

THE CONNECTOR

The College of Communication and Information
at Florida State University
Spring 2022





a letter from the editors

As we begin to write the 28th edition of The Connector, we pondered on what makes CCI special. Of course there are top-rated programs, cutting-edge research, and great opportunities here at the College, but what truly makes this all possible is our incredible community of students, alumni, and faculty. Three very different schools come together to form the College of Communication and Information, but the blended student engagement across each school makes coming together as one fairly easy. Whether you are a part of our three schools, or a future student, you are part of the CCI community. We hope you enjoy reflecting with us on the Spring 2022 semester.

Lauren Scala and Emma Roberts

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College Happenings



PR Student Annie Blanchard presented research at Florida Undergraduate Research Conference.

CCI students spoke to Panama City and Fort Walton Beach high school students.



The Digital Media Services team interviewed the current Chief Justice of Florida's Supreme Court.

CCI students and staff traveled to Washington D.C.



CCI students and faculty were recognized at the CCI Honors and Awards Reception.



Faculty, staff, and students at iSchool Day.

CCI students at the Meet and Greet event at the beginning of the Spring 2022 semester.



The FPRA student chapter visited the Communication Team at Walt Disney World.



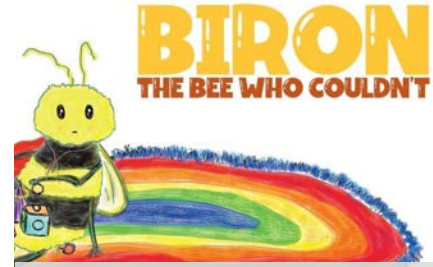
SCSD students and faculty at Children's Week's Storybook Village.

College Happenings

CCI Alumnus David Geis visited campus and met with students.



DMP students Alex Pagan and Libby Bekins invited Jim Garbarino to Delta Zeta's Sorority's Sweets for Scholarship event.



Alumnus Gregg McBride published his first children's book!



Students and Faculty came together for the Spring Social.

CCI welcomed FSUS high school students to campus.



CCI participated in FSU Day at the Florida Capitol.

SCSD graduate students helped lead classes at Sweat Therapy Fitness for those battling Parkinson's Disease.



CCI Digital Media Services filmed interviews inside Dodd Hall for an ongoing project with FSU LSI.



CCI student Taylor Mair launched the newest issue of Diverse World Fashion Magazine.

8 CCI Alumni Recognized in Seminole 100

Seminole 100 recognizes the 100 fastest-growing FSU alumni-owned or alumni-led businesses at a celebration on campus each year, during which each company learns their numerical ranking and receives their award.



Terrie Ard
The Moore Agency



Joseph Albano
Ardent Eagle Solutions



Ryan Cappy
Cappy Law



Amanda Barksdale
Barksdale Custom Pools



Brooke Pautsch
Lucky Goat Coffee



Robyn Hillison
*Capital Speech & Language
Therapy Services*



Rob Rodgers
Hadjo Media



Aaron Rich
Aaron Rich Marketing



School of Communication

What's your favorite thing about FSU?

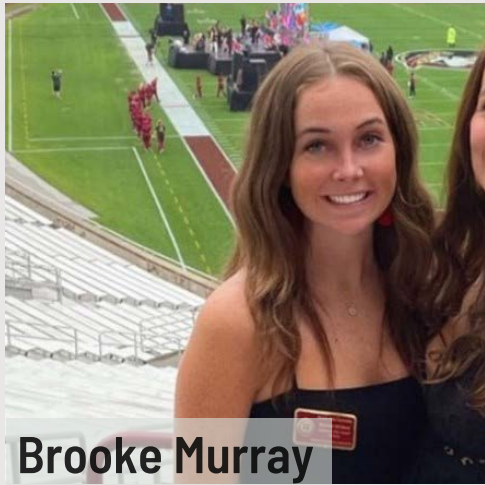
"My favorite thing about FSU is all the clubs and activities that the University has to offer. There's a place for everyone on campus and the variety of clubs makes Florida State feel more like home."

What advice do you have for your fellow classmates or students who are looking to join the School of Communication?

