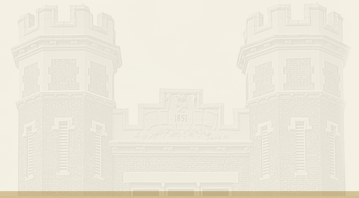


CONNECTOR

student newsletter, @fsucci



INSIDE:

Ad Club takes their talents to New Orleans

Students reimagine Coca-Cola Freestyle Machines

Nole Takeover @ Chick-fil-A HQ

Students form torch on Landis Green



SPRING '17 GRAD

398

UNDERGRADUATES

61

MASTER'S DEGREES

3

DOCTORATES

CCI STUDENTS HONORED AT GRADUATE STUDENT EXCELLENCE CELEBRATION

Students are being recognized by the Graduate School at Florida State University for their work in teaching, research and scholarship. The honorees were celebrated at a ceremony on Tuesday, April 18, 2017 at the FSU Alumni Center. Ciera Lorio is honored as the 2017 Undergraduate Research Post-Doc/Graduate Mentor Award Recipient. Dawn Betts-Green is recognized for an external award, the Point Foundation LGBTQ Scholars Program. Kelsa Bartley is recognized for an external award, the American Library Association Spectrum Scholarship. Azza El Masri is recognized for an external award, the Fulbright Foreign Student Program. Lisa Fitton is recognized for an external award, the ASHA Foundation New Century Scholars Doctoral Scholarship. Rachel Hoge is recognized for an external award, the ASHFoundation Graduate Student Scholarship



STUDENTS INDUCTED TO GARNET & GOLD SCHOLAR SOCIETY

28 students were inducted into the Garnet & Gold Scholar Society, a program that encourages student growth inside and outside the classroom. Inductees have all completed the program's requirements in three of five available areas: international study, internship, leadership, research and service. The newly minted GGSS members receive recognition on their transcripts and wear their society medals at graduation.

Spring 2017 inductees: Brendan Rempert, Hammadah Talib, Rose Rodgers-Dryfoos, Claire Seefried, Nicole Palenzuela, Amanda Scherer, Catherine Cuva, Aly Coleman, Cathryn Dobrowolski, Lydia Hayes, Deanna Sand, Cristina Socarraz, Joanna Alvarez, Marielle Estrugo, Vicoria Fariñas, Alexis Sanchez, Allison Mills, Matila von Kalm, Michelle Sanabria, Christy Timm, Tatyana Smith, Kelby Mahoney, Amber Sieradzi, Hannah Brock, Daniella Frank, Leah Ramsier, Meaghan Maus, Rene Miller.

COMMUNICATION

Undergraduate Programs

Public Relations, Advertising, Media Communication Studies, Digital Media Production

Graduate Programs

Integrated Marketing Communication, Media Communication Studies, Public Interest Media Communication



ARROWHEAD PLACES THIRD AT NATIONAL COMPETITION

by *Alvaro Gabaldon*

Arrowhead is a special branch of the Ad Club and is open to all students within the college to participate.

The Florida State University competitive advertising team, Arrowhead, placed third at the National Student Advertising Competition (NSAC) in New Orleans, La. The team presented their work for sponsored client Tai Pei, a frozen asian food brand.

Third is the highest finish in Florida State University history. “I’m ecstatic,” shared Barry Solomon, faculty advisor to Arrowhead.

Arrowhead member Nathalie Nagamine was awarded Best Presenter in the competition, earning a \$500 prize. Placing 3rd earned Arrowhead a \$2,000 donation towards the ad team’s future adventures. Arrowhead beat out teams from University of Miami, University of Florida, University of South Florida, and Ringling Art College on their way to the national round.



Name: Lexi Smith
Degree: Advertising
Graduation: 2018
Hometown: Alpharetta, GA

Favorite snack?

I'm a sucker for some Goldfish.
 Original, not flavor blasted.

Best piece of advice you've received?

Some advice can be a vice.

Have you had any internships?

My first internship was with CPS23 Marketing (now rebranded as The Current Agency). After that I was a graphic design intern for the College of Communication and Information. Next I interned for an NGO called Prayasam in Kolkata, India. Currently, I'm interning at Sachs Media Group!



Name: Rona K. Akbari
Degree: Digital Media Production
Graduation: Spring 2017
Hometown: Jacksonville, FL

Best study spot?

Top floor of HSF.

