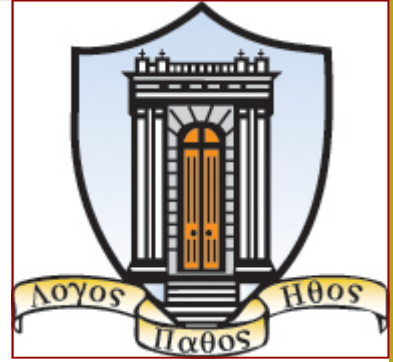
Headley Voted Lambda Pi Eta Teacher of the Year



Derek Headley

Mr. Derek Headley, a Ph.D. student in the School of Communication Science and Disorders, was voted FSU Lambda Pi Eta Honor Society's 2011-2012 **Teacher of the Year**.

Every year, members of FSU's chapter of Lambda Pi Eta nominate teachers from the College of Communication and Information who have an evident passion for teaching and tremendous dedication to their students. Members voted at the last general body meeting of the semester, and Mr. Headley won the vote by an overwhelming majority.



Students Volunteer With ECSE Classes

School of Communication Science and Disorders master's students extended what they were learning in a Positive Behavior Interventions and Supports (PBIS) seminar by volunteering in Leon County School District Early Childhood Special Education (ECSE) preschool classes. The graduate students are trainees in Project ASSET (Autism Spectrum Specialized Education and Training), a federally funded personnel preparation grant.

Throughout the spring 2012 semester, each ASSET student completed 4-6 hours a week of service learning activities across eight classes in three ECSE schools, totaling over 600 service learning hours. They collaborated with the teachers to learn about class activities and how the preschoolers communicated throughout the day. As volunteers, the ASSET students developed individualized class-wide and child-specific visual supports to help the children communicate more effectively. Visuals ranged from daily schedules, pictures to assist in understanding directions, choice boards to select curricular center activities, and social stories to promote interaction with other children.

ASSET students helped the preschoolers follow directions, answer questions, and communicate with peers during small group, center, and outside activities. The service learning project gave the ASSET students an opportunity to practice applying the skills they learned in the seminar while supporting the teachers and preschoolers.

ASSET Director: Juliann Woods, Ph.D., SCSD Professor

ASSET Project Coordinator: Jenny Brown, SCSD Doctoral Student

ASSET Trainees: Beth Baldwin, Dana Baum, Caiti Boyack, Ana Golchert, Amy Guthrie, Megan O'Hara, Sara Hitt, Meghan Phillips, Jordan Scheid, Kristina Thelen

Fashion Show Raises Funds for Clinic



This past April, the FSU Speech and Hearing Clinic joined forces with the Maurice's Store at Governor's Square Mall. Together, they developed and held a fashion show to raise funds for the clinic. On Saturday, April, 21st, the Maurice's Store was transformed into a runway and the models were Communication Science and Disorders (CSD) graduate and undergraduate students as well as clients from the store and from the clinic. The event started with some information about Speech-Language Pathology & Audiology, as well as the clinic and the services it offers.

The models showcased a variety of styles including evening, casual, sport, and professional, while the master of ceremony informed the attendees about their relationship to the clinic and to the department. The event proved to be a great success, as both a fundraiser, and as an innovative means of raising awareness of speech, language, and hearing disorders. The event was organized by SCSD graduate student, Marta Cuervo, in collaboration with Maggie Hamilton, the Maurice's store manager.

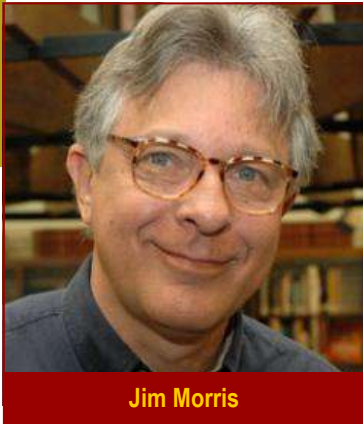


SLIS Alumnus Named Librarian of the Year

Congratulations to FSU-SLIS alumnus **Jim Morris** (MS '89) who was named the Florida Library Association's 2012 Librarian of the Year. Morris, who is Executive Director of Library and Community Services at Florida Gateway College (FGC) in Lake City, has been highly active in academic librarianship in Florida.



As reported in the Lake City Journal, "He was nominated in-part for his efforts and leadership as part of the Task Force on the Future of Academic Libraries in Florida for the past two years. The goal of the group was to establish a joint library organization to meet the needs of libraries in both the Florida College System and State University System."



