

# The COMMUNICATOR

The newsletter of the School of Arts and Communication

Fall 2018

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Florida Tech

## Steelman Aims to Build on CoPLA Foundation

By Rolanda Hatcher-Gallop, *The Communicator*

Lisa Steelman, Ph.D., likens the College of Psychology and Liberal Arts (CoPLA) to a house built on a solid foundation.

"We're in really good shape in our college. We have wonderful faculty and great programs. We have all of the building blocks that we need to continue to build on our foundation," says Steelman, the new dean of CoPLA.

She should know.

Next fall will mark her 20th year anniversary as a member of the Florida Tech faculty.

Within that time, Steelman has been promoted up the ranks to full professor, served as program chair for the Industrial/Organizational Psychology program, chaired the university's Institutional Review Board, and held several faculty and administrative positions, including senior associate dean and acting dean.

She envisioned and implemented new initiatives and programs—including a faculty mentoring program—that bolstered the academic education and service components of the college.

In short, Steelman knows CoPLA very well.

"I think we're lucky to have someone of her experience and knowledge leading this college," says Robert Taylor, Ph.D., associate dean of CoPLA and head of the School of Arts and Communication (SAC). He, along with Heidi Hatfield Edwards, Ph.D., communication program chair and associate head of SAC, served on the search committee to fill the dean position following the retirement of Mary Beth Kenkel, Ph.D., in June.

"She knows the university, she knows the faculty, and she knows the students. I compare the duties of a college dean to that of the conductor of a symphony orchestra. All of the instruments are there, and they sound fantastic on their own, but it takes a skilled conductor to get them to work



*Lisa Steelman, dean of Florida Tech's College of Psychology and Liberal Arts, believes being strategic with college-level goals will build programs that enhance student learning, research and scholarship.*

together and produce something extraordinary and phenomenal," Taylor says.

"I feel we have such a conductor in Lisa Steelman," he adds.

CoPLA is composed of the SAC, the School of Behavior Analysis, the School of Psychology, the department of military science and the division of languages and linguistics.

Steelman says the college needs to continue strengthening the programs, research and scholarship components that are already in place while also looking for opportunities for growth and new ideas.

"We can strengthen what we have by being strategic with college-level goals as well as research and policies. That's how we can fortify our house," she explains.

*continued on page 8*

# Save the Date: Fall 2018/Winter 2019 Calendar of Events

**Fall Music Student Vocal Recital**  
Dec. 3 at 5 p.m.  
Gleason Performing Arts Center

**Fall Music Student Instrumental Recital**  
Dec. 3 at 7 p.m.  
Gleason Performing Arts Center

**Jazz Syndicate Holiday Concert**  
Dec. 5 at 7 p.m.  
Hartley Room, Denius Student Center

**Lambda Pi Eta Honor Society Induction Ceremony**  
Dec. 6 at 11 a.m. | Crawford 220

**CoPLA Holiday Party**  
Dec. 8 at 7 p.m.  
Hartley Room, Denius Student Center

**COM Faculty Meeting**  
Jan. 11 at 2 p.m.  
Crawford 611 Communication Lab

**SAC Faculty Meeting**  
Jan. 16 at 2 p.m.  
Crawford 7th Floor Conference Room

**Jazz Friday at Foosaner Art Museum**  
Feb. 1 at 5:30 p.m.  
Foosaner Art Museum

**COM Faculty Meeting**  
Feb. 15 at 2 p.m.  
Crawford 611 Communication Lab

**Free Speech Week**  
Feb. 19–22  
Florida Tech Main Campus

**SAC Faculty Meeting**  
Feb. 20 at 3 p.m.  
Crawford 7th Floor Conference Room

**4th Annual African American Read-In**  
Feb. 22 at 6:30 p.m.  
Evans Library, 1st Floor

**COM Faculty Meeting**  
March 15 at 2 p.m.  
Crawford 611 Communication Lab

**SAC Faculty Meeting**  
March 20 at 2 p.m.  
Crawford 7th Floor Conference Room

**Jazz Syndicate at Evans Library**  
March 22 at 6:30 p.m.

**Academic Calendar**  
Dec. 7..... Last Day of Classes  
Dec. 10–14..... Final Exams Week  
Dec. 15..... Fall 2018 Commencement Ceremonies  
Jan. 7..... Spring 2019 Classes Begin  
Jan. 21..... Martin Luther King Jr. Day (no classes)  
March 4–8..... Spring Break (no classes)

**THANK YOU** Special thanks to those who contributed to producing this issue of *The Communicator*. We owe you a debt of gratitude!