"Definitely make sure you have the school's application deadlines noted and have application materials ready! Also, take classes outside of your comfort zone! The classes that I was most hesitant to take turned out to be some of the most beneficial learning experiences I have encountered during my time at FSU."

What's your go-to study spot around campus?

"Ruge Hall! It's a small church right next to the Chi-Omega Sorority house. They have a coffee bar inside that is donation based. I've been going there since I was a freshman and have met some of the most encouraging and uplifting people. I would recommend to anyone looking for a quiet place to study!"



Brooke Murray

What's your favorite thing about FSU?

"My favorite thing about FSU is the many traditions we keep close to us and cherish. From Market Wednesdays to Chief Osceola and Renegade planting the spear on game days, Florida State is rich in history and tradition and it's incredible to see the entire Florida State community come together and continue these traditions and memories."

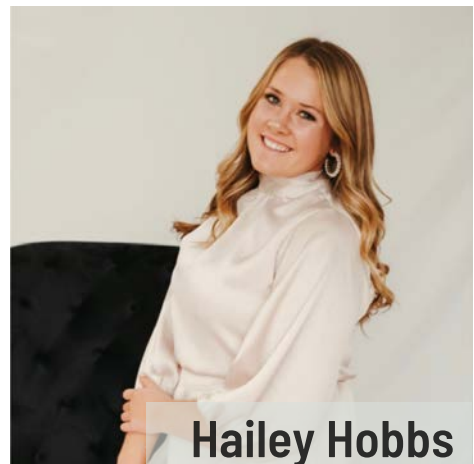
What advice do you have for your fellow classmates or students who are looking to join the SCSD?

"Get involved early and reach out to your peers and professors! With the CSD program being so small, we are an incredibly close and tight-knit major. This is one of my favorite things about our program because you have such a strong support system from the get-go. Your professors truly want the very best for you and they are there to be used as a resource for anything you may need!"

What's your go-to study spot around campus?

"Strozier library - second floor! I always take a pit stop by the Sweet Shop for a smoothie on my walk there, and go straight to the second floor to start any studying or homework I may have."

School of Communication Science and Disorders



Hailey Hobbs

School of Information

What's your favorite thing about FSU?

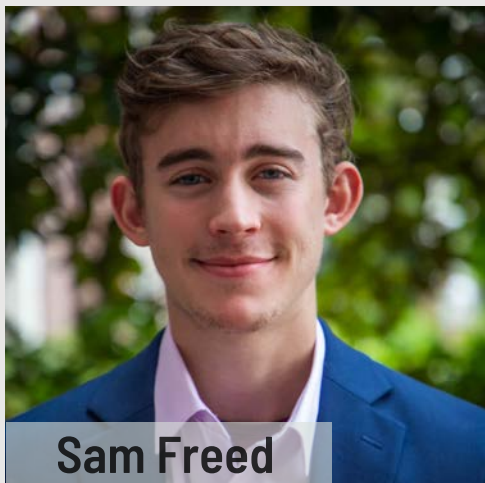
"My favorite thing about FSU is the endless amount of opportunities FSU provides to focus on your passions and the encouragement of the FSU community to thrive in those areas."

What advice do you have for students who are looking to join the School of Information?

"The piece of advice I would give to students who are looking to join the School of Communication would be that you should give your all in the group projects that you do, so that you can use those experiences on your portfolio and make friends in your major along the way."

What's your go-to study spot around campus?

"My go-to study spot around campus would have to be the Innovation Hub at the Shores building."



Sam Freed

College of Communication and Information News

11 CCI Students Inducted into Garnet & Gold Scholar Society

The Garnet and Gold Scholar Society facilitates involvement and recognizes engaged, well-rounded undergraduate students who excel within and beyond the classroom in the areas of International Experience, Internship, Leadership, Research and Service. "The Garnet and Gold Scholar Society represents the completion of an entire college experience across so many different disciplines," says inductee Luke Weaver. "Leaving Florida State with what I have learned through Garnet and Gold is to be prepared for anything and be ready to engage in a wide variety of instructions outside of school; it makes you ready for the workforce, and the real world outside of a college campus."



