

# THE CONNECTION

The College of Communication & Information • Florida State University • Fall 2015 • Volume VII, Issue I

## CREATORS START HERE.

This Fall, the College took another step in entrepreneurship - Christine Nieves joined the CCI family as our Entrepreneur in Residence. As a self proclaimed catalyst for change, she is fueling the fires of our entrepreneurial students and will teach a course, Critical Entrepreneurship, in the Spring.

We've set out to redefine entrepreneurship. It isn't limited to starting a business, it's about cultivating an innovative set of skills in our students that can be used in any industry.



Toby Doebrich and Dean Dennis at Spring Commencement

Alumnus Toby Doebrich (B.S. '15) started Optimal Bagging, a company that creates aerodynamic trashbags. The idea garnered \$15,000 at OneSpark and another \$20,000 on Kickstarter.

Toby is an example of the innovative thinking we instill in our students. Student group HackFSU has attended multiple hackathons across the country this semester, tackling problems that affect our communities in health and civic engagement.

As CCI furthers our student's opportunities, we'd love to hear how entrepreneurship has played a role in your career.

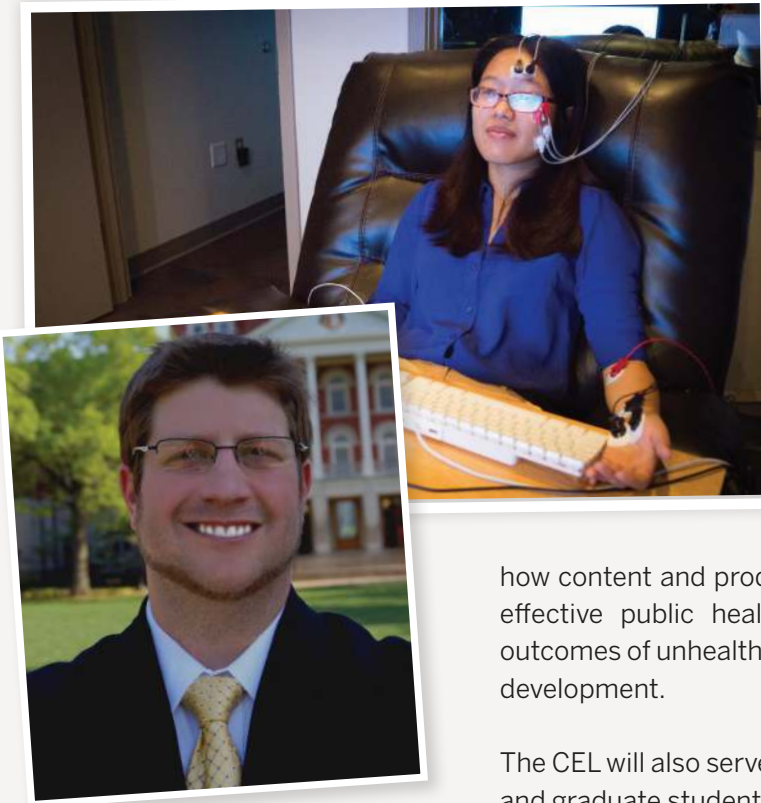
Contact Christine Nieves, Entrepreneur in Residence at [christine@cci.fsu.edu](mailto:christine@cci.fsu.edu) and share your story.





# MEDIA COGNITION LAB

Professor Seeks Answers to Human Reactions



Dr. Russell Clayton's fascination with how people cognitively and emotionally respond to different types of media and what underlying motivations influence those responses has brought him to FSU as a new faculty member. He has launched a media psychophysiology research laboratory devoted to conducting research on media theory, processes and effects. The Cognition and Emotion Lab (CEL) is housed in the School of Communication.

In October, Clayton and his team conducted experiments focused on the effectiveness of anti-tobacco advertisements and other health messages. Clayton is interested in understanding

how content and production features of media can be combined to create effective public health campaign messages that encourage cessation outcomes of unhealthy behaviors, promote quality of life and inspire healthy development.