Jim Morris

"Morris has also served as the chair of the College Center for Library Automation's Advisory Board and Executive Committee, and past chair for NEFLIN (Northeast Florida Librarian Information Network)." "He was also nominated for his work in the design and [recent] opening of the new Wilson S. Rivers Library and Media Center at Florida Gateway College."

Corinne Jörgensen, Director of the FSU School of Library & Information Studies, said, "We are tremendously proud of Jim and his contributions to librarianship and leadership in the profession in the State of Florida." The FLA Librarian of the Year Award "is presented in recognition of outstanding and ongoing contributions to Florida librarianship through participation in professional associations, exhibition of exemplary leadership skills, commitment to free access to information for all Floridians, promotion of reading and the increased usage of library materials, and evidence of creativity and/or innovation in providing services, resources and programs," according to the FLA.

SLIS Wins 2012 ALA Student Chapter of the Year Award

Congratulations to The Florida State University ALA Student Chapter who won the 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 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 FSU-SLIS student chapter will receive a certificate and \$1,000 check to help defray travel expenses to the 2012 ALA Annual Conference in Anaheim, CA, in June. The FSU-SLIS chapter will be recognized there during an awards reception held by the New Members Roundtable.



SLIS Director Corinne Jörgensen (L) and Dean Lary Dennis (3rd from L) with the ALA Chapter Student Leadership Team

SLIS Alumna Appointed Director of NY Libraries



Ann Thornton

Ann Thornton, who earned her master's in Library and Information Studies at Florida State in 1994, has been named director of the New York Public Libraries, the largest public library system in the world. She will be responsible for collection development, preservation, reference and research services, and exhibitions at four world-renowned research libraries and 87 branch libraries.

Ms. Thornton has been at the NYPL since 1996 and has held positions as the Assistant Director of Electronic Resources, the Associate Director of the Humanities and Social Sciences Library and Director of Reference and Research Services. Her official title is The Andrew W. Mellon Director of the New York Public Libraries. Most recently, she was acting director, having moved into that position when former director David Ferriero was named Archivist of the United States in 2009. She was a key architect of the One Library Strategy, which included a new catalog for both circulating and non-circulating material, and she oversaw the launch of Job Search Central at the Science, Industry and Business Library.

In addition to her FSU graduate degree, Thornton has a BA in English from the University of North Carolina at Chapel Hill. Early in her career, she served as a systems librarian at the University of Houston Libraries, and more recently, she was a Research Libraries Leadership Fellow in a program sponsored by the Association of Research Libraries.

"I'm deeply honored to be named Andrew W. Mellon Director," Ms. Thornton said. "The New York Public Library has a deeply committed and talented staff, and I never stop learning from them. I am excited about the incredible opportunities we have to serve users better as a destination – both onsite and online – that facilitates learning and the development of new ideas, scholarship, products, businesses, and works of art."

"I attribute the foundation of my professional career to the formative experiences I had as a student at Florida State, which provided me a work-study opportunity at the State Library of Florida and an internship at the then nascent Tallahassee FreeNet, a free community Internet provider that offered instruction and support."

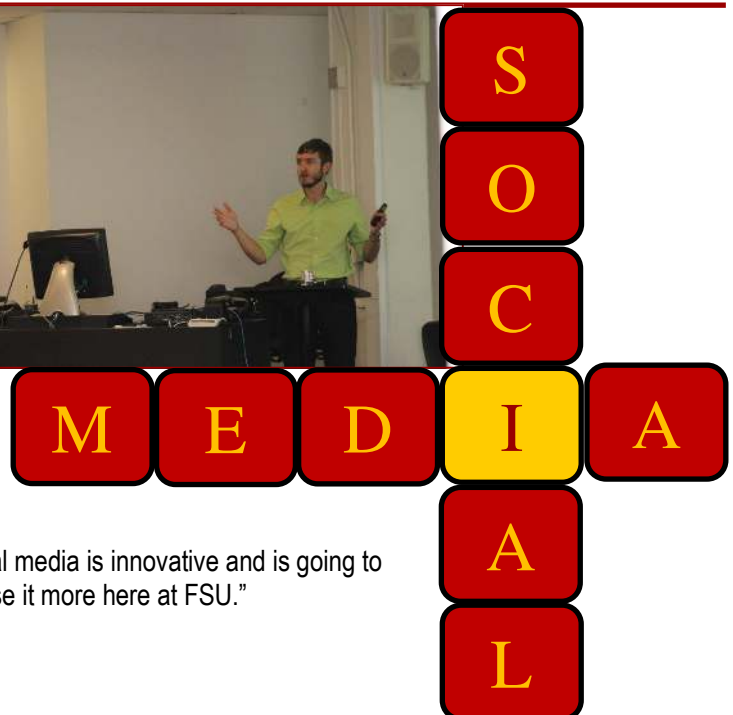
FSU Alum Matt Roush Speaks About Social Media @ FSU

