



## A Note from the Dean

Dr. Larry Dennis

Dean & Professor, College of Communication & Information

It's been 38 years since I first came to Florida State University as a research associate for the Department of Physics. Much has changed over the years, but the drive to create a superior student experience has not. The U.S. News and World Rankings seeks to quantify and rate universities on the pieces that create a great student experience; measures like student-faculty ratios, freshman retention rates, and graduation rates. Each year, FSU continues to rise in rankings, moving up to No. 33 in best public universities, up from No. 43 two years ago. Improved rankings increase the value of an FSU degree for all alumni, increasing FSU graduates

chances of landing interviews and jobs. At FSU, I've seen both challenge and triumph, but we are rising together. Each class building on the accomplishments of those who came before them and assisting those who follow. This Fall's Seminole Futures and CCI Career Fairs featured many Seminoles on both sides of the recruiting table. At nearly 330,000 living alumni, FSU has the largest alumni population in the ACC. By working together we can help each other. Do so by staying connected with the University as members of the Alumni Association, by sharing your story with us at [hello@cci.fsu.edu](mailto:hello@cci.fsu.edu), by speaking with an FSU class or student group in-person or electronically, or by stopping by when you are in town. We would love to share your story with the FSU community.

*Lawrence C Dennis*

## Arrowhead Takes 3rd for Tai Pei Work at Nationals



Arrowhead students with faculty advisor Barry Solomon.

Florida State University's Advertising team, **Arrowhead**, took home the highest accolades in FSU history, placing third at the National Student Advertising Competition hosted by the American Advertising Federation. Over 130 schools and 2,000 students from across the country traveled to New Orleans for the ultimate event of college advertising. Students pitched a marketing plan for a product, this time Asian frozen food brand Tai Pei, at the district, semi-final and national level, taking home 3rd place. •

"This year's team is very close to each other, like a family."

- BARRY SOLOMON

## Jessica Wendorf Muhamad Joins Faculty

**Jessica Wendorf Muhamad** is the newest assistant professor in the School of Communication. Her research focuses on experiences, such as game-based interventions and how they can influence individuals. She is the director of the PEAKS Lab, a lab focused on developing evidence-based interventions for social issues through participatory action research. •

## Korzenny Inducted into AHAA Hall of Fame

Emeritus director and founder of the Center for Hispanic Marketing Communication **Dr. Felipe Korzenny** was inducted to the Association of Hispanic Advertising Agencies (AHAA) Hall of Fame in June, recognizing a lifetime commitment to the Hispanic marketing and advertising field. Korzenny is a pioneer of Hispanic marketing research, largely credited with exposing the importance of Hispanic consumer insights and educating brands on the opportunity. He retired from the Center in 2015. •

## Meet Gregg Bishop, NYC Small Business Services Commissioner

Integrated Marketing Communication alumnus **Gregg Bishop** spends his days focused on equity of opportunity, economic self-sufficiency and mobility for New York City's diverse population. As Commissioner for the Department of Small Business Services, Bishop works to connect New Yorkers with good jobs, creates stronger businesses and vibrant neighborhoods. •





## Woods and Wetherby lead research to help families respond to autism diagnosis

Researchers **Amy Wetherby** and **Juliann Woods** have been awarded a five year, \$10.2 million grant from the Autism Centers of Excellence to bridge the gap between autism diagnosis and treatment.

Their goal is to coach and empower families with earlier, widespread access to cost-efficient information, education and support.

"This is the best way anyone could hope to close out their career... a chance to learn new things and help others," shared Woods. •



## Meet Speech-Language Pathology Grad Student Sarah Cooper

### What made you choose your major?

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

### What advice would you give yourself in college?

Choose the school where you feel most at home and where you can see yourself being successful. Plus - garnet and gold looks good on everyone. •



## Landera Succeeds as Clinician, Assistant Professor at U Miami

**Mario Landera** (B.S. '04) was a teenager when he was diagnosed with a voice disorder and a speech-language pathologist not only assisted him in regaining his voice, but also inspired his career path. Today, Landera is an Assistant Professor of Clinical Otolaryngology in the Department of Otolaryngology at the University of Miami Miller School of Medicine. He specializes as a clinician, working with voice disorders, oropharyngeal swallowing disorders, and head and neck cancer speech and swallowing restoration. •





## Faculty Research to Strengthen Education in Rural Areas

Faculty from the iSchool are teaming up with Chipola College to better prepare students for careers in advanced manufacturing. In a three-year study from the National Science Foundation, research will measure effectiveness of the classroom-to-career path offered by Chipola College. Advanced manufacturing uses innovative technology to improve products or manufacturing processes.

**Marcia Mardis** and others in the Information Institute aim to better align the curriculum with job requirements, making graduates better prepared to meet employer's needs. •



## Alumna named NLM Associate Fellow

**Nicole Strayhorn** earned her MLIS in 2017 and was recently named a fellow for the National Library of Medicine, the largest medical library in the world. Nicole is currently a Library ORISE Fellow for the Centers for Disease Control and Prevention in Atlanta, Georgia.



## Doc Student Researches Racial Disparities in Cancer Trials



**Lynette Hammond Gerido** recently presented her interdisciplinary research on racial disparity and healthcare. Gerido's research examined trends of

minority participation in cancer clinical trials. Her other research has identified barriers for minority participation in clinical trials and Gerido aims to find trends in research that increased minority participation. She presented her preliminary findings at Academy Health's Student Research Competition in June and was named a runner-up in the competition. •

# THE PATH TO *Excellence*



**MAFÉ BROOKS**  
Director of Development

The finish line for Florida State University's \$1 billion "Raise the Torch" Campaign is right around the corner.

It is the most ambitious capital campaign goal in university history. Our College campaign goal was originally \$10M, but was recently raised to \$12M.

Philanthropy plays a key role as we strive to provide our students with opportunities to develop leadership skills and make a difference in their communities and ultimately creating global citizens with the professional skills to thrive in a 21st century career.

In just the last two years, your commitment and generosity have been instrumental in providing 171 student scholarships with approximately \$170,000 awarded from endowed scholarships funds. The basic plan underlying an endowed

fund is simple—the principal of the fund is never spent. The principal is invested, and the earnings are used to fulfill the purpose of the fund.

Funds may be created for a range of purposes: scholarships, fellowships, research, professorships, library acquisitions, academic chairs, scientific and technical equipment, capital improvements or any other educational purpose.

The minimum gift to establish an endowment is \$25,000, which can be paid over a period of years, using either outright or deferred gifts to establish funds. Endowments can be established in your name, the name of your business or in honor of someone important to you.

An endowment is a permanent source of funding and as a result, provides the financial foundation that ensures support for future generations.

The campaign officially ends on June 30, 2018 so there is still time to make a gift.

I'd love to provide you with more information on how you can make a difference by making an endowed gift.

It's a privilege to work with alumni and donors who make the College and Florida State University a great place to be!

## CAMPAIGN GOALS

**\$12,000,000 » 2018**  
**\$11,074,472 » TODAY**

**TIME ELAPSED: 92%    GOAL REACHED: 92%**

**GIVE.CCI.FSU.EDU**

Contact Mafé Brooks about CCI's Raise the Torch campaign at: [mafe.brooks@cci.fsu.edu](mailto:mafe.brooks@cci.fsu.edu) or (850) 645-8312

# CLASS NOTES

## '10s

**TANNER STIEHL** (B.S. '11) is a Marine Safety Supervisor for the US Coast Guard.

**KELLI GEMMER** (B.S. '14) is the Publications & Promotions Coordinator at the Florida State University Career Center.

**DENAY WARNER** (M.S. '13) is the eCommerce Analyst for Nespresso in New York City.

**ABIGAIL PHILLIPS** (PhD '16) is a Postdoctoral Fellow for the Department of Instructional Technology and Learning Sciences at Utah State University.

**ANNA BENBROOK** (M.S. '15) is a Health Educator for the Emory-CDC AIDS Clinical Trials Group (ACTG).

**CALEB CASTRO** (M.S. '16) is a GolfNow Plus Senior Specialist at GolfChannel in Orlando.

**EVELYN BRADFIELD** (M.S. '15) is the Casting Associate Producer for Leopard USA in New York City.

**DANIEL GONZALEZ** ('13) is the Advertising Research and Insights Analysts at Comcast NBC Universal.

**RONNIE MYERS** (B.S. '15) is a Support Engineer for Microsoft in Texas.

**BALLIE WARD** (B.S. '17) is a Marketing Assistant for Benevate.

**SEAN COOLEY** (B.S. '12, M.S. '14) is a Communications Manager at Audubon Florida.

**JERMAINE WASHINGTON, JR.** (B.S. '15) is the Software Developer at State Farm.

**ASHLEY RUTSTEIN** (B.S. '12) is the Copywriter at advertising agency LRXD and Apparently Ashley.

**ROGER CROIX NEWSON** (B.S. '10) is the Senior Database Engineer at Massey Services.

## '00s

**HEATH WOODLIEF** (B.S. '01) is the Senior Producer for the Tennis Channel.

**GREGG BISHOP** (M.S. '07) is the Commissioner for the New York City Department of Small Business Services.

**JOHN "JD" DOUGHNEY, IV** (M.S. '03) is the Managing Global Client Partner for Facebook.

## '90s

**MARK WILSON** (B.S. '91) is the Primary Evening News Anchor for WTVT Fox13 Television.

## Faculty of the Future

As our world changes, our faculty are adapting to it.



*Russell Clayton*

"It's rewarding to see the "A-ha!" moment when they see a response we predicted would occur."

Watch: [fla.st/2yL3EEY](https://fla.st/2yL3EEY)

*Lisa Scott*

"The best part of this job is the opportunity to be with people who are transforming."

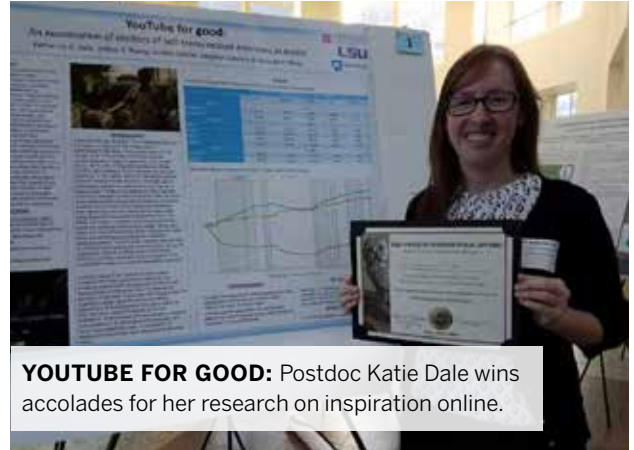
Watch: [fla.st/2xnpok](https://fla.st/2xnpok)



# COLLEGE HAPPENINGS



**BLOOMING:** Fred Flowers speaks to class of undergraduates.



**YOUTUBE FOR GOOD:** Postdoc Katie Dale wins accolades for her research on inspiration online.



**FASHION POLICE:** An accidental matching in the Dean's Office meant a Chop session was in order. #GoNoles



**DEMO DAY:** Goldstein Library takes on new life as the Innovation Hub, coming in 2018.



**RESEARCH RULES:** Muhamad Rasul presents with advisor Steve McDowell.



**EMMY TIME:** Alum Vucelich was nominated for FEUD: Bette and Joan.



**STRIKE A POSE:** The Headshot Event brought some creative students out of the woodwork.



**MOVIN' ON UP:** Each semester, hundreds of students attend the Career Fair to land internships to gain experience.




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# Connect

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## Calling all CCI Alumni

FSU is justifiably proud of leaping five spots to #33 among national public universities in the latest ranking by U.S. News & World Report. This higher ranking is great news for our university and for our alumni. One of the elements U.S. News weighs in its ranking is the percent of alumni who donate to the university. This is where we can help!

CCI needs 300 new alumni donors to do our part to continue to improve FSU's ranking. If you are already donating to FSU in some way, thank you! If you're not already supporting FSU, here's an easy way to become a donor. Visit [give.fsu.edu/cci](https://give.fsu.edu/cci) to make your gift of any amount. (Really - any amount! We just need you as one of our 300!) You'll be helping your alma mater and supporting our wonderful students and faculty as they work to make the world a better place.

If you're looking for something more and have a passion for CCI, the Leadership Board might be a perfect way for you to contribute. For more information, contact Mafé Brooks at (850) 645.8312 or [mafe.brooks@cci.fsu.edu](mailto:mafe.brooks@cci.fsu.edu).

**Paul Weaver**, B.S. '87  
Chair, Leadership Board