The CEL will also serve as a teaching facility for training both undergraduate and graduate students on how to conduct media effect studies.

## Meet Advertising Alumnus Marc Sirkin

*CMO, Innovator, Corporate Mary Poppins?*

Marc Sirkin (B.S. Advertising '91) has done a little bit of everything. From leading multi-million campaigns for non-profits to leading a start-up called SpendBoss, Sirkin has used his interest in the Internet to the advantage of his career.

After years of 70-80 hour weeks working with start-ups, Sirkin switched it up in 2001 as Director Corporate Relations & eMarketing with March of Dimes. He built online fundraising campaigns and sent the first March of Dimes mass email. He later became VP of eMarketing at The Leukemia & Lymphoma Society. A few years later, he worked with Autism Speaks as Chief Digital Marketing Officer.

Sirkin switches gears every 3-4 years, appearing when the waves are high and moving on when the sea has settled. Today, he is the CMO and Executive VP of Sales at SpendBoss. A retail technology start-up focused on optimizing spend management for retail operations, SpendBoss is the culmination of everything Sirkin wants to do.



# CELEBRATING 20 YEARS OF ONLINE LEARNING AT FSU

Dr. Gary Burnett remembers in 1996, FSU's School of Information was one of the first to launch an online distance program.

"So many students faxed in assignments that an unsortable mass of fax paper rolled out when I opened the door."

FSU's iSchool innovated a learning management system and ran live chat classes before other universities were even considering online learning.

Former student Jane Barrager worked with Dr. Gary Burnett in the 1990s to develop WEBMC (web-mediated course assistant), which was used at FSU and also in Russia and Romania in a USAID-funded project.

"Online learning changed my life for the better – I not only witnessed but fully participated, in the dawn of the information age," said Jane. In 2010, Dr. Lorri Mon pioneered a virtual world graduation ceremony for FSU iSchool students.

## SHARE YOUR LEARNING STORY

Visit our booths at ALA, FLA, and FETC  
or email us at [ischoolalumni@cci.fsu.edu](mailto:ischoolalumni@cci.fsu.edu)

## INNOVATION LIVES HERE

Florida's iSchool pioneers new technology

iSchool PhD candidate Rienne Saludo and Dr. Chris Landbeck work together to deploy new technologies that teach students how to be innovators. Inside Goldstein Library's advanced Collaboratory, students can handle modern electronics such as Oculus Rifts, 3D printers and Raspberry Pi computers.

Recently, Saludo collaborated with Goldstein Library Director Pam Doffek on a design modification for the FSU Emergency Management & Homeland Security Program's unmanned aircraft system. Computer-aided design software and 3D printing allowed Rienne to fabricate the audio device's payload system, while Pam crafted the primary payload netting.



Saludo believes that one issue with new technologies is that people don't often know how to use different devices together. As such, he thinks that future information and technology jobs will focus on "helping people make their technologies work together to do what they want them to do."



# PEERS Program Helps Young Adults with Autism

PEERS (Program for Evaluation and Enrichment of Relational Skills) is a research-based social skills training program that helps teenagers on the autism spectrum learn ways to make and keep friends.

Graduate students can participate in sessions, gain experience with group therapy and earn practicum hours. Teaching faculty members Susan Brosnan-Maddox and Jarrod Zinser lead the initiative for Communication Science & Disorders. They've partnered with the Center for Autism & Related Disabilities (CARD), which provides resources and support to individuals with autism and related disabilities.



Jarrod Zinser



Susan Brosnan-Maddox

Fall 2015's class held 14 students ranging from 7th to 9th grade, which is a tough transition time for kids on the autism spectrum. Each week of the 14-week course focused on a different situation. Practice scripts help teens get comfortable with approaching a new friend, which they're often hesitant to do because of bullies.