Melissa Crofton, Michael Finnegan, Debbie Lelekis, Olivia McKelvey, Joy Patterson and David Thompson

## SCHOOL OF ARTS AND COMMUNICATION—FACULTY AND STAFF, FALL 2018

### SCHOOL HEAD

Associate Dean Robert Taylor, Ph.D., History, *Florida State University*

### FACULTY

#### Professors

Andrew Aberdein, Ph.D., Logic and Metaphysics, *University of St. Andrews*  
Randall Alford, Ph.D., Foreign Language Education, *Florida State University*  
Heidi Hatfield Edwards, Ph.D., Mass Communication, *University of Georgia*  
Gordon Patterson, Ph.D., History, *University of California–Los Angeles*  
Lisa Perdigao, Ph.D., English, *Northeastern University*

#### Associate Professors

Gabriella Baika, Ph.D., French, *University of Pittsburgh*  
Kevin Burke, Ph.D., Musicology, *University of Cincinnati*  
Natalie Dorfeld, Ph.D., English/Composition & TESOL, *Indiana University of Pennsylvania*  
John Lavelle, Ph.D., English, *University of Louisiana–Lafayette*  
Debbie Lelekis, Ph.D., Literature, *University of Missouri*  
Moti Mizrahi, Ph.D., Philosophy, *The Graduate Center, City University of New York*  
Ted Petersen, Ph.D., Mass Communication, *University of Florida*  
Youngju Sohn, Ph.D., Mass Communication, *University of Georgia*  
Angela Tenga, Ph.D., English, *Purdue University*  
Wanfa Zhang, Ph.D., Political Science, *University of Alabama*

#### Assistant Professors

Melissa Crofton, Ph.D., Literature, *University of South Carolina*  
Michael Finnegan, Ph.D., Literature, *University of Rhode Island*  
Chris Frongillo, Ph.D., English Literature, *Vanderbilt University*  
Sharon Irvin, M.A., English, *University of Wisconsin*  
Jacob Ivey, Ph.D., History, *West Virginia University*  
Lars R. Jones, Ph.D., Art History, *Harvard University*  
Bill Leach, Ph.D., Texts and Technology, *University of Central Florida*  
Joe Montelione, D.M.A., Trumpet Performance, *University of Southern California*  
JoAnn Parla-Palumbo, Ph.D., Applied Linguistics, *State University of New York–Buffalo*  
Alan Rosiene, Ph.D., English, *Northwestern University*  
Matthew Ruane, Ph.D., Higher Education and Policy Studies, *University of Central Florida*  
Andy K. Stanfield, Ph.D., Instructional Design and Development, *University of South Alabama*  
Dzmitry Yuran, Ph.D., Communication and Information, *University of Tennessee, Knoxville*

#### Instructors

Annie Caza, M.Ed.  
Elizabeth Dopira, M.M.  
Rolanda Hatcher-Gallo, M.S.  
Keturah Mazo, M.A.  
Anna Montoya, M.A.  
Joy Patterson, M.A. and M.S.  
Alexandra Soya, M.A.

#### Visiting Instructors

Ingrid Bradley, M.S.  
Amy Laakman, M.S.

#### Adjunct Instructors

Douglas Bailey	Mariana Garcdiagodoy-Baldini	Julianne Mallak
Marie Christine Baldini	Cervantes	Pervin Muradov
Dana Beattie	Stephanie Gonzalez	Alycia Pardoe
Andrei Belyi	Marietssa Griggs-Pastrana	Adria Perez
Erik Cole	Rosalind Harvey	Lucy Serody
George Cornelius	Brandon Hinchman	William Sokolic
Kyle Creedon	Lianne Kagunda	Chelsea Stripling
	Michael Kahn	Carol Tillema
		Charles van Riper
		Fontaine Wallace

#### Staff

Anushka Boyd, *Administrative Assistant II, Student Services*  
Margaret Moore, *Administrative Assistant III*

## The Communicator

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## From the Chair:

# Study Abroad Opens a World of Possibilities

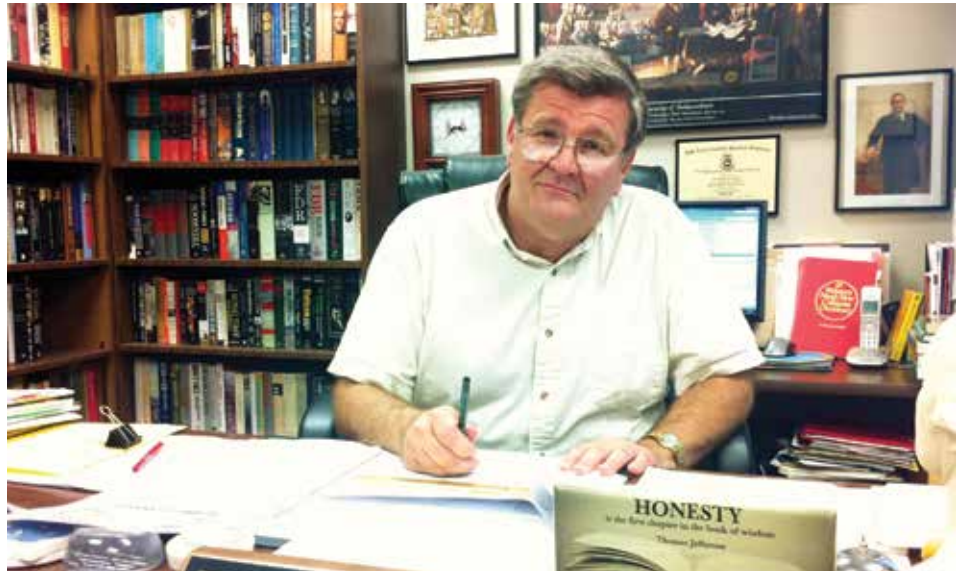
The venerable Mark Twain wrote in 1867 that “nothing so liberalizes a man [or woman] and expands the kindly instincts that nature put in lives as travel and contact with many kinds of people.”

Students here at Florida Tech have the opportunity to experience such contact by taking advantage of the various study abroad programs available in the School of Arts and Communication and the rest of the university. It is a real chance to see something of the world beyond our borders and smartphone screens while earning course credits toward graduation.

The Florida Tech Oxford program is one such path to an excellent study abroad experience. Oxford, a medieval English university town, is indeed made up of “spires and dreams.” By walking through the dozen or so separate colleges there, the student traveler can follow literally in the footsteps of J.R.R. Tolkien and T.E. Lawrence, among many other famous figures. As one of the world’s intellectual and cultural crossroads, visitors have the chance to meet and interact with fellow students from across the globe.

A side trip from Oxford to the shores of green Ireland is highly recommended. The hands of history and tragedy still touch this land and can be seen and felt exploring the ruins of abandoned villages from the 1850s perched on lonely hillsides. But on the other hand, a stroll along the narrow streets of places like Galway and Dublin find them alive with traditional music and people young and old celebrating life and the promise of tomorrow.

Another must-see is, of course, Paris. Ernest Hemingway called being there in the 1920s “a moveable feast,” and thus it remains. While in the



Robert Taylor, Ph.D., Associate Dean, College of Psychology and Liberal Arts, and Head of the School of Arts and Communication.

Latin Quarter on the Left Bank, one passes the famous Sorbonne University and the Pantheon. This impressive building, Thomas Jefferson’s favorite in the city, houses a crypt containing the remains of such huge thinkers as Voltaire, Rousseau and Marie Curie. On warm summer nights, you can watch happy Parisians dancing along the banks of the Seine or see the lengthening shadows at the Notre Dame Cathedral as the sun sets.



Robert Taylor teaching a class at Oxford University's Jesus College.

SAC itself offers an amazing summer study abroad opportunity that combines communication undergraduate and graduate courses with a 10-day trip through the wonders of Iceland, the Netherlands, Belgium

and selected parts of Germany. Tours of places like Amsterdam and Bruges are combined with visits to high-tech companies and government agencies, making it a very in-depth experience for student participants.

“Take the path less traveled and seek out study abroad programs whenever and wherever you can.”

Special scholarships and discounts are usually available to help put together the finances necessary to make such a summer semester experience viable for SAC students. It is not unusual for students to combine this trip with the Oxford program or to do it more than once.

So take the path less traveled and seek out study abroad programs whenever and wherever you can. You will never regret it!