11 CCI Students Inducted into Torchbearer 100

This year, 11 students from the College of Communication & Information were inducted into Florida State University's Torchbearer 100, which each year recognizes 100 of the most outstanding undergraduate leaders and achievers across campus who make FSU the institution it is today. One commonality apparent among the inductees was their passion for campus involvement. Several CCI Torchbearers are involved in campus organizations such as S.T.A.R.S. Alliance, Order of Omega, Association of IT Professionals, Phi Eta Sigma, UROP, Homecoming Court, and Garnet and Gold Scholar Society. CCI students who received this award include Brandon Gabay, Cameron Bickley, Cammy Park, Emma Bonney, Julia Ann Cuthbertson, Leah Abounader, Lindsey Wood, Luke Weaver, Mary Hannah Williams, Melissa Garcia, and Rachel Hester.

CCI Celebrates Students and Faculty at the 2022 Honors and Awards Ceremony

Each spring, the FSU College of Communication and Information hosts the Honors and Awards Program and Reception to celebrate the academic excellence, leadership, and dedication to service of our students and faculty. This year's event was hybrid, allowing students, faculty, and staff to attend in-person (for the first time in two years) as well as online via Zoom. Congratulations to all our award winners!



College of Communication and Information Events

Tally Job Hop

On February 2nd, 2022, students from FAMU, FSU, and TCC (including many FSU ICT and IT majors), attended the Tally Job Hop. This semester's event focused on the tech industry, and gave students a unique opportunity to visit multiple tech companies in the Tallahassee area. Students at the event spoke with employees, managers, owners, and FSU alumni from each company to learn more about company culture, current developments in the tech industry, and potential job/internship opportunities.



Women in Leadership

The 9th Annual Women in Leadership Conference was hosted on March 8th, 2022. The conference featured notable female leaders from Florida and beyond. Many of the speakers are FSU and CCI alumna. The goal of the conference was to connect female students and alumna with mentors who can help them develop the necessary leadership skills to succeed. The conference hosted over 175 participants in the FSU Turnbull Center. In addition to attending the conference, CCI students were able to help plan and facilitate the event. Volunteers from the CCI Student Leadership Council, CCI student organizations, and CCI students worked together to make the event a success.

Launch Tally

Launch Tally celebrated their recent launch with a "Liftoff" event on March 23rd in the FSU Turnbull Conference Center. The College of Communication and Information is a founding member of this initiative that brings together Tallahassee's technology companies, non-profits, government agencies, universities, and entrepreneurs to create awareness and resources around technology opportunities and talent in our community. CCI works directly with Launch Tally both to support an important industry to our local community as well as to create and share opportunities for our students who often are unaware of the abundance of local tech companies and the opportunities they provide.



School of Communication



DMP Students Gain Hands-On Experience Through "Three Torches"

STORY
SPOTLIGHT

Introducing Three Torches, a news show made for FSU students, by FSU students. Students in the Advanced Feature and Reporting class worked to create this monthly feature intended to highlight our exceptional university community. While instructors provide support and guidance, the program is primarily student-produced. "I think the most enjoyable aspect was working with the people that we worked with," said Luke Broderick, another student who worked on the project. "This show has been in the works for months and collaborating with everyone else has been such a delightful experience because it doesn't feel like work, it just feels like doing something fun with friends. It turned out looking amazing because we had fun while doing it. Filming the show itself was so cool because we all were just enjoying putting everything together and making it look the best we possibly could."



News from the School of Communication



Cameron Bickley, Vice President of the Black Student Union, Uses Digital Media Production to Make an Impact

Bickley's enthusiasm for digital media production and enhancing Black student life on campus helps bridge gaps between media and identity through community storytelling. With Black students making up almost 9% of the student body, Bickley emphasizes the importance of highlighting their stories and experiences in culturally positive and uplifting ways. Bickley utilizes his digital media production skills to film promotional material and recapture BSU programming for social media through videography and photography. He also collaborates with BSU historians to share ideas, approve content, and critique social and promotional material for the Black Student Union.