What Jeopardy category could you clear?

Disney Channel Original Movies.

Who inspires you?

Moshtari Hilal (@monmoshtari)
 — she is an Afghan artist based in Hamburg, Germany. Her work is not only aesthetically beautiful but also contains important messages like “decolonize your mind.” It inspires me to see another young Afghan woman creating change via art.

STUDENTS WIN BIG AT LOCAL ADDY AWARDS

by *Alvaro Gabaldon*

The College of Communication and Information had a strong showing at this year's local ADDY Awards show, taking home three silver awards and a gold award across several categories of competition.

The American Advertising Federation's ADDY awards season features a three round national competition that begins at the local level, with winners advancing through a district level before finally competing on a national stage.



ELEMENTS OF ADVERTISING Integrated Brand Identity Campaign

Arrowhead Advertising Team 2016

Snapple 2016 Plans Book - Gold

ONLINE/INTERACTIVE Website

Nathalie Nagamine

Anna Grohski for State Senate - Silver

COPYWRITING

Morgan Rose and Brittany Drotleff

FSU Intramural Sports Manifesto - Silver

ANIMATION & SPECIAL EFFECTS

Jessica Schulz, Editor; Tiffany Knight, Designer;

Annemarie Raskin, Designer; Nathalie

Nagamine, Concept

Summer Podbusters Video Series - Silver





Name: Eric Rosenbluth
Degree: Advertising
Graduation: 2017
Hometown: St. Petersburg, FL

Favorite snack?

Anything chocolate or granola bars.

Best account to follow on social media?

I love @tadcarpenter on Instagram. And I gotta send some love to @brittdrot.

Are you involved with student organizations?

I have been apart of Camp Kesem, Seminole Night Life, University Housing, Hillel at FSU. But FSU Ad Club has been the biggest part that I have stuck with all four years. I was a member my freshman and sophomore year and then became Secretary my junior year and President my senior year. It has been an amazing experience!



Name: Mike Sklens
Degree: Integrated Marketing Communication
Graduation: 2019
Hometown: Rockaway, NJ

Best account to follow on social media?

@usinterior on Instagram. They post the most beautiful photos from America's national parks.

What Jeopardy category could you clear?

Either one about retro video games, or craft beer.

Advice to your undergraduate self?

My undergraduate years were some of the most formative in my life. College helped me come out of my shell and grow into the person I am today. I'd tell myself to get out there, and don't be scared – you are going to grow so much.



HOMEWORK: ROADTRIP TO MISSISSIPPI DELTA & CIVIL RIGHTS LANDMARKS

by *Kate Blosser*

Davis Houck, professor in the School of Communication, has been at FSU for over seventeen years, researching the history of the civil rights movement and how the civil rights movement moved. A large part of the movement happened in the Mississippi Delta, what Houck calls “the most southern place on earth”.

To better understand the history, Houck and doctoral student Pablo Correa packed up a van with 11 students and took a road trip to Mississippi. The group spent four nights, five days visiting different civil right landmarks across Mississippi.

The group started in Jackson, MS and traveled onto Money, MS. In Jackson, the group met with Rev. Ed King and Clarion Ledger journalist Jerry Mitchell, both who played integral roles in the civil rights movement.

While in Money, the group visited the Pleasantview Plantation. Students were able to walk into the shacks where slaves lived and discovered letters and newspapers.

“You can’t understand it until you go,” said Kyle Jones, graduating senior in Digital Media Production.



STUDENT DOCUMENTARIANS TAKE FIRST AT BEA DOCUMENTARY COMPETITION

Students from the Digital Media Production program won first place at the Broadcast Education Association (BEA) Student Documentary Competition for 641 Muriel Court.

Kyle Jones, Deanna Kidd, Michael Walsh and Elijah Howard are the students behind 641 Muriel Court, a documentary uncovering the 1966 triple-murder of the Sims family in Tallahassee, Fla. The case grew cold until the group gave it new life, packing local showings at The Moon and the Askew Student Life Center.

The BEA competition is the world's largest digital media and broadcast competition for students and faculty. 641 Muriel Court was awarded first place in the Long Form Video category among 175 entries.

641 Muriel Court was directed, produced and edited by Kyle Jones. Kidd, Walsh, and Howard served as production assistants and co-writers on the project. The documentary started as a class project in Brian Grave's documentary film course in Spring 2016.