As part of the ongoing Feed Your Brain Series, **Matt Roush** was invited to speak to a crowd of IT and ICT students. Matt graduated from Florida State University in 2008 with a B.A. in Communications, and again in 2011 with a master's degree in Media Communication Studies. He currently works at FSU as a Social Media Coordinator for University Communications. He was instrumental in launching the FSU Social Media Group and currently serves as the Social Media Group leader for a new branding effort in progress at FSU.



Matt's presentation discussed how FSU uses social media compared to other universities throughout the country. Though FSU is an avid user of social media, Matt said he hopes to see an even greater push for social media use here at Florida State, especially to promote campus events.

ICT Student **Kathryn Craig**, was one of the organizers of the event. "Social media is innovative and is going to affect our future substantially. I think we should pay more attention and use it more here at FSU."



AITP/STARS Hosts Spring IT & ICT Graduates

The SLIS Undergraduate Awards were held on April 27th to recognize students that have made a contribution to the school and achieved high academic success in the program. Fifty-nine students (50 IT and 9 ICT) represented the largest graduating group in the past 5 years joining the 561 previous graduates since the program was revamped in 2005. Graduating students, parents and faculty attended the event; CCI Dean Larry Dennis and SLIS Director Corinne Jorgensen opened the ceremony.

AITP members were presented with HONOR CORDS (AITP members who earn a 3.5 or higher GPA in the major are eligible):

Mary Bennett	Jack Chipman	Rune Docking	Mary Jeanes	Stephen Marts
Greg Maxwell	Stephanie Mears	Grant Miller	James Mussman	Jennifer Paparelli
Kathryn Rigsby	Katherine Smith	Brandy Terrie	Lee Warwick	Courtney Williams

Interactive Portfolio Awards were presented to:

Best in Marketing: Sam Levine, Brandy Terrie

Best in IA/Organization: Jose Browne

Most Original/Creative: Rune Docking

Dean's Choice: Mary Jeanes, Courtney Williams

Garnet and Gold Scholar Society Inductees to:

Brandy Terrie Courtney Williams

William Tetsworth

Service to the College – Help Desk

Mary Jeanes Jeremy Hanes

Recognize Entrepreneurship Winners (Mobile App Challenge)

Eric Bazaldua Jasmine Say

Recognized for Service to the Community

Steven Ramirez: for work with Lutheran Social Services

Jane Flores: for work with assisting a bed-bound disabled young woman

Kathryn Rigsby: for work with Tallahassee Red Cross

Recognized for Service to the School

William Tetsworth: He served as a mentor to students on numerous outreach projects, including Boys & Girls Club, Lee's Place, Catholic Charities, Project Sparta and Florida Campus Compact

Katherine Smith: She served with AITP, WISE, STARS, the College Student Leadership Council, and travelling across the state recruiting for the IT and ICT program

STARS Awards (Recognized for service to the school, to the community (especially k-12), and service to the College)

Katherine Smith Jennifer Paparelli Mary Jeanes Kendall Williams

SLIS Leadership Awards (students in our graduating class that served as PRESIDENT's at FSU)

Katherine Smith – AITP Jennifer Paparelli – WISE Courtney Williams – SPARTA

William Tetsworth – LAN NOLES Gabriel Solomon – Black Male Institute George Hamilton – Kappa Alpha Psi Fraternity

Best in Innovativeness: Carl Pierre

Best in Graphic Design: Grant Gingell

Students' Choice Award: Grant Gingell



Detra Sheard-White, Katherine Smith, Ebe Randeree, Brandy Terrie, Courtney Williams



Larry Dennis, Gabriel Solomon, Ebe Randeree, Neville Smith, Diego Corzo, Jose Browne, Sam Levine

Students Host Interface Design Panel



Melissa Raulston, Dr. Paul Marty, Nadia Kamal

This spring, FSU IT students **Justin Lee** and **Jeff Faller** hosted an Interface Design Panel as part of the Feed Your Brain Series. The topic for this panel was interface design and included guest speakers Nadia Kamal, CEO of The Onyx Group, Dr. Paul Marty, Associate Professor at the School of Library and Information Studies, and Melissa Raulston, Founder and Director of the Wellspring Studio School.