Zinser and Brosnan-Maddox say that PEERS, now in its third semester, is working. Students have established new friendships and flourished with their new skills.

## SLP BY DAY, **BLOGGER** BY NIGHT

Alumna Jenn Alcorn found her passion with kids who stutter



Jennifer Alcorn (M.S. Communication Science & Disorders '07) has taken the speech-language pathology world by storm. Her passion for working with children with disabilities has afforded her several opportunities. She works with Leon County Public Schools with students from preschool through fifth grade, has a blog called Crazy Speech World and has been published in the American Speech-Language-Hearing Association journal, ASHA Leader.

Alcorn decided to start Crazy Speech World after reading other inspirational and educational speech-language pathology blogs. The blog allows her to create a positive impact in these children's lives and reach out to families and educators who deal with speech-language pathology.

Alcorn believes that the professor who has impacted her life the most as a speech-language pathologist is Dr. Lisa Scott. Alcorn calls Dr. Scott a speech fluency guru who has taught her how to help treat the hardest communication disorders.

Visit Jenn's blog at [www.crazyspeechworld.com](http://www.crazyspeechworld.com)

# GIVING THANKS

It has been an exciting year for philanthropy in our College!

Through the generosity of our alumni and friends, \_\_\_\_\_ students received scholarships this year and we awarded \$\_\_\_\_\_.

With the upsurge in philanthropic support, we are able to provide more opportunities to support innovative programs, cutting edge research by faculty and expand the breadth of the student experience and contribute to their academic success.

CCI's goal for FSU's Raise the Torch Campaign is \$10M. We are now in the homestretch and we have raised \$3,700,572 to date.

I am confident that the momentum that we gained this year will serve as an inspiration to help us reach our goal by 2018!

It is a privilege to work with alumni and friends

whose philanthropic passions align with CCI's vision of preparing students with the communication, technology, information and professional skills required to thrive in the 21st century, meeting or exceeding State metrics, increasing fundraising results year-after-year, and contributing to FSU's goal to be ranked in the top 25 universities in the country.

I look forward to future conversations on how alumni can continue to have a philanthropic impact in transforming the lives of students for many generations to come.



*Mafé Brooks*  
Director of Development

## FUNDRAISING BY THE NUMBERS

### DOLLARS RAISED FY 2015

# \$614,171

THAT'S **53.5%** OVER OUR \$400,000 GOAL

#### ALUMNI DONORS

## 560

**↑55**  
from '14

#### SPARK CAMPAIGNS

## \$32,411

RAISED FOR STUDENTS

#### NEW DONORS

## 425+

**+262**  
from '14



## 10's

**HEATHER BAUM** (B.S. '13, M.S. '14) is conducting research with nonverbal children with her dog, Rhea, a registered therapy dog.

**NAOMI BINNIE** (MLIS '14) joined the New York Institute of Technology, Manhattan Library as a Librarian.

**NANCY BROCKMAN** (MLIS '14) graduated from the Sunshine State Library Leadership Institute Program.

**JOANNIE DESCARDES** (B.S. '15) has accepted a position as a Rehabilitation Technician with the Medical Neurological Outpatient Unit at Tallahassee Memorial Hospital.

**TOBY DOEBRICH** (B.S. '15) co-founded Optimal Bagging, a company makes aerodynamic trash bags. The idea has raised over \$35,000 through crowdsourcing.

**COLETTE DROUILLARD** (Ph.D. '10) has been granted full tenure and promoted to associate professor at Valdosta State University.

**AMANDA FERGUSON** (B.S. '14) is a producer and editor for the Miami Heat.

**PATRICK FULTON** (MLIS '15) is the Circulation and Reserve Manager at the Warren D. Allen Music Library at Florida State.

**SUMMER GILHOUSEN** (B.S. '15) is the Corporate Communications Coordinator for VISIT FLORIDA.

**ELVARO JIMINEZ** (B.S. '11) started a new adventure, opening Isabella's Napoletana Pizzeria on Gaines Street in Tallahassee.

