

# THE CONNECTION

College of Communication and Information at Florida State University

Alumni Newsletter • Spring 2015  
Volume VI, Issue II



## WOMEN IN LEADERSHIP CONFERENCE 2015

On February 10, female students, community leaders and mentors filed into the Turnbull Center to attend the Women in Leadership Conference. Alumni of CCI and career professionals in the community joined to create a panel of six women that spoke about women's unique challenges in the modern workplace, career growth and the importance of networking. Panelists included Gabrielle K. Gabrielli, Lynn Hatter, Margaret Massey, Laura Osteen, Gina Rosenthal, Sophia Danvers Aarons and Celia Weeks, representing advertising, technology, higher education, public media, business and telecommunications. The event brought together community leaders, students and mentors for an inspiring evening.

Attendee (L) and Sophia Danvers Aarons(R)

## A NEW ERA FOR TECHNOLOGY STUDENTS



*Dr. Larry Dennis*

Dean, College of Communication  
and Information

I have often said that educators have the strangest job in the world - we work to prepare great people and then help them leave. This semester, CCI graduated its largest class to date with 462 students. Women leaders are becoming a trend in our programs, with the Information Technology and Information Communication Technology (ICT) majors graduating nearly equal numbers of males and females. The growth of both men and women in our technology programs is a product of our students involvement in the community and their passion for teaching Girl Scout troops, women and minorities about the vast opportunities in tech. For the last year, CCI has partnered with the Florida IT Career Alliance (FITC) to promote Information Technology, Computer Science and Computer Engineering to elementary, middle and high school students in Florida. Since Fall 2014, over 1,300 students have come through CCI, toured the campus and met our students. It is my hope and dream that we can create a pipeline of students to enter Florida's job market with a modern, 21st century education. By providing student experiences like internships, professional service learning, research projects and start-up competitions that are closely aligned with our changing communication and information environment, we are helping prepare students for a future of success.

What have you been doing since graduation?  
Contact **Kate Mullen** at [kate.mullen@cci.fsu.edu](mailto:kate.mullen@cci.fsu.edu)

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# SCHOOL OF COMMUNICATION

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## ALUMS INVEST IN AWESOME TALLAHASSEE

**Steve Schale** (M.S. '09) and **Tim Center** (B.S. '88, J.D. '91) recently invested in Awesome Tallahassee, an organization of ten bi-partisan professionals who who donate \$100 monthly to offer \$1,000 to Tallahassee-based groups with ideas to benefit Florida's Capital City. Center is the Executive Director of Sustainable Florida, working to change the future of low-income people. Schale runs his own company, Schale Communications, and works in political campaigns. He has done work for Gwen Graham, Charlie Crist and President Obama. Awesome Tallahassee has funded historical murals, summer enrichment programs and more in the Leon County area.



## UNDERGRAD SAVES A LIFE



Media Communication Studies student **Breanna Amborn** signed up for the Be The Match bone marrow registry and before Spring Break 2014 got a call that changed her life.

Her marrow was a match for a sick woman with a blood disorder or blood cancer. Bone marrow or stem cell transfer is often the last resort for a sick patient. Her recipient has accepted over 49% of Breanna's cells. After one year, Breanna is allowed to meet with the woman she saved and plans to meet her soon.



## RANEY AWARDED \$1.95M FOR MEDIA RESEARCH

Watch the evening news, scroll through Facebook, or pick up a newspaper – inspirational media is boundless. Feel-good stories are quick to bring a smile, but can they help to make us better people? **Dr. Arthur Raney** aims to find out. Funded by a \$1.95 million dollar grant from the John Templeton Foundation, Raney will begin research in August that will take a deeper look at what makes media inspiring and how people use it to experience positive emotions. Raney will also explore how those emotional experiences might build character and promote greater care and concern for other people.

## FORENSICS TEAM TAKES STATES



For the ninth consecutive year, the **FSU Forensics** team has won the State Championship! The Florida Intercollegiate Forensics Association State Championship was held at Tallahassee Community College from February 19-21. On April 21, the team competed at Nationals and placed 3rd in their division and 19th overall in the nation.