Balancing Life On and Off the Field: Maegan Tomlinson Shares her Student Athlete Experience

During her career at FSU, Maegan Tomlinson has interned for Johnson & Johnson, taken courses in the Public Relations program, played four years of Division 1 Softball, and was invited to the Women's College World Series with her team in 2021. Tomlinson was introduced to the Public Relations major following her commitment to the school's athletic program. "I love how the Public Relations program here at Florida State is a limited access and competitive major," said Tomlinson. "It relates to being an athlete because you constantly have to push yourself to uphold the expectations for success in the program." As she tackles her final semester, Tomlinson is aiming to work as an internal public relations representative for a company upon graduation.

Arrowhead Advertising places first in their district at the National Student Advertising District Competition



At the 2022 district competition, Arrowhead's all-year effort and dedication paid off as they placed first in their district. All 22 members of this year's team played a role in the creation of their campaign for their client, Meta Quest. Creating the campaign is a process that starts in the fall, even though the competition is not until the end of the spring semester. The research and survey teams work in the fall while the events/PR, digital/social, creative, and presentation teams work in the spring. The Arrowhead Advertising team sets high standards every year for their performance. In the past, they've consistently placed in Districts and won at Nationals in 2017 with their campaign for Tai Pei, an Asian frozen food company. This year, they won first place in districts with their campaign which advanced them to the semi-finals.

FPRA Student Capital Chapter Takes Networking Trip to Boston



In April, seven students from the School of Communication traveled to Boston for a networking trip with the Florida Public Relations Association's (FPRA) Student Capital Chapter. Each semester, the student-led chapter visits a different city to give students the opportunity to network and connect with a diverse selection of the nation's most prominent public relations firms. These trips are designed to provide students with networking experience and the ability to gain insight into the fast-paced career of PR.

News from the School of Communication

Alumna Lauren Daly Accepts Producer Position at YouTube

Lauren Daly graduated from Florida State in 2020 with a bachelor's degree in Digital Media Production. Here at FSU, she developed her passion for media creation. She recently accepted a position as a content producer for the YouTube Creators Channel at Google. Daly credits her time at Florida State and experiences like working with Seminole Productions as being formative for her current endeavors. Despite grueling hours, volunteering with this organization and growing attuned to a high-pressure environment has set her up for success. "I got to learn technical skills like shooting, editing, technical directing, and sports broadcasting philosophy, but I also made great professional connections, learned to manage a high-stress job with abnormal hours, and grasp a broader understanding of how things work," shared Daly.



Meet Sports Anchor and CCI Alumnus Blake Brannon

Blake Brannon, a Media/Communication Studies Alumnus, now covers all things Mississippi sports as a weekend sports anchor in Biloxi. Blake Brannon graduated from FSU in 2017 with a Bachelor's of Arts in Media/Communication Studies. He currently works as the weekend sports anchor for WLOX where he covers everything from high school to professional level sports in the Mississippi gulf coast area. His typical week consists of producing his own stories, including writing and editing as well as determining the order of stories and anchoring. He also often helps WLOX's weekday anchor by shooting games and assembling feature stories as well as prepares for segments by shooting live video. He told CCI that his motivation is "a constant drive against complacency."



Communication Alumna Dr. Ania Rynarzewska Fundraises to Help Ukrainian Refugees

Dr. Ania Rynarzewska (PhD Communication, '12) is supporting Ukrainian refugees with the proceeds collected by her own business, Lux Leonis Skin Care. Rynarzewska started Lux Leonis Skin Care, a brand that features soaps, candles, and more, with proceeds benefiting a collection of charities. The soaps are created using quality oils, plant butters, and other organic materials, while candles contain a hand-picked balance of fragrance, wax, and wicks. "When I first started the fundraiser, it was about Ukrainian refugees in general," said Rynarzewska. "Now, it is also about very specific refugees as my family has opened our (Polish) home to refugee families." The first fundraiser focused on an organization that cares for refugees, while the second prioritized improving the quality of life for specific refugees in Rynarzewska's family's care. This is especially important for Rynarzewska as host families are not currently receiving subsidies from their local government.