The panel covered many topics within interface design. Dr. Marty is viewed as an interface design expert because he teaches an undergraduate and graduate interface design class here at FSU. After Dr. Marty's commentary of interface design, Nadia and Melissa both discussed interface design in regards to the business world and related it back to the customer.

Attendees of the event included students, faculty, and citizens from the Tallahassee community. The open commentary between guest speakers and attendees made for a casual and educational atmosphere. Lee and Faller felt this topic would be a great topic for the Feed Your Brain series due to the interest from their peers and because of the lack of interface design in the current IT curriculum.

The event received excellent feedback, with many wishing the panel was longer than an hour. "Everyone liked the topic, found it very engaging, and would like to know more on the topic," said Justin. Justin went on to tell us that he hopes the event will bring a push for an expansion of interface design related courses in the IT curriculum.



Students Create YouTube Content for Recruiting

Students from the Leadership class and the STARS Alliance Group have been working hard over the last year to create content for the College of Communication and Information's Youtube page, GoFSUcci. "The purpose of the videos is to **showcase student work** for high school and middle school students to view," says Professor Ebe Randeree. The videos are being used in CCI's efforts in recruiting high school students into our programs. There are an array of videos focusing on:

- The ICT and IT programs
- STARS alliance group and its outreach
- Leadership classes and interviews
- College of Communication & Information.



The videos do a great job of showcasing different aspects of what our program has to offer prospective students (with the main focus of "student" work for "students". If you would like to get involved in our Youtube recruitment videos, please contact Liz at egs07c@my.fsu.edu. To view these videos, visit [Youtube.com/GoFSUcci](https://www.youtube.com/GoFSUcci).



Snapshot of "STARSALLIANCE: Future Stars" video

STARS Hosts Tallahassee Gifted Network

On 4/14/12, STARS Alliance Group hosted the 2nd Annual LCS Parent & Educator Gifted/Talented Symposium in the Shores Building. Programs were held for educators, parents, and students including a showcase of student STEM projects in the Goldstein Library.



The event is sponsored by the Leon County Schools and the Tallahassee Gifted Network (TGN) [a group of parents, teachers, and others in Leon County and the Big Bend area who are especially interested in the education of children who are recognized as being gifted and talented]. There were 48 students, 38 parents, and 35 educators that attended the event.

TGN's goals are to:

- Serve as a public advocate for students who are gifted and talented, and especially those within the geographic area
- To disseminate information about giftedness and exceptional student education to parents, teachers, and other interested persons

Event organizers, Andrea Goddard (LCS Gifted & Elementary Math Developer) and Susan Saunders (FDLRS Miccosukee and Chair of TGN) returned to SLIS after last year's successful event. Susan spent a busy day running between events. She said, "I think it was a great success and truly appreciate all the efforts of our volunteers, including parents and the FSU faculty and students. I was particularly honored that Dean Larry Dennis took time out of his busy schedule to visit our event. Feedback from everyone was overwhelmingly positive. A parent, who had recently moved here from another Florida county, told me that there had NEVER been an event like ours in her previous county. She was extremely appreciative of our event and efforts. Well, that made me very proud of TGN and LCS!"



Andrea reiterated the same message; she said that, "Students enjoyed being on a college campus and doing all the fun hands on activities." She was happy to work with FSU CCI and STARS in making the day a success.

The Keynote was provided by Bryan Allen – "Traits of Giftedness & Encouraging Creative Thinking."

Sessions were held for parents and educator on:

- Helping students with Math homework
- Transitioning to Middle and High School
- STEM Lesson Ideas
- Math & Money Workshop

In addition, various local agencies presented programs for the kids including:

- Hands on Activities from the Mag lab
- Challenger Learning Center
- Mission San Luis
- FSU Sea to SEE
- FDLE
- Sharing Tree
- Recycle Art

Following the morning sessions, students played board games in the afternoon.



HIT Certificates



Neville Smith and Katherine Smith

Congratulations to the 3 students who graduated this spring with their Bachelor's degrees and with the new Health Informatics Certificate (HIT). The students are: **Neville Smith, Catherine Zappia, and Katherine Smith**. In addition, six more students have completed their coursework this spring and are finishing up internships. They will receive their certificates at the end of the summer: **Kevin Galutera, Ramona Coleman, Alex Galiana, Alan Miller, Thomas Smith, and June Logan**.