"This is something we worked really hard on for a long time. We've always been proud of what we made, but knowing that a group of professionals was impressed by our work is special."

KYLE JONES

GRAD STUDENTS AWARDED AT HISPANIC/LATINO CONFERENCE



Two graduate students from the Integrated Marketing Communications program at Florida State University received the Top Paper Award at an international Hispanic media and marketing conference in Los Angeles last month.

The students, Maria Fernanda Bayona and Xiang Tang, presented their research on Hispanic and Asian coffee consumption in the U.S. at the sixth annual Hispanic/Latino Media & Marketing International Conference at California State University in Fullerton. The two were among a group of 15 students from the Center for Hispanic Marketing Communication at FSU, some of which also presented research.

“In the decade since Dr. Felipe Korzenny founded this program, faculty and students have worked tirelessly to conduct ground-breaking research and serve as an innovative resource for the Hispanic marketing industry,” said Dr. Larry Dennis, dean of the College of Communication & Information.

by Alvaro Gabaldon

Since starting in 2004, the Center for Hispanic Marketing Communication has been a pioneering academic program bringing together students and professionals to further the field of Hispanic marketing and advertising in the U.S.



SCENES FROM A HMC BOARD MEETING

The Center for Hispanic Marketing Communication at Florida State University Advisory Board, Dr. Sindy Chapa, and our Dean Larry Dennis at a recent meeting in Miami.

The Center's board gives students access and mentorship from leading marketers from corporations like Netflix, State Farm, and Zubi Advertising.



PUBLIC RELATIONS STUDENTS TAKE ON CLIENTS FOR A SEMESTER

Students in Dr. Patrick Merle's public relations course spent their semester working for a client, an experience usually reserved for those in a public relations firm.

A group of students, Alessia Ieraci, Kate Hamill, Amy Stevens, Jackie Lieberman & Audrey Kirschenbaum, worked with the Tall Timbers Research Station & Land Conservancy on a campaign to build a relationship between north Floridians and the Red Hills region. Another group worked with the Florida Sheriff's Association to make recommendations for reaching younger demographics.

Undergraduate student Amy Stevens wrote, "Thank you FSU College of Communication & Information for providing aspiring public relations professionals the tools to succeed!"

Dr. Merle's curriculum is focused on preparing students to be successful, hireable public relations practitioners when they graduate.

FORENSICS TEAM CONTINUES TRADITION OF SUCCESS



The Speech and Debate Club at FSU, also known as Forensics, is an interdisciplinary group of students. Ranging from Political Science to Biology to Communication, students study public speaking, leadership, critical thinking, time management, advanced writing and research. Led by graduate student and Director of Forensics Kevin Waters, the group has traveled across the nation to compete.

At the Miami Debate Invitational, John Schulster and Ryley Hartwig, both freshmen, reached quarterfinals. At the Hell Froze Over Swing in Peoria, IL., Seniors Manish Khanal and Kate Pace reached semifinals. Khanal was a semifinalist in After Dinner Speaking, Persuasive Speaking and next out in Informative Speaking. Pace was a semifinalist in Persuasive Speaking. Out of more than 100 entries in those events, Khanal and Pace were in the top 15 in the nation.

At the UF Gator Swing, FSU won the team sweepstakes trophy. Senior Kate Pace was the overall individual sweepstakes winner, taking home first place in Persuasive Speaking, Prose Interpretation and Informative Speaking.

During the alumni portion of the UF Gator Swing, FSU was named the first place team. Freshman Kaylie Williams won the Scott Ogden Pentathalon award. The award is awarded to the individual who scores the most points during a tournament, given as a tribute to the late UF Debate Team member Ogden.

*Interested in joining Speech &
Debate? Contact Gary Heald,
faculty advisor at
gary.heald@cci.fsu.edu*

INFORMATION

Undergraduate Programs

Information Technology, Information Communication Technology

Graduate Programs

Information Technology, Information (ALA-Accredited)

STUDENTS VOLUNTEER AT LOCAL SENIOR CENTER



For students looking to build their leadership and communication skills within the College of Communication and Information, Assistant Dean Ebe Randeree's IT Leadership course is worth looking into. The class hosts multiple practical team activities and projects each semester that put students in real world scenarios to solve IT problems.

This semester, one of the team projects includes a Senior Outreach initiative. The primary goal for this team of students is to provide technical support to the Allegro Senior Center and teach the elderly how to troubleshoot technology issues.