School of Communication Science and Disorders



Speech Pathology Graduate Students Host Rock Steady Boxing Class

A team of first-year graduate Speech Pathology students, led by faculty supervisor Becky Greenhill, provide a weekly fitness program at Sweat Therapy Fitness for those battling Parkinson's disease (PD). The program, Rock Steady Boxing, features curated exercises that target the symptoms of PD. The therapy team, known as SOAR (Successful Outcomes in Adult Rehabilitation), assists the participants with exercises and encourages them to use their voice in all aspects of training, furthering the ability for them to maintain this communication outside of the gym.



News from the School of Communication Science and Disorders



NSSLHA Chapter at Florida State University Awarded 2022 Gold Chapter Honors

The National Student Speech Language Hearing Association (National NSSLHA) has once again awarded the NSSLHA Chapter at Florida State University with 2022 Gold Chapter Honors. "This year, National NSSLHA members raised over \$4,000 in support of World Hearing Day, the FSU Speech and Hearing Clinic Playground, the Big Bend HOPE Community, and the FSU Food for Thought Food Pantry," said Dr. Kimberlee Crass, FSU NSSLHA Faculty Advisor. "Members also organized HOPE Bedtime Stories, NSSLHA Research Rounds, NSSLHA Senior Mentorship, and Graduate School Panel events to promote community involvement and professional enrichment. FSU NSSLHA continues to create new and exciting ways to get involved in our campus and greater Tallahassee communities."

SCSD Student Diana Abarca Presents at Conference on Research Innovations in Early Intervention

SCSD Doctoral student Diana Abarca presented at the Conference on Research Innovations in Early Intervention (CRIEI). Abarca's study explores the life experiences of Latino families and children. Her research revolves around the implementation of early intervention practices for children of Latino families. "It was a great opportunity to get to connect with other early intervention researchers who are passionate about centering the voices of the families we serve in early intervention," Abarca told CCI. "It was especially meaningful to be accepted as a presenter at this year's conference as the theme was Reimagining Early Intervention or Early Childhood Special Education for Equity. I am proud to be part of the movement for equitable services for families of color in the field of early intervention."



SCSD Bilingual Certificate Program Partners with School in Costa Rica



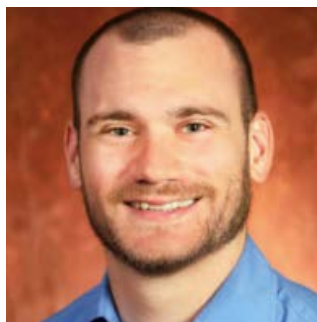
SCSD students have partnered with Costa Ballena school in Costa Rica to provide web-based instruction to Spanish-English speaking children. Eleven FSU students enrolled in the Bilingual Services Certificate program in SCSD have been participating in online instruction with the children. They meet with the children twice a week throughout the course of the semester. The partnership is intended to foster cultural humility between the US-based students and the children in Costa Rica. Doctoral students in the Leadership in Language and Literacy program are also working on the project to study culturally responsive practices and outcomes of the web-based instruction. "Being in this bilingual practicum has been an experience that has really resonated with me because as a student of Hispanic background and being a dual-language learner myself, as a professional, I am now better equipped to help those in my community," said fourth year SCSD student Emily Abreau. "Additionally, I am super grateful that I was able to foster such an amazing relationship with my student and hopefully, I made a positive impact on their love of reading, learning, and writing!"

News from the School of Communication Science and Disorders



SCSD Doctoral Scholar Anne Reed and Associate Professor Kelly Farquharson Publish Article on [Speechpathology.com](https://www.speechpathology.com)

Anne Reed, a doctoral scholar, and her mentor Kelly Farquharson, a SCSD associate professor, recently published an article on [speechpathology.com](https://www.speechpathology.com). Reed and Farquharson's article "20Q: Dynamics of School-Based Speech and Language Therapy Variables" discusses therapy variables such as therapy quality, SLP job satisfaction, and session dosage as well as how they affect child outcomes. Farquharson shared that Reed and herself hope to help SLPs understand the complexities of school-based practice and how its many moving parts can affect child outcomes. "This article is really actionable," Farquharson explained. "We wrote it for busy SLPs who are actively looking for ways to quickly and efficiently implement best practices."