*Robert A. Taylor*

Connect with us:





## Making Moves: SAC Faculty News Roundup

**Andrew Aberdein** presented the paper “Virtues, Arguments, and Mathematical Practice” in June at the 7th Biennial Society for Philosophy of Science in Practice conference at the University of Ghent in Belgium. Also, he presented the paper “Eudaimonistic Argumentation” in July at the 9th Conference of the International Society for the Study of Argumentation at the University of Amsterdam in the Netherlands.

Aberdein also spent a week in July visiting the Center for Logic and Philosophy of Science at Vrije Universiteit Brussel where he presented the paper “Virtue, Vice, and Deep Disagreement” and spoke on “Virtues, Arguments, and Mathematical Practice” at a workshop on Virtue Epistemology of Mathematical Practices.

**Kevin Burke** presented the paper “Game Genie: The NES Transcription Enhancers” at the annual meeting of the American Musicological Society in San Antonio, Texas, in November.

**Annie Caza** developed an online writing class over the summer, adopting a new textbook and online platform. The course development culminated in Caza going to Bisk Studios in Tampa where she pre-recorded the weekly lessons the students will be required to study.

**Natalie M. Dorfeld’s** book chapter, “Timing is Everything,” was recently accepted for publication in *The Postgraduate Seminar Essay in Literary Studies: A Guide for Writers and Readers*. It discusses time management strategies for freshman students. Ironically, she submitted her abstract two days late.

**Heidi Hatfield Edwards** recently was appointed to serve a three-year term on the Finance Committee for the Association for Education in Journalism and Mass Communication (AEJMC). Also, Edwards’ chapter on “Audience and Organizational Rhetoric” recently published in *The Handbook of Organizational Rhetoric and Communication: Foundations of Dialogue, Discourse, Narrative, and Engagement* edited by Øyvind Ilhøen and Robert L. Heath. Malden, MA: Wiley-Blackwell, 2018.

Edwards, **YJ Sohn** and Mengling Cao, M.S. Global Strategic Communication ‘17, presented the paper “Beauty Brands and Micro-blogging in China: How Content Choices Affect Consumer Engagement on Sina Weibo” at the Association for Education in Journalism and Mass Communication Annual Conference in Washington, D.C., in August.

Sohn and Edwards also co-authored “Strategic Ambiguity and Crisis Apologia: The Impact of Audiences’ Interpretations of Mixed Messages” in the *International Journal of Strategic Communication*, 12(5), 552-570.

**Michael Finnegan, John Lavelle, Debbie Lelekis** and **Robert Taylor** presented papers at the XVIII International Hemingway Society Conference in Paris in July. Lelekis presented “Becoming a Classic: Early Drafts of *The Sun Also Rises* & the Role of Hemingway’s Paris” while Finnegan presented “The Writing of ‘The Three-Day Blow.’”

Lavelle presented “Exploring Two Major Antithetical Belief Systems in *The Sun Also Rises*,” and Taylor presented “We Will Always

have Ernest: How a Historian Found his Way to the Hemingway Canon.”

**Gordon Patterson** gave the keynote address at the 2018 Fregly Interdisciplinary Symposium, “Mosquito-Borne Illnesses in the U.S. & Latin America” on Oct. 4–5 at the University of Florida, Gainesville.

**Alan Rosiene’s** paper “The Ars versificaria of Gervase of Melkley: Structure, Hierarchy, Borrowings” recently published in *Le poetriae del medioevo latino* edited by Gian Carlo Alessio and Domenico Losappio. Edizioni Ca’Foscari, Pisa, 2018.

**Wanfa Zhang** attended the 11th Meeting of China’s Academic Consortium of Political Science and International Relations—the Division and Reorganization of World Politics conference at Tsinghua University in Beijing, China, in July. He gave a presentation on “Problems, Issues, and Solutions in Building A Time-Series Dataset about the Political Attitudes of Future Elites of Major Powers.”

### SAC faculty walk/run in FIT Homecoming event

What rain? The College of Psychology and Liberal Arts was well represented in the 2018 FIT Homecoming 5K on Oct. 11. SAC faculty braved the elements to either run or walk in the event, part of a weekend of festivities celebrating the university’s 60th anniversary.



In the Team CoPLA tent before the race were (l-r) Frank Webbe, Dzmityr Yuran, Heidi Hatfield Edwards, Jake Ivey, Michael Finnegan, Dean Lisa Steelman and Natalie Dorfeld.