Allegro has put the team to work, and the students are getting more requests from clients every Saturday. Some common issues the students help with include internet connectivity, printer issues, social media, email accounts, online banking, and even cell phone repairs.



Name: Nicolaus Lopez
Degree: Information Technology
Graduation: Spring 2017
Hometown: Tucson, AZ

Favorite snack?

Chips and salsa.

Best piece of advice you've received?

You can work hard now or you can work hard later, but you will work hard.

How do you handle school/ life balance?

You got to know when to have fun and know when to get work done.

What motivates you?

I will be the first Lopez male in my family to have received a college degree. It shows just how far my parents have come and all the work I've put into getting my education.



Name: Kelby Mahoney
Degree: Information
Communication Technology
Graduation: Spring 2017
Hometown: Sebring, FL

Best study spot?

The study cubicles on the second floor of Strozier Library.

What made you choose your major?

Ebe Randeree and the STARS organization during my final year of high school. But ultimately the opportunities for women in technology.

What's your dream career?

Something I can get up every day and not dread. I want a challenge and excitement in whatever I do.

BUILDING TALENT PIPELINES FROM CCI TO THE WORKIN' WORLD

by Hannah Brock



As ambassadors of the College of Communication and Information, our group was on a mission to promote our college's programs to employers, develop pipelines for students to be recruited for jobs and internships, and bring information on opportunities back to Florida State.

Students had the opportunity to meet with alumni in their careers at companies like Atlanta Tech Village, Home Depot, Nebo Agency, Chick-fil-A, Cisco, AT&T, Mailchimp and others.

Antico Pizza served as a make shift CCI Alumni Center for the group as we were joined by FSU Alumni from the surrounding area for dinner. Atlanta has a strong community of former CCI students including:





IT MAJOR WINS FLORIDA COLLEGIATE SIGMA MAN OF THE YEAR

by *Alvaro Gabaldon*

Junior Information Technology major Chris Cyrille's experience at Florida State University has been about finding and making connections.

The current President of the Mu Epsilon Chapter of Phi Beta Sigma at FSU was recently recognized as Collegiate Sigma Man of the Year for the State of Florida, selected from the 13 existing groups in our state.

"The Collegiate Man of the Year award goes to someone that has put in the most for his local chapter and the state as a whole. I got the award because of the initiatives I've been able to implement as president, and the milestones we've been able to achieve."

Cyrille joined the chapter in Fall of 2014 and has since worked his way up from Secretary to Vice President, to his current position as President of the chapter.

"In Information Technology, there's always a better way to do things, and I love looking for those solutions."

CHRIS CYRILLE



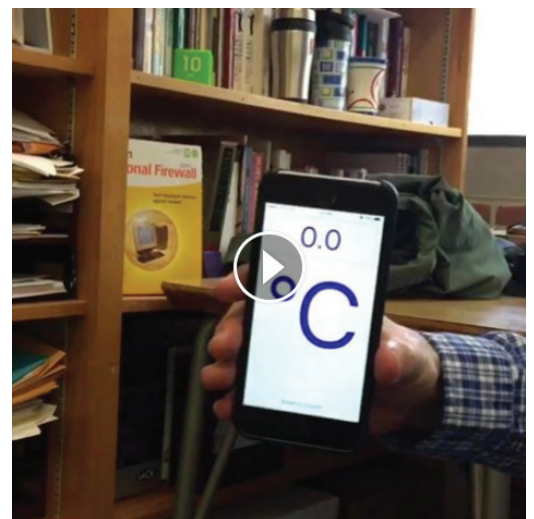
DR. MARTY'S USER EXPERIENCE COURSE A STUDENT FAVORITE

Don't like it? Make it better.

At least, that's what Dr. Paul Marty thinks. Dr. Marty's User Experience course at FSU is popular with students who crave an experience that goes beyond a syllabus.

The first day of class, Marty had students create mockups for an app that changes temperatures from Fahrenheit to Celcius. He was so taken with one group's design that he went home and coded it.

In a similar redesign challenge, students tackled the Coca-Cola Freestyle machine.



See the student app concept that Dr. Marty coded on our Facebook page: fb.me/CCIFSU

TORCH. THE. GREEN.