**MICHAEL LINDO** (B.S. '12) is living in Panama, working at BlueTide IT Consulting.

**ADOLFO LOPEZ** (B.S. '13) joined the BSecure team and was promoted to Marketing and Sales Manager for the Panama-based company.

**LT. JG ANTHONY MICCO** (B.S. '12) works aboard the USS PREBLE in the United States Navy as a Surface Warfare Officer.

**AZMAT RASUL** (Ph.D. '15) was awarded Top Paper in Mass Communication at the International Communication Association.

**CATHY SEEDS** (MLIS '10) recently joined the Florida Department of Education, where she serves as their Library Media Specialist.

**MIKE SILVERMAN** (B.A. '10, M.S. '15) earned a highly-coveted position with Lockheed Martin as a Senior Cyber Intel Analyst.

**JULIA SKINNER** (Ph.D. '15) joined the Kennesaw State University team as a Rare Book Curator.

**DEMETRIUS SOLOMON** (B.S. '13) joined Mayo Clinic in Jacksonville, where he works as an IT Project Analyst.

**PLATO SMITH** (Ph.D. '14) has accepted a tenure-track position with the University of Florida as an Associate University Data Management Librarian.

**SABRINA TORRES** (B.A. '15) has joined Tallahassee-based Domi Station as a Marketing Coordinator.

**TIM TULLY** (MLIS '15) is a Business & Career Librarian at the Brooklyn Public Library

**LT. JG LEE WARWICK** (B.S. '12) is advancing in the United States Navy as an Information Professional.

**CAROLINE WESTRUP** (B.S. '13) was named the Symetra Tournament Champion with her sights set on the Ladies Professional Golf Association (LPGA) Tour next.

**ADAM WORRALL** (MLIS '08, Ph.D. '14) has joined the faculty at the University of Alberta School of Library and Information Science

**MICAH VANDEGRIFT** (MLIS '11) is the first Digital Scholarship Coordinator for Florida State University.

**CHANGWOO YOO** (Ph.D. '10) has been promoted to associate professor and has been granted full tenure at Valdosta State University.

## 00's

**JENNIFER ALCORN** (M.S. '07) is a speech language pathologist with Leon County Public Schools and writes a popular SLP blog, Crazy Speech World.

**LAURA BYRNE** (B.S. '01) was featured for her work in the Tampa area, where she founded her company, Tampa Families.

**MICHAEL BELLANGER** (B.S. '09) works in external communications for Dell and has recently been promoted.

**NICOLE MÉNDEZ DIAL** (B.A. '06) is the University Relations Representative at DreamWorks Animation in Glendale, CA.

**VICTORIA HOLLAR** (B.S. '03, M.S. '05) is the Director of Halcyon Rehabilitation's Clinical Services.

**VANESSA FUCHS** (B.S. '01) was named the D1 Administrator of the Year by the National Association of Collegiate Women Athletics Administrators.

**JILLIAN HEDDAEUS** (B.S. '05) recently graduated from the Institute for Organization Management at the University of Georgia.

**NOEL HUTCHESON** (B.S. '08, M.S. '11) is working for KidSource Therapy in Little Rock, Arkansas.

**LINDA MOST** (Ph.D. '09) has been named the Department Head for Library and Information Studies at Valdosta State University.

**SARA NODINE** (MLIS '09) is the Assistant Librarian and Head of Collection Development at the Warren D. Allen Music Library at Florida State.

**ERIN SCHMIDT** (M.A. '09) is running social media for Schmidt Public Affairs, serving as their Digital Media Director.

**TANYA SHORES** (M.S. '07) serves Seminole County Public Schools as the District Exceptional Student Education Administrator.

**D.C. REEVES** (B.S. '07) was named BlabTV's Sports Director.

## 90's

**REV. BRETT DEHART** (B.S. '91) has been named Director of Church and Community Relations at the United Methodist's Children's Home in Atlanta, Georgia.