## The SAC Five

FIVE FACTS YOU DIDN'T KNOW ABOUT

### Keturah Mazo, M.S.

Communication Instructor



**1.** I was extremely shy in high school, but most people knew who I was because I never had a problem debating someone in class. I was the first student from Brevard County to attend the National Young Leaders Conference in Washington, D.C., where I studied under former Florida Sen. Bill Nelson, then a U.S. congressman.

**2.** I took dance classes for most of my childhood and dreamed of dancing with the American Ballet Theater. I was a member of the first troupe of the Brevard Dance Company and a lead dancer in both ballet and modern dance. My daughter later interested me in her love of Irish dance.

**3.** My husband and children will tell you that I require supervision when traveling because I wander off and get lost in the worst possible locations. They just lack my spontaneous sense of adventure.

**4.** I modeled locally as a teenager. Because I was too short for the runway, the agents suggested I move to New York City, Los Angeles or Japan and try acting for television. LOL ... I’m a terrible actress.

**5.** I knew nothing about sports growing up except that my grandpa had pitched for the Boston Red Sox many years ago. My son’s love of sports made me interested in learning more.

## Former Adjunct Leaves German-Language Collection to Florida Tech

By Rolanda Hatcher-Gallop  
*The Communicator*



John Harbaugh wrote poetry and short stories, and he studied viola with famed musician Lillian Fuchs. He played guitar and cherished the memory of conversing with Bob Dylan one morning in NYC’s West Village.

“He really was a renaissance man,” said his wife, Pam.

The Dartmouth College alumnus taught for 48 years, including teaching German and English at Satellite High School.

He also taught German for a short time as an adjunct instructor at Florida Tech. The stint left such an impression on Harbaugh, who passed away on Sept. 3, that his family donated his beloved German language library to the university.

Chelsea Stripling, head of instruction for Evans Library and the SAC liaison librarian, said the collection included 135 German language books and 30 tapes.

Pam Harbaugh said her husband loved being around Florida Tech professors and students.

“He found the students engaging and really appreciated their pursuit of personal and professional excellence,” she said.

## EDUCATION CONNECTION: ENJOYING HEMINGWAY IN PARIS

By Mike Finnegan, for *The Communicator*

Four professors from the School of Arts and Communication traveled to Paris in late July to attend the XVIII International Hemingway Society Conference.

Bob Taylor, John Lavelle, Debbie Lelekis and I presented papers on a variety of topics focusing on the works of American journalist and literary giant Ernest Hemingway.

Bob spoke of the historians' view of the Hemingway canon. John explored two major belief systems in Hemingway's *The Sun Also Rises*. Debbie focused on two early drafts of *The Sun Also Rises*, and I discussed the writing of "The Three-Day Blow," a short story featuring Hemingway's autobiographical alter ego, Nick Adams.

The American University of Paris was the gracious host of the conference, and one day of the program was spent with sessions at La Sorbonne. Specific

tours explored such Hemingway haunts as Silvia Beeches' Shakespeare and Company, The Select, and The Deux Magots.

The conference theme was "Paris est une fête . . . Hemingway's Moveable Feast," and we all found time to visit the main sights of Paris.

However, the highlight for me was reintroducing myself to the noted Hemingway scholar, Valerie Hemingway.

Valerie is the widow of Gregory Hemingway, Ernest's youngest son. I first met her at The Portsmouth Abbey School in 1984 where I was teaching her son, Edward Hemingway. I recounted a tale of Ed's decision to choose his grandfather as the subject of his research paper that year.

Ed had asked my advice about his choice, and I told him that I would advise against writing about his grandfather since he might discover some unsavory stories that could be embarrassing. Ed replied that he had already heard these stories from his parents and



SAC professors (l-r) Debbie Lelekis, John Lavelle, Robert Taylor and Michael Finnegan at the XVIII International Hemingway Conference in Paris.

that as an experienced 16-year-old, he could handle the "rough stuff."

Valerie laughed as she asked what grade he had earned. "An A, of course," I replied.

## SAC PROFESSORS EXAMINE MULTIFACETED LEGACIES OF WWI

By Melissa Crofton, for *The Communicator*

Last fall, the School of Arts and Communication and Evans Library commemorated the United States' entrance into World War I. The two joined forces again Nov. 9 in an event honoring the signing of the armistice between the Allies and Germany.