*Undergraduate students
coordinate the largest
flash mob in Florida State
University history.*

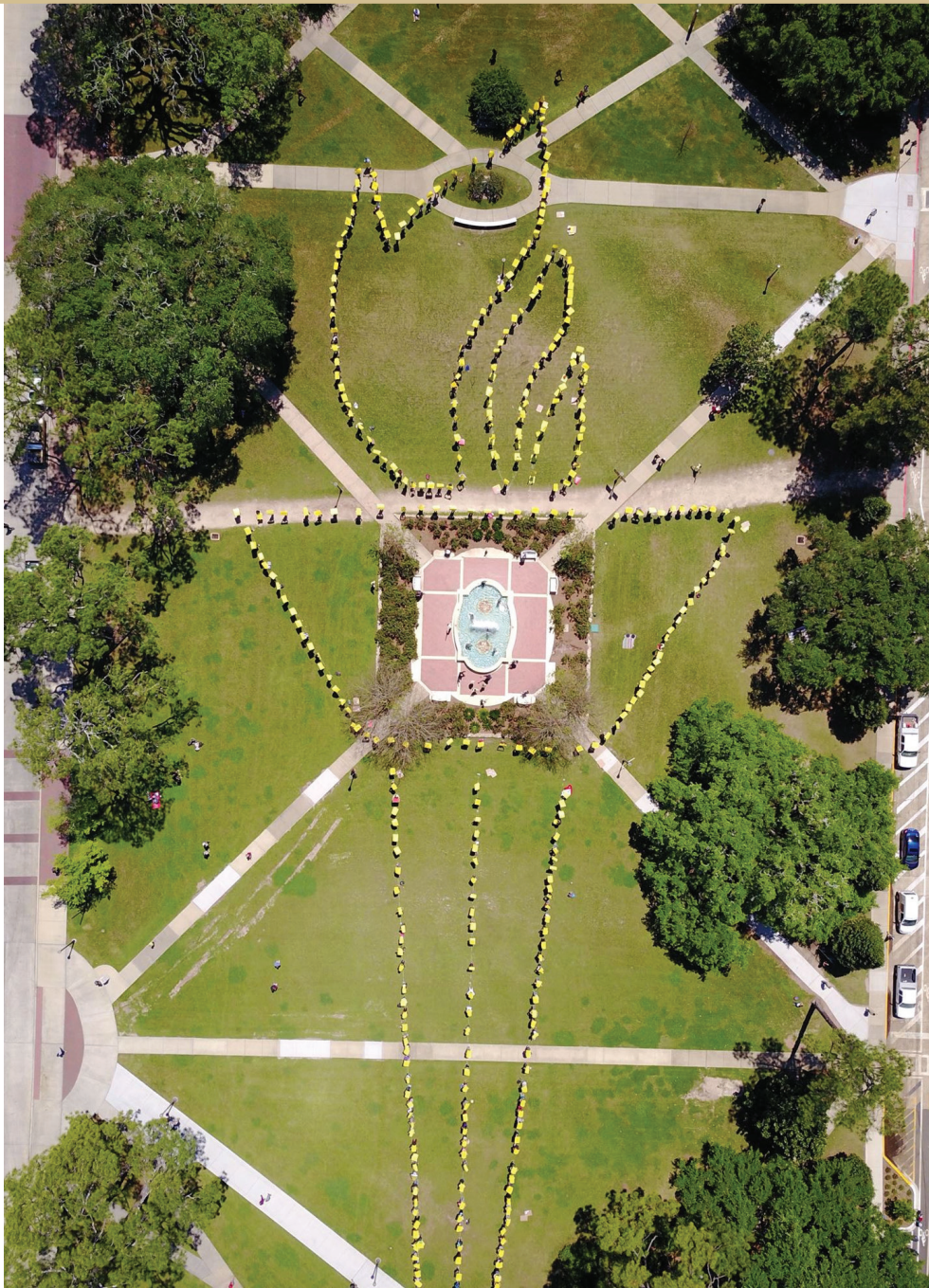


In addition to teaching User Experience, Dr. Marty teaches a class called “Emerging Technologies” which tasks the class with an end goal and lets them figure out the solution.

This year’s goal? Create a human torch stretching from Landis Hall to Strozier Library.

In a true show of interdisciplinary efforts, students majoring in finance to psychology coordinated the event that culminated in the largest flash mob in Florida State University’s history.

President and First Lady Thrasher attended the event and received a 3D-printed version of the torch from students.