The undergraduate HIT certificate program is designed to provide a "health" education for our IT students. According to program coordinator, Ebe Randeree, "Almost all the HIT programs in the country are clinical/health students (doctors, nurses, allied health) learning about technology; ours teaches IT students about healthcare. This gives our student a distinct advantage in the marketplace."

We already have graduates working in HIT (hit.cci.fsu.edu/home-page/students/work/). The intro class reviews current trends and the scope of the HIT industry (SYSTEM VIEW), providing the student with an overview of healthcare in the U.S. and how technology can be implemented. The second HIT course uses a consultant approach to look at ten potential projects an employee or consultant will encounter when working with physicians (PHYSICIAN VIEW). The third course develops communication tools and looks at patient-centered approaches to health needs (CONSUMER VIEW). The program also REQUIRES an internship in a medical facility. For more information, visit: hit.cci.fsu.edu



Catherine Zappia

Tech Club at Chaires Elementary School



Students in the leadership class and the STARS program worked together this semester, running the Chaires Elementary School afterschool STEM club meetings. FSU CCI students **Leslie Abbot, John Seigal, Gerard Massey, Emily Ensley, and Kensley Agenor** visited the Chaires STEM club every Friday afternoon for six weeks to teach club members different technology related topics. STEM club members ranged from 3rd–5th graders in gifted classes.

Topics covered each week included how to use Powerpoint and Prezi presentation software, how to build a website using Wordpress, how to take apart a computer, and how to use Edmodo software. These young students were even taught how to program robots! All of the FSU students had a great time interacting with the Chaires students. "It is amazing how fast these kids learned to pick up these skills," said John. "It was great seeing these young kids doing things I couldn't imagine doing at their age. If this is the next generation of college students, it's looking pretty good!"



FSU Students Recruit in Ft. Myers

From May 15-18, FSU IT students were in Ft. Myers recruiting at several schools in the area. The students visited: South Ft. Myers High School, Ft. Myers Middle Academy, Dunbar High School, Coronado High School, and Dunbar Middle School.

Garret Copeland, the coordinator from Coronado High School, is an FSU alumni. He was excited to see FSU recruit in his area.

The FSU students also attended Dunbar Academy's awards night on 5/16. Dunbar High School is the only Microsoft certified high school in the world. The award ceremony included presentations by Jeff Johnson, the Academic Area Lead for Microsoft Learning, and Jana Hambruch, the CTE Consultant for Microsoft and Adobe.

Besides being the ONLY Microsoft certified school, Dunbar High also received the 2011 Magnet School of Excellence Award. They are a four-time merit award winner. Mayor Randall P. Henderson, Jr. of the City of Fort Myers even proclaimed January 18, 2011 as Dunbar High School Day! Carl Burnside, Principle of Dunbar High School, is an FSU alumni.



The FSU students spoke at various middle and high school classes discussing FSU, the College of Communication and Information program offerings, and the IT and ICT programs. The recruiting students ([Kevin Galutera](#), [Catherine Zappia](#), [Emily Ensley](#), [Toyanna Bennett](#), and [Gerard Massey](#)) engaged the students in discussions on emerging technologies, social media, and gaming.

"It was an eye opening experience that changed my perspective on how the younger generations are learning about new technologies," Galutera, an IT major, shared with us.

When the FSU students visited Dunbar Middle School, they found the 7th-8th graders building and designing video games for their class assignments. Kari Hardman, the lead technology teacher for Dunbar Middle School, said, "These

kids are amazing with the quality of their work and their commitment to going beyond the curriculum." Our FSU students also visited the Technology Student Association (TSA) chapter at Ft. Myers Middle Academy.

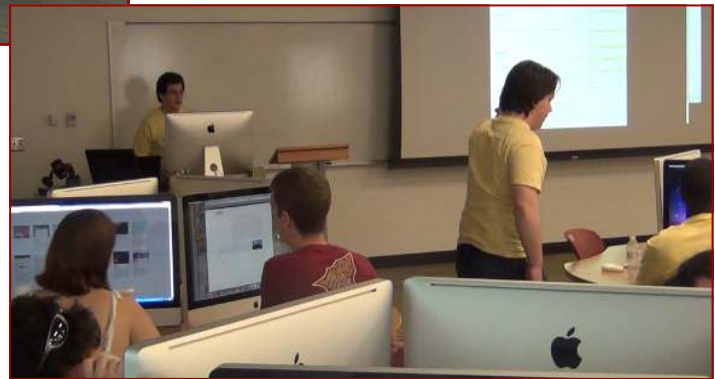
Toyanna Bennett said, "The best part was watching the reaction on some of the students' faces and seeing that they were really getting something from this. Literally hanging on everything you said and taking mental notes. I wish I had someone talk to me about their personal experiences with college and guide me."