# COMMUNICATION SCIENCE & DISORDERS



## UNDERGRADS BRING THE GIFT OF HEARING TO GUATEMALA

SCSD faculty members **Selena Snowden** and **Halle Van Oss** led a team of 10 students during an audiology mission trip to Panjachel, Guatemala. The eight day trip included hearing evaluations, hearing aid fittings and construction on a home for an indigenous woman and her family. The group ran an audiology clinic for the first two days in the town of Solola. The clinic continued on the third day in Panajachel. During the trip, around 100 hearing evaluations and 34 hearing aids were fit. The final days were dedicated to construction, where the group dug a hole for a septic tank, hand crafted metal rods and hand mixed concrete for the home.

*“It was a life changing experience that I’ll remember all my life.”*

*- Kasia Baginski*

## MEET TERESA CARMEDELLE



This past November, first year grad student **Teresa Carmedelle** presented her research on the reliability of a perceptual rating task used to assess disordered speech at the 2014 ASHA Convention.

## DZ RAISES \$14K FOR CLINIC

**Delta Zeta sorority** presented a check for \$14,844.14 to the L.L. Schendel Clinic, raised through their philanthropy event, Hamburgers for Hearing. The sorority has pledged to raise \$50k over five years and has raised \$29,119 in the first two years. The clinic provides services that improve communication abilities and offers an unparalleled clinical environment for students in the school’s program.



## LANSFORD’S RESEARCH PROPOSAL WINS GRANT

**Dr. Kaitlin Lansford** is now testing the use of crowdsourcing as a tool for gathering data in speech-language pathology research, earning her a 2014 New Century Scholars Research Grant awarded by the American-Speech-Language-Hearing Foundation. Lansford is examining the use of Amazon’s Mechanical Turk, a crowdsourcing tool, for assessing the validity of perceptual training protocols designed to improve caregivers’ understanding of persons with dysarthria, a speech disorder associated with neurological disease.





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# SCHOOL OF INFORMATION

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## *MARDIS SPEARHEADS EDUCATIONAL INFORMATICS*

In February, Dr. Marcia Mardis was named the leader of the iSchool's Educational Informatics efforts. Studies in these areas will merge technology leadership, school libraries, and digital learning. Rising to the challenge, Mardis hopes to leverage the iSchool's strong research base in these areas to bring our students new and exciting educational and career opportunities. Mardis was named the Chair of the American Association of School Librarians' Standards and Guidelines Editorial Board, a role that will ensure her continued work to transform learning in schools around the globe.

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## *COMELLAS DEFENDS THESIS*



In pursuit of her Master's in Library Science, student **Katy Comellas** decided to research the representation of death in award-winning children's books. Comellas found that between the United States, Australia, Canada and England

- Australia had the most titles and varied depictions of death. In the United States, just two books about death have won the Caldecott Award since 1937. Her thesis delved into death education for children and was successfully defended on November 4th, 2014.

## *ISCHOOL RANKED #20 IN NATION*

The School of Information's online Master's degree program in Information Technology is ranked #20 in the nation and #13 among public universities on the U.S. News & World Report's 2015 Best Online Program Rankings. Since its inception three years ago, the program has been completely online and prepares students for modern careers in networking, web development, data management & user experience.



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## *IT BY DAY, FOODIE BY NIGHT*



Alumnus **Zach Heng** (B.S. IT '07) is taking D.C. by storm, working at Deloitte Consulting as a Technology Consultant. For the past two years, he's worked with federal health and civilian sectors to implement functional testing and

application delivery. His current engagement is with the US Postal Service, working to implement process improvement frameworks. Prior to Deloitte, Heng worked with the Florida Department of Health and Accenture. When he's not working, Heng is an avid foodie, with almost 300 reviews on his Yelp account. He's been known to travel long distances just to find a good eat.

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## DEVELOPMENT NEWS

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### THE LIFELONG IMPACT OF A MENTOR



**Mafé Brooks**  
Director of Development

through difficult issues and set goals. They were my role models and career coaches who guided me in converting my dreams into goals and my goals into action.