INFORMATION TECHNOLOGY CLASS OF 2007 CELEBRATES 10 YEAR REUNION



The Information Technology program at Florida State graduated its inaugural class in 2007.

Ten years later, a group of students returned to celebrate ten years of IT and friendships that have stood the test of time.

The group was able to tour Goldstein Library in its final days. The library is taking on new life as the Innovation Hub for the university. Goldstein is a central hub for many CCI students and visiting alums remarked of the many memories and hours spent studying inside.

The group attended a basketball game, toured campus, networked and chatted with faculty members and fellow alumni.





STARS STUDENTS ROADTRIP THROUGH FLORIDA, MEET WITH ALUMNI & COMPANIES

by *Hannah Young*

Florida State University STARS students Allie Cannan, Elicia Smith, Abby Hall, Bryanna Solorzano, Deanna Sand, Andrew Whitely, were joined by Taylor Cascio, Trevor Madden and Connor Griffin who took Florida by storm when they spent their first week of summer traveling to four schools and seven companies to explore the world of communication and technology.

Students visited with East Lake High School to talk with high school students about college questions, different major options and general information. After East Lake, students visited three more schools to deliver their presentation and talk with young minds.

They then traveled to Tampa where they met with technology and media communication companies like Tribridge, Tech Data, Reliaquest, J.P. Morgan Chase, Gartner and Focal Point; they toured facilities, talked with employees and experienced company culture firsthand.

STARS aims to increase the participation of minorities and women in the STEM field, led by Associate Dean Ebe Randeree.

COMM SCIENCE & DISORDERS

Undergraduate Programs

Communication Science & Disorders

Graduate Programs

Speech Pathology

SENIOR CHRISTY TIMM NAMED CCI HUMANITARIAN OF THE YEAR



Catherine Christine Timm, or Christy as her friends know her, is a graduating senior from the School of Communication Science & Disorders.

Christy spent last summer on a service experience has been with Faithful Servant Missions, traveling to the community of Bajo Tejares, Costa Rica, and teaching children to speak English and adults how to write.

Each school or college selects one student to be the Humanitarian of the Year. Students are then recognized at an awards luncheon hosted by FSU President John Thrasher. Students receive \$200 that is donated in their name to the nonprofit agency of their choice. The student who best exemplifies commitment to service is named the President's Undergraduate Humanitarian of the Year, and an additional \$1,000 is given as a donation to the nonprofit agency of his or her choice.



Name: Macarena Gonzalez
Degree: Information Technology
Graduation: Spring 2017
Hometown: Tucson, AZ

Favorite snack?

Pocky.

Best piece of advice you've received?

Don't depend on others for your own happiness and appreciate the little things.

How do you handle school/ life balance?

My schedule planner. Sometimes I have to force myself to make time for friends when I know I'm studying too much.

What does your average day look like?

Wake up, eat and read for an hour, gym, class, study, hang out with friends, sleep.



Name: Sarah Cooper
Degree: Communication Science & Disorders
Graduation: 2018
Hometown: Weston, FL

Best study spot?

When I make it over to the main campus, I like to set up shop in the William Johnston Building.

What made you choose your major?

Since high school, I've been interested in anatomy and physiology- specifically the inter workings of the brain. I additionally always like to lend a helping hand, when you put those two together: Speech-language pathology.

What's your dream career?

If I wasn't getting my MS in SLP, I would love to be in a Broadway production.

DOCTORAL CANDIDATE RECOGNIZED AT ASHA NATIONAL CONFERENCE

by *Alvaro Gabaldon*

It is easy to take language for granted, but almost everything you do within your day hinges on its presence. The ability to send and receive information from other human beings is a core part of participating in a community.

FSU speech pathology doctoral candidate Lisa Fitton's early education sparked her interest in the dynamics of language, and her work today continues to concentrate on helping students.

"My dissertation is focused on a very basic process in bilingual language development: recognizing spoken words. Although it seems like an easy thing we do every day, processing and recognizing a spoken word requires the integration of a lot of information at once."

Fitton's work is expanding the knowledge in a facet of speech pathology that is experiencing an increase of demand, and the American Speech-Language-Hearing Association recently recognized her at their national convention in Philadelphia, PA.

"Traditionally, speech-language pathologists work with individuals with a range of communication disorders – from autism to Down Syndrome to mild articulation problems. However, there has been increasing need for speech-language pathologists to have expertise working with individuals from culturally and linguistically-diverse backgrounds."