Robert Taylor (right), head of the School of Arts and Communication and the moderator/speaker at the "Legacies of World War I" event, passes the microphone to fellow presenter Gordon Patterson.

The event, Legacies of World War I: 1918-2018, focused

on the influences and lasting effects of the war, along with the rise and importance of commemoration. It was held just two days before the 100th anniversary of the Nov. 11, 1918 armistice that ended the conflict known as the War to End All Wars. The ceasefire went into effect at 11 a.m. that day, the 11th hour of the 11th day of the 11th month.

SAC professors Robert Taylor, Gordon Patterson, Matthew Ruane, Jacob Ivey and Michael Finnegan presented five short presentations to the crowd gathered in the first-floor lobby of the library. A question-and-answer session followed.

In addition to the presentations, attendees also viewed a display of World War I items, including medals, books, posters and a trench map.

On Nov. 14, assistant professor Andy Stansfield hosted a workshop on writing personal memoirs, teaching participants techniques on using their own experiences and histories to help create works of literature. The workshop paired nicely with Finnegan's discussion at the World War I event on Ernest Hemingway's "A Soldier's Home," a story about a young man named Harold Krebs who suffers from shellshock after his service in the war.

## Space Race Filmmaker's Visit Leaves Impact on Students

Special to *The Communicator*

Joy Patterson's Writing About Literature students got a unique perspective on the early days of the space race when filmmaker and educator Nancy Yasecko visited the class on Sept. 30.

Yasecko, a Brevard County native and resident, discussed the making of her 1984 film, *Growing Up with Rockets*. The documentary tells the story of the budding U.S. space program through



Nancy Yasecko

the eyes of the children of the "missile men," the first engineers at Cape Canaveral.

Benjamin Chandra, an aerospace major, said the visit affirmed his career choice.

"Seeing how it all began really helped me connect with our area's history," he said. "As an aerospace major, it instilled a degree of pride in my major's importance in our country's history."

Students watched the documentary in conjunction with reading *The Right Stuff* by Tom Wolfe.

## SAC ROLLS OUT 'REEL READS'

Special to *The Communicator*

Want a lively discussion examining film treatments of your favorite books?

Then, check out "Reel Reads," a new literature and film series that looks at films adapted from literature.

The series premiered Oct. 30 with an analysis of *The Shining*, a novel by Stephen King first adapted to screen by Stanley Kubrick. That was followed up with a Nov. 27 discussion on the Charles Dickens classic, *A Christmas Carol*.

The series was developed by humanities program chair Lisa Perdigao and professors Angela Tenga, Melissa Crofton and Debbie Lelekis.



Lelekis said in a recent interview with WFIT that the series does not feature full film screenings.

"Our intention is to provide a space for discussion and

analysis of key scenes from the films," she said.

Future "Reel Reads" events include discussions on *The Great Gatsby*, *Pride and Prejudice* and *Zombies*, and stories of Edgar Allan Poe.



# Garciagodoy, Muradov Making Musical Noise Off Campus

By Rolanda Hatcher-Gallop, *The Communicator*

Mariana Garcigodoy Cervantes cannot help but smile a little wider as she teaches piano in the School of Arts and Communication's music program.

After all, she's had the type of year only experienced in some musicians' dreams.

Over the summer, Garcigodoy received a scholarship to attend the Conductors Retreat at Medomak, a three-week intensive in Maine helmed by Kenneth Kiesler, a Grammy-nominated symphony orchestra and opera conductor, mentor and teacher.

The scholarship, named after famed conductor Alondra de la Parra, was sponsored by luxury writing instruments company Montblanc as part of their Montblanc de la Culture Arts Patronage Award program.

De la Parra, originally from Mexico, is the music director of the Queensland Symphony



"This was the third and final year that this scholarship was offered," Garcigodoy said, her excitement for the unique experience still evident.

She stated that the workshop was tailored to develop the musicianship and personal skills needed to succeed as an orchestral conductor.

"I went to this retreat to be completely immersed in music and to continue to learn and grow," she added.

The experience infused her conducting skills as she directed an orchestra of young musicians from 16 countries at the famed Carnegie Hall in New York City on Nov. 17 during the gala concert for the inaugural Florida Keys International Music Competition for Young Talents.

"It was my first time conducting at Carnegie Hall. I was nervous and excited all at once, but as soon as the first downbeat came, all the nerves disappeared and then there was just music," Garcigodoy said.