I can't tell you how much I appreciate all of the guidance and the mentoring I've received and I know I'm not done learning yet. Have you ever thought about the roles that mentors have played in your career and in your life? Have you also reflected on how you can thank your mentors for what they have meant to you?

There are a multitude of ways to thank your mentors. You can send them an e-mail to let them know what you've been up to lately. To make it more special, send them a

Mentors matter. I've had the great honor of having mentors throughout my life, both personally and professionally. They cheered me on, encouraged me, taught me, inspired me and most of all believed in me. They helped me make connections, think

handwritten note expressing your appreciation. If you live in the same area or close by, schedule a lunch to catch up and share what you've gotten from their mentoring.

You can also express your gratitude to your mentor through philanthropy. I'd like to share the story below of Elaine Crepeau, '72 and '73 alumna who honored her former professor and mentor, Dr. Martha Jane Zachert, by establishing an endowed scholarship. An

*"We make a living by what we get, but we make a life by what we give."*

- Winston Churchill

endowed scholarship is a gift in perpetuity that will have an impact on our College for generations to come. Like Elaine, I hope that you will also find an opportunity to pay it forward and honor a mentor who inspired you throughout your career and in your life's journey.

### ALUMNA CREATES SCHOLARSHIP TO HONOR TEACHER, MENTOR AND FRIEND



**Elaine Crepeau** (B.S. '72, MLIS '73) met **Dr. Martha Jane Zachert** during her studies at Florida State's School of Information. "She was very innovative, doing types of library education that took other schools 20 years to put into their curriculum," she recalled. Dr. Zachert, who taught library science at FSU for 20 years, left a lasting impression on Crepeau and the two stayed in close contact through the years. This Spring, Crepeau created the Dr. Martha Jane Zachert Endowed Scholarship in tribute to Zachert's accomplishments. The scholarship will be awarded to graduate students pursuing a degree in Library and Information Studies. Zachert was honored at the 2015 Honors & Awards Ceremony.

# FACES OF THE FUTURE

# 462

The number of students who graduated this semester, diving into careers and furthering their education. We can't wait to see what you'll do, graduates!



CRISTIAN ZAMARIPPA

Grey Group, NYC



HELENA MARKLIN

J. Walter Thompson



JEFFREY SCHERMER

Zimmerman Advertising



KRYSTAL SALERNO

General Motors



SHELBY SCHLEMBACH

The Hartford



RUSS HILL, JR.

General Motors



INGRID PATINO

Ogilvy & Mathers



RACHEL BRYSON

General Motors



CHRISTOPHER GLENN

Nestle Purina



ALLY LOHAN

Nova University



TAYLOR SEYBOLD

J.P. Morgan



LEAH JAREM

Havas Worldwide



ANTOINETTE DEL RIO

BBDO



JUSTIN TADLOCK

General Motors



BRITTANY JOHNSON

Digitas



WILLIAM BEACHEM

Microsoft



LAUREN LEWIS

KPMG



CORRY MAGUIRE

Tribridge

## GRADUATION BREAKDOWN

# 367

Undergraduate

# 95

Graduate

# 215

School of Communication

# 83

Communication Science & Disorders

# 164

School of Information

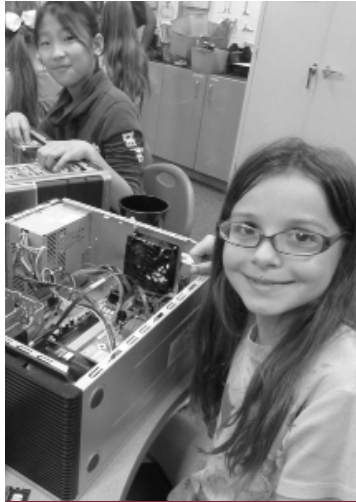
The College's largest graduating class to date!