The visit to all of the schools was very successful with our students making connections with over 250 students. We hope to see these students at FSU soon!



So You Want to Launch a **WEBSITE?**

On 4/14/12, Students for the Leadership Class hosted a Feed Your Brain event for non-IT students. The program, "Build and Launch Your own Website" was hosted in the new Johnston Lab WJB 2010. There were 20 attendees in the 4-hour seminar. Attendees reviewed website strategy, learned how to secure a domain name, registered a domain, created a website, and worked on design and layout of the site.



Dates to Remember!

Memorial Day—No Classes	May 28
Last day of Summer B classes	June 22
Summer B Final Exam Week	June 25-29
Summer C classes begin	July 2
Independence Day—No Classes	July 4
Last day of Summer A and C Classes	August 10
Summer Graduation Ceremony	August 11
Fall Classes Begin	August 27
Last day of fall drop/add	August 30

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

Alumni Spotlight

Meet Mike Houghton:

Mike Houghton is Design Director for **Homes.com** where he directs a team that builds applications for the web. Mike has been designing user interfaces for over 20 years, and though he didn't expect to stay in Tallahassee beyond his days as an undergrad at FSU, his entire career has been shaped within Florida's capitol city. Mike cut his teeth as a designer at a technology start-up, and despite the fact that both the company and its technology are now defunct, the principles he learned (and wife he met on the job) remain with him to this day. A Master's Degree from FSU focusing on New Media Communication and several years designing and authoring CD-ROMs and kiosks for clients like GlaxoSmithKline, Ziff-Davis, and BellSouth, followed. In the late-90s, Mike's work shifted almost entirely to designing for the web.



In 2006, Mike founded **Refresh Tallahassee**, a network of local web designers and developers that has since grown to over 175 members. Later this year, Mike will co-host ConvergeFL 2012, a new web design and development conference to be held in Tallahassee. He has taught interactive design as an Adjunct Professor at FSU and served as a design advisor for Keiser University. He received his BS in Communication in 1989 and his MS in Communication with an emphasis in New Media Technology in 1996.

Mike's advice for students: Remain curious and continue to learn. College is not the end of your education; the grades are simply replaced with opportunities. Though it may seem obvious, simply doing what you promise will establish the trust necessary to build a solid career, and learning how to communicate these promises as clearly as possible will make for a much smoother journey.

Follow Mike Houghton on Twitter: [@mycotn](https://twitter.com/mycotn)

Meet Ginger Reichl:

Ginger has been in marketing and advertising management for more than 17 years. She founded **Pinstripe Marketing** in 1998 to serve the professional services market - helping lawyers, accountants, doctors, architects, engineers and other professionals tailor their practices into profitable businesses.

During the last several years, Pinstripe has developed into one of the fastest growing agencies in the Tampa Bay area, and was on the list of fastest growing companies in the U.S. by DiversityBusiness.com. Ginger has been recognized as one of the Tampa Bay 100, Gulf Coast 40 Under 40, St. Pete Young Professional of the Year, Tampa Bay Up & Comers, and as a finalist for The Tampa Bay Business Journal's BusinessWoman of the Year, St. Petersburg Chamber of Commerce's Woman of Distinction, and CEO of the Year by Tampa Bay CEO Magazine.

She is a dynamic speaker who has been the keynote for numerous conferences, seminars and association meetings, including the US Chamber of Commerce/FedEx Cup Entrepreneur's Conference and Small Business Development Council's Women in Business Conference, just to name a few.

A graduate of Florida State University's prestigious advertising program, Ginger has served on the boards of the American Marketing Association, Tampa Bay Advertising Federation, Legal Marketing Association, Leadership St. Pete Alumni Association, as well as local non-profits Brookwood Florida, St. Petersburg Museum of History, SPCA Tampa Bay and Guardian ad Litem Foundation.

Ginger's advice for students: Be curious and remain a 'student'. In our industry (I'd argue all industries) it is so important to continue learning. Read everything you can get your hands (or mouse) on, ask lots of questions, and be open to new experiences. Join organizations and participate in leadership capacities - you'll learn a lot more, grow your network and build great friendships.