**CHRIS KUHN** (B.S. '92) published her first novel two years ago, *The Muse Unlocked*. This year, she is releasing her second novel, *Our Seasons*.

**TOBY SREBNIK** (B.S. '94) was recently promoted to In-House Manager of Public Relations, Social Media and Community Events at Truly Nolen Pest Control.

## 80's

**JULIE BETTINGER** (B.S. '83, M.S. '09) co-authored 'Blasted by Adversity: The Making of a Wounded Warrior' with fellow FSU alum Luke Murphy. Murphy survived an IED blast in 2006 and has emerged as a public advocate for wounded veterans.

**TINA CHADWICK** (B.S. '88) leads at Moxie as the Director of Strategic Integration and owns two businesses, including Tina Chadwick Copy, Inc.

**PENELOPE DEUTSCH** (B.S. '86) was named Volunteer of the Year for the State of Florida in June 2015.

**JEANNE FORD** (B.S. '89) is heading up Corporate Citizenship and the Ambassador program for Walt Disney World.

**NANETTE SCHIMPF** (B.S. '89) is Vice President of Moore Communications Group and was recently named the FPRA Capital City Chapter President.

## 70's

**SUE ANN (CLEMENS) CONNAUGHTON** (MLIS '79) recently published her first novel, *The Unraveling of Mrs. Noland*.

**DOUG RILLSTONE** (B.S. '79) was named Top Lawyer at Broad Cassel for his work in environmental law.

## 60's

**DOREEN (VAN ASSENDERP) COHEN** (MLIS '68) recently retired from a career as a librarian with NASA.

## IN MEMORIAM



**ROBIN PARKER** (B.S. '85, M.S. '86) passed away in June 2014 after a battle with pancreatic cancer. Robin worked with children and adults on the autism spectrum for 25+ years, and helped pioneer treatment for autism through the use of mobile apps.



**KATHERINE MORSE** (B.S. '47) passed away in October 2015. Before returning to Tampa to begin her career, she attended the coronation of Queen Elizabeth II, and relocated to Saudi Arabia with geologist husband, Sid. While he was finding oil, she hosted a weekly TV program launching Dhahran's first TV station. To further serve the community, she opened a preschool, developed a story telling program and provided speech and language development for

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Send your update, class year and degree to [kmullen@fsu.edu](mailto:kmullen@fsu.edu). Please note not all updates may be printed.

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## LEADERSHIP BOARD HONORS FACULTY, WELCOMES NEW MEMBERS

by William Mills III, Chairman, CCI Leadership Board

The Leadership Board at the College of Communication & Information is comprised of outstanding friends and alumni of the College. As we continue to focus on supporting the Dean, cultivating relationships and furthering opportunities for students and faculty, we've been lucky enough to welcome five new members to our Board.

<b>MICHELLE DANKE</b>	Chief Financial Officer, Dept. of Financial Services
<b>JEANNE FORD</b>	Corporate Citizenship, Walt Disney World
<b>RITESH GUPTA</b>	Executive Producer, R&D Media
<b>ROGER LEAR</b>	President, Lear & Associates
<b>EDUARDO PEREZ</b>	President, PM3 Agency

Together, I'm excited to see what we can accomplish now and for years to come and I am especially grateful for the commitment of all our board members.

Our College wouldn't be as strong without the incredible faculty members who continue to inspire students to be the catalyst for

tomorrow's change. Each year, the Board awards the Distinguished Faculty Award to three faculty members who go above and beyond.

<b>ART RANEY</b>	School of Communication
<b>LORRI MON</b>	School of Information
<b>CARLA WOOD</b>	School of Communication Science & Disorders

If you're interested in what you can do to help support or joining the Board, contact Mafe Brooks at [mafe.brooks@cci.fsu.edu](mailto:mafe.brooks@cci.fsu.edu) to learn more or call me direct at 678-694-7213.

*William E. Mills*