# COLLEGE HAPPENINGS



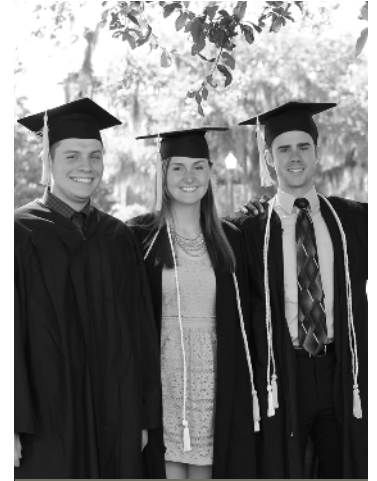
Laura Osteen was a panelist during the Women in Leadership Conference.



IT Leadership students taught elementary schools about technology.



Over 1,300 middle and high school students have visited FSU through the Florida IT Career Alliance.



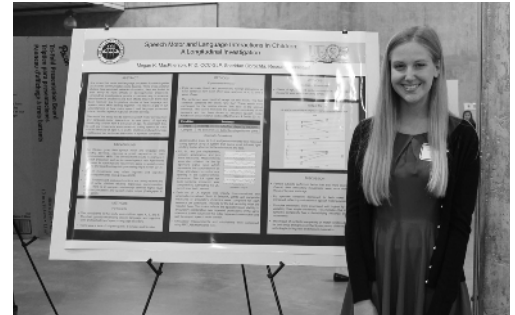
All smiles at the School of Information undergraduate ceremony.



Felipe & Betty Korzeny are retiring after thirteen years with CCI and the Center for Hispanic Marketing.



Documentary filmmaker Louie Psihoyos visited CCI to talk about ethics, activism and story telling.



Sheridan Obrochta, SCSD, won best poster at the Undergraduate Research Symposium.



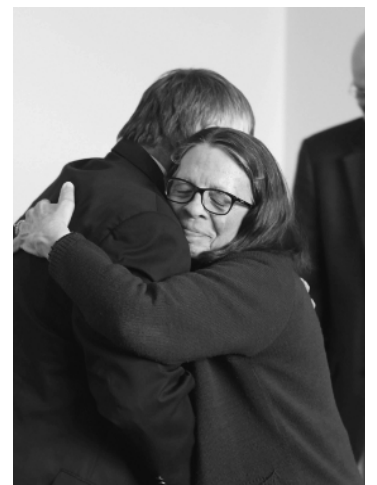
Former U.S. Ambassador Michael Thurston spoke during the South Asian Media & Cultural Studies Conference.



Christie Koontz presided during the Honors & Award Ceremony.



The CCI Ice Cream Social took place in the Goldstein Library and was enjoyed by students and faculty!



SCSD's Julia Just receiving her Faculty Teaching Award.

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### WHAT IS THE CCI LEADERSHIP BOARD?



**William Mills III**  
President, Leadership Board

It is an honor for me to serve on the FSU CCI Leadership Board and I expect as a group we will achieve our highest goals, both now and for many years to come. It wasn't until 20 years after I graduated from FSU did I come to truly understand and appreciate the value of this important institution. What I value most is the people that make CCI the place of research and learning that is truly valuable to all types of communities; from Florida to hundreds of countries across the globe. We recently met for our bi-annual meeting. Comprised of 28 members, the Leadership Board includes outstanding alumni and friends of the College of Communication and Information.

Our main focus is supporting the Dean in creating relationships and development opportunities that support students and faculty. The Board's reach stretches across the southern United States and up the East Coast, representing varied industries such as library sciences, non-profits, information technology, advertising and communication disorders. I've been privileged to get to know our board members and share their zeal for the students, faculty and alumni at CCI. I'd like to welcome our newest board members: Sophia Danvers Aarons, Michael Goldberg, Ritesh Gupta, Jeanne Ford, Jennifer Lamfers, Roger Lear and Eduardo Perez. The Board is always looking for motivated alumni and friends of the College to join the Board. Contact Mafe Brooks at [mafe.brooks@cci.fsu.edu](mailto:mafe.brooks@cci.fsu.edu) to learn more. As always, please feel free to contact me at (678) 694-7213 if I may provide additional information or be of service in any way.