The competition was co-founded and organized by Pervin Muradov, also a piano instructor in the music program. Its mission is to support young musicians in developing their musical individuality as they master their talents.

Orchestra and the first female principal conductor of an Australian symphony orchestra. She studied under Kiesler and was inspired to start the scholarship to provide similar opportunities for other Mexican conductors.

*Above: SAC piano instructor Mariana Garcigodoy Cervantes conducts young musicians in New York's famed Carnegie Hall during practice for the Nov. 17 gala concert of the Florida Keys International Music Competition for Young Talents. The competition was co-founded by fellow SAC music instructor Pervin Muradov.*

*Left: Mariana Garcigodoy Cervantes conducts musicians during the Conductors Retreat at Medomak, a three-week intensive in Maine in July. (Credit: Mariana Garcigodoy)*



## UNIQUE MUSIC COURSES OFFERED THIS SPRING



Two music courses that debuted last spring will have repeat performances come January.

**MUS 1185:** Recording Music Workshop, 6–6:50 p.m. Tuesdays and Thursdays, is taught by Brian Tarquin, a multi-E Emmy-winning guitarist and composer. Students will learn the fundamentals of recording, audio engineering and producing using industry software.

**MUS 3185:** Music in Video Games, 9:30–10:45 a.m. Tuesdays and Thursdays, allows students to analyze and create basic audio tracks for gaming platforms. No prior experience required.

## "NORWEGIAN EXPEDITION"



The Florida Tech String Orchestra presented "Norwegian Expedition" on Nov. 27 at the Gleason Performing Arts Center. The orchestra was conducted by Eliza Dopira, music instructor and director of choral and string studies in the SAC.

## PUBLIC RELATIONS CLUB FINDING ITS VOICE ON CAMPUS

By Olivia McKelvey,  
Special to *The Communicator*



The Florida Tech Public Relations Club aims to use communication to connect students with campus and community activities. (Credit: Olivia McKelvey)

The Florida Tech Public Relations Club is only in its second year, but the group is well on its way to becoming a leading force in connecting students with campus and community activities.

"Our purpose is to keep students informed and up to date on the latest happenings on campus," said Pauline Cosson, a junior sport management major and member of the club's executive board.

"Whether it be attending a football game or going to a RES life event, we want to help other clubs and organizations reach more students," she said.

The club recently teamed up with the university to help plan the annual Day of Giving event on Nov. 27. They also hosted the Space Coast chapter of Florida Public Relations Association (FPRA), where guest speakers mingled and networked with members to discuss internship opportunities, professional development and scholarships.

Other activities are in the works, including plans to organize more guest speakers, create more fundraising opportunities and produce and distribute newly designed merchandise.

The club's president is Ashley Letendre, a junior majoring in strategic communication. She said leading the club has been an amazing opportunity for her.

"In PR Club, we use all types of communication forums like public relations, social media, writing and more. I'm sharing what I have learned so far with others, but at the same time, club members are teaching me just as much, and I think that's really unique," Letendre said.

The club's executive board is working hard to promote the club on all social media platforms as well as hold tabling events to create awareness among students.

"Others should join PR Club because they can become a part of a group that strives to learn more about our fellow peers, what they do, where they work, their social responsibilities, their public images they uphold and so much more," said club member Adam Rybicki, a business administration senior.

"Having an understanding of the people we are surrounded by can help us influence them more and make a bigger impact," he said.

## Congratulations Graduates

### SPRING 2018

#### B.A. Humanities

Paul Bersoux (with minor in Philosophy)  
Nicole Fortuna  
Rachel Martin  
Calvin Olson  
Blake Stone

#### B.S. Communication

Nicholas Bailey  
Noah Bland  
Kayla King  
Mary Kozaitis  
Aaliyah Thomas  
Alexandra "Allie" Wood

#### B.S. Strategic Communication

Michael Milligan

#### M.S. Global Strategic Communication

Elma "E.J." Castor  
Audrey Gangloff  
Steven Gilbert  
Kiayna O'Neal  
Fangge Xu

### SUMMER 2018

#### B.A. Humanities

Granneca Smith

#### B.A. Humanities/Prelaw

Myriam Abdul Ahad

#### B.S. Communication

Lindsay Isaac

#### B.S. Strategic Communication

Kenneth McDonald

#### M.S. Global Strategic Communication

Abeer Janakat

## CRIMSON MEMBERS TRAVEL TO LOUISVILLE FOR NATIONAL CONVENTION

By David Thompson, for *The Communicator*

It was an experience Kevin Boodoosingh will not soon forget.