Dr. Chris Constantino Represents CCI at TEDxFSU

Dr. Chris Constantino spoke at the TEDxFSU event held on April 6th, 2022. The majority of his expertise revolves around stuttering; more specifically, how stuttering feels to the speaker. Through his work, he hopes to help develop therapies that make the experience of stuttering more joyful. "It was exciting. Usually I am speaking to a very narrow audience, either people who stutter or speech-language pathologists. I'm often preaching to the choir," said Dr. Constantino. "But this event gave me the opportunity to reach a wider audience of people who may have had no prior interest in stuttering. This is an audience I don't usually get to speak to. It was a lot of fun."

SCSD Researchers Share Their Work at 9th National Symposium on Spanish as a Heritage Language



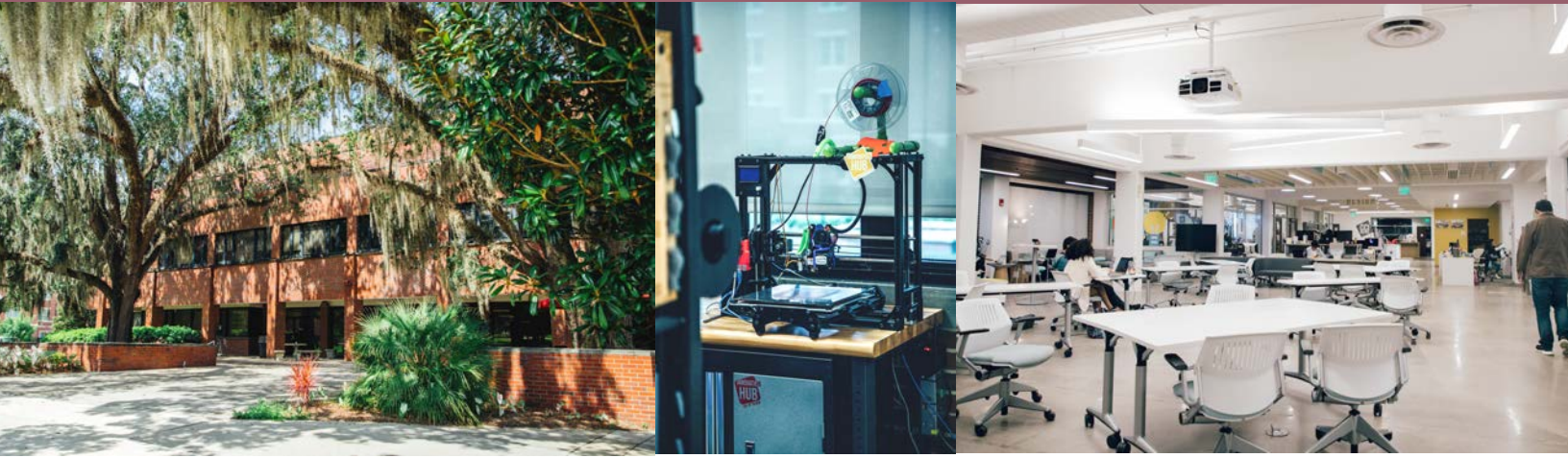
Several SCSD researchers, students, and faculty members recently had the opportunity to showcase their work at the 9th National Symposium on Spanish as a Heritage Language (NSSHL). The symposium was hosted by Florida State, and featured many important contributions from SCSD. SCSD hosted a full panel at the symposium, led by graduate student Diana Abarca. Abarca was joined by Dr. Estrella Rodriguez and Dr. Mollie Romano. Their panel focused on Latino family perspectives on early intervention practices for their young children. Graduate students Kiana Hines and Kaisey Fumero also presented at the conference. Alongside Dr. Carla Wood, they presented their work on the reading-comprehension skills of Spanish-English speaking 5th grade students.

Doctoral Student Victor Lugo Presents on Diversity, Equity, and Inclusion in Team Science



Doctoral student Victor Lugo presented at the Southeast Regional Clinical Translational Science Symposium. His presentation, titled, "Diversity, Equity, and Inclusion in Team Science", gathered responses from over 900 researchers across the United States about their perspectives on team science. In his presentation, Lugo explained how team science training impacts equity, diversity, and inclusion in research. "Research conducted with multiple and diverse perspectives is necessary to solve many of the problems we face in education today," said Lugo. "Additional resources and trainings in team science are necessary to ensure that imbalances in the power structure of members, especially those rooted in gender identity, race/ethnicity, or position type, are not allowed to dissuade members from actively contributing to team activities."