Boodoosingh, design editor of the *Florida Tech Crimson*, along with three others from the newspaper, were among hundreds of college media's best and brightest to attend the annual Fall National College Media Convention in Louisville, Kentucky.

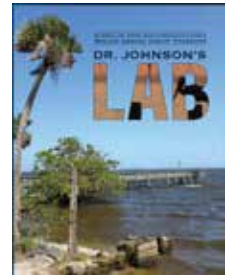
The convention, hosted by the Associated Collegiate Press and College Media Association, connected college students and advisors with media industry experts. It featured more than 275 sessions, an awards program and a film festival competition.

"Whatever aspect of journalism you're interested in, whether it be writing, editing and anything like that, there was a session for it," Boodoosingh said.

Emily Walker, a writer for the newspaper, said Cara Owsley was her favorite keynote speaker from the conference. Owsley is a visual journalist/director of photography at the Cincinnati Enquirer.

"Her pictures were really cool, and she had really cool stories behind them," Walker said.

The 2018 Communication Senior Design team, led by Lindsay Isaac, a communication major who graduated in July, earned second place at the convention's film festival. The team's project, "Dr. Johnson's Lab," tells the story of Florida Tech biologists' efforts to save the Indian River Lagoon.



The 2018 Communication Senior Design team, led by Lindsay Isaac, earned second place at the Fall National College Media Convention's film festival.

## SAC ALUMNI NEWS FALL 2018

**Zoe Ashton**, B.A. Humanities and B.S. Applied Mathematics '16, received a Master of Arts degree in philosophy from Simon Fraser University in October. She currently is pursuing a doctoral degree in philosophy at Ohio State University.

**Katheryn Broderick**, B.A. Humanities '10 and M.S. Global Strategic Communication '14, graduated from William & Mary Law School in May. She is assistant counsel with Global Legal, Compliance, and Regulatory at AIG in New York City.

**Pedro Chavarriaga**, B.A. Humanities/Prelaw '16, and his wife, Nicolette, welcomed their first child, Marco, in November.

Chavarriaga is a student at Georgetown University Law Center.



Pedro Chavarriaga with son, Marco. (Credit: Pedro Chavarriaga)

**Stephanie (Crow) Herndon**, B.S. Communication '07, is Florida Tech's new assistant director of creative services.

**Jenny (McCoy) de Oliveira**, B.S. Communication '06, and her husband, Guilherme, welcomed their daughter, Zoe, in October. She joins her fur-brother, Marty McFly.



Jenny McCoy de Oliveira with daughter, Zoe. (Credit: Jenny de Oliveira)

**Javier Molinares**, M.S. Global Strategic Communication '13, received the Quality Floridian Award for his community service efforts from U.S. Rep. Bill Posey during the Viva Brevard Gala in October. Molinares is pursuing a doctoral degree in Texts and Technology from the University of Central Florida.

**Sara Torabi**, B.A. Humanities/Prelaw '14 and M.S. Global Strategic Communication '17, is pursuing a degree in Music Business at New York University.

## STEELMAN AIMS TO BUILD ON COPLA FOUNDATION

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“But we also want to grow and build new spaces, being smart about how we go about it. We should take steps to build programs that really enhance student learning, research and scholarship. We need to build our alumni engagement as well as increase our partnerships—locally, nationally and internationally,” Steelman adds.

“I think we’re lucky to have someone of her experience and knowledge leading this college.”

—Robert Taylor, Ph.D., associate dean of CoPLA and head of the School of Arts and Communication (SAC)

“Also, we need to be thinking innovatively about the programs and offerings, both in the college and SAC, we have to distinguish ourselves in the marketplace.”

Steeleman adds that her focus is on having all of the college’s programs and units work together.



*Lisa Steelman, dean of Florida Tech's College of Psychology and Liberal Arts, has taught at Florida Tech for 19 years.*

“We need to focus on the whole house, not just the suite of rooms,” she says.

“We can grow our interdisciplinary efforts if we work together and think of ourselves as one unit instead of different rooms in the house.

“My vision is together we are one CoPLA, and everyone is engaged and involved and thriving as one,” she says.

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