School of Information



Meet the iSchool's Fulbright Scholars

Each year, the Fulbright Program selects highly competitive applicants from around the world to become Fulbright Scholars. Three of these incredible scholars are enrolled in the iSchool; get to know each of them below:

Hanim Astuti hails from a small village in Indonesia, where she dreamed of moving to a big city to earn her education. That dream led her to Surabaya, the Netherlands, and now Tallahassee, where she is continuing her study of information systems.

Joining us from Surabaya, Indonesia, Anisah Herdiyanti spent two years working through the Fulbright application process to pursue a Ph.D. in information systems.

Beginning his academic journey at the University of Indonesia in 2004, Muhamad Prabu Wibowo has spent nearly 20 years studying and working in the fields of IT and Informatics. Always seeking opportunities to explore the world, Prabu became a Fulbright Scholar in 2018 and moved to Tallahassee to further his education.

STORY
SPOTLIGHT



News from the School of Information

Online MSIT Program Recognized as a Top-Ranked Graduate Program



The College of Communication and Information is excited to announce that the online Master of Science in Information Technology (MSIT) program has been recognized as a top ten program in the US, according to the US News and World Report 2022 rankings. The MSIT program gives students the tools they need to be successful in the field of information technology. The program allows students to gain experience with areas such as information architecture, information quality assurance, usability, IT governance, information systems management, IT project management, user experience design, IT documentation/technical writing and communication, distributed information systems, data management, and mobile information systems. Interim Dean Dr. Stephen McDowell praised the program for changing to meet the needs of today's students. "The information technology master's program addresses growing needs for our community and prepares students to be leaders of their teams and organizations," he said. "We are very glad for this national recognition."

Doctoral Student Lateef Ayinde Presents Paper at the Special Library Association



Doctoral student Lateef Ayinde is researching social informatics, information management, information policy and audit, knowledge management and audit, and digital government. Ayinde was invited to present his paper, "Rethinking of the Roles and Skills of Information Professionals in the 4th Industrial Revolution" at the Special Library Association (SLA) on January 31, 2022. SLA focuses on connecting information professionals through various mediums. Ayinde stressed the importance of adapting school curriculums to better suit the future of information and communication.

iSchool Researchers Featured at Kentucky Conference on Health Communication



KCHC, hosted from April 7th-9th in Lexington, KY, featured several research studies from CCI representatives. Dr. Mia Lustria and PhD student Obianuju Aliche presented two studies: "I Got Training on the Brain: Designing Motivational Messaging to Improve Older Adults' Adherence to Cognitive Assessment and Brain Training Programs" and "Examining Foreign-born Mothers' (FBMs) Perceptions, Attitudes, Information Needs, and Information Seeking Behaviors Related to HPV Vaccines and Vaccinations." Doctoral candidate Juan Muhamad's study on "Defining the Concept of Help Seeking to Support Efforts in Predicting Health-related Behaviors" was also presented.

CCI Graduate Student Abigail Sage Recognized with 2022 Graduate Student Excellence in Visual Arts Award

CCI graduate student Abigail Sage was recently recognized for her creative ability with the 2022 Graduate Student Excellence in Visual Arts Award. The award is given to applicants who show great proficiency and artistic ability in visual arts. Additionally, applicants are judged on the message that their artwork conveys. The work submitted by the honorees will be showcased in the Honors, Scholars, and Fellows House for a year. Sage told CCI that art is a huge passion of hers. "I greatly appreciate this recognition because though I haven't pursued a career in visual art, I have always considered myself an artist. I love expressing myself creatively," she said. "I worked very hard on this drawing. It's one of my favorites and I'm glad others like it too." Sage is currently pursuing her master's degree in Information Science, as well as a certificate in Library Youth Services. After receiving her degree, she plans to become a librarian in a public or school library. Sage plans to continue her passion for art after graduation in the form of creative book displays and other decorations.



News from the School of Information

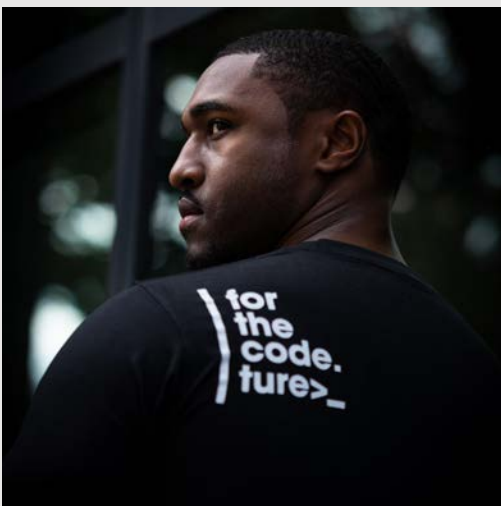
Brittany Holland Becomes Director of Media Strategy and Planning for the NBA



CCI Alumna Brittany Holland (ICT, '14) was recently promoted to Director of Media Strategy and Planning for the NBA. During her time at FSU, she was involved with several CCI organizations like the CCI Leadership Council, STARS Alliance, Women in IT/ICT Sharing Experiences, and Advertising Club. Holland also assisted with the development of the PEEPs program, which is intended to keep current CCI students connected to alumni around the globe. She credits her time at FSU with stimulating her interest in both advertising and technology, two fields that she blends into her current career. Her advice for current CCI students would be. "Stay curious and ask questions. Although I didn't major in Marketing or Advertising while at FSU, I followed my passion for innovation and interest in digital industry advancements that eventually led me to the NBA. Keep in touch with your growing network (this includes peers and professors!) This is an invaluable resource that will continue to give back throughout your career."

Yevgeny Senkevich Makes Fresh Food Accessible with ROBOjuice

ROBOjuice is developing a solution for juice bar operators. The device is a self-service beverage kiosk that automates juice, smoothies and other specialty drinks. The kiosk, powered by robotics and A.I., can create a personalized beverage order-to-sip in just 60 seconds, using fresh ingredients, contactless service, and a small footprint. The robotic production cell is designed to deliver beverage consistency for consumers while providing juice bar operators a low capital, low risk way to test and enter markets. Co-founder Yevgeny Senkevich (IT, '08) has always been a supporter of personal wellness – while obtaining his Bachelor's degree, he worked as a personal trainer at Bobby E. Leach Student Recreation Center as well as a smoothie barista. When it comes to starting a business, Senkevich advises current students to "be assertive, spend time wisely, learn with a purpose, and find mentors that can help you. If you fail, change your approach and try again. Don't try to do everything yourself, build a small team and scale your efforts."



Casey Jostine Launches Tech Inspired Apparel Company

Casey Jostine (IT, '14) recently launched <dresscode/>, a clothing company that combines technology and fashion to create unique designs and pieces that reflect self-expression and redefine the idea of <dresscode/> in the tech community. In the hoodie-szn collection, users are able to see the uniqueness of <dresscode/> as the sweatshirts combine different HEX#s (color codes) that allow us to visualize CSS (a programming language). <dresscode/> also utilizes sewn-in QR codes to their apparel that lead users to special pages, exclusive discounts, and the <dresscode/> social media pages. "The integration of QR codes into the clothing industry leads to endless opportunities as we continue to move with the trends of technology," explains Jostine. "We will continue to keep up with the trends in fashion and tech by continuing to push the needle with integrating technology into clothing." "Today it's QR codes, tomorrow it's integrating augmented reality onto our clothing, and in the future it's ____"

WAYS TO GET INVOLVED WITH CCI

Student Leadership Council

The CCI Student Leadership Council (SLC) meets monthly with the Dean of CCI to discuss student affairs and what is going on within the College from a student's perspective, as well as hosting events around the college and promoting student involvement!

To learn more and get involved contact:
Betsy Crawford
Betsy.Crawford@cci.fsu.edu



Want to find more ways to get involved with CCI?

Visit our **Get Involved** website to see our **22 student organizations!**



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FSU College of
Communication & Information

Join the CCI LinkedIn group to connect with other students, alumni, and